We appreciate your interest in partnering with our Local Fund Area (LFA) for support for your organization's project or event. We are pleased to receive your application for review, and look forward to learning more about your event and/or project, and how it will bring tourists to our area, which is our primary mission.

The Local Fund Areas (LFAs) support events and projects that are directly related to an increase in lodging (overnight stays, length of stay and return visits) within the unincorporated CBID regions:

San Simeon   Los Osos/Baywood/Unincorporated Morro Bay
Cambria   Nipomo/Oceano
Cayucos   Arroyo Grande Unincorporated/San Luis Obispo Unincorp.
Avila Beach

As a public entity, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the CBID Advisory Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under $4,999 will be reviewed by a sub-committee of the CBID Advisory Board consisting of the Chair, Vice-Chair and CAO, and this sub-committee has the authority to approve, deny or bring to the full CBID Advisory board for approval. Funding applications are reviewed and approved at the next available CBID Advisory Board meeting following the LFA board meeting.

Funding applications must be **submitted to LFA board a minimum of <u>120 days prior</u>** to the event date, and a **minimum of <u>10 days before</u> the LFA board meeting date**.

Criteria for Application Consideration:

- **Economic Impact:** Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County
- **Marketing**: Reach outside of SLO County
- **Brand Support**: Visibility of the destination brand with inclusion in marketing and promotional materials
- **Location:** Takes place within an unincorporated CBID region
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds should not be used to fund overhead or maintenance

All paperwork should be filled out completely prior to submission and be accompanied by supporting documents. All items below need to be included in order for your submission to be considered complete:

- All questions within the application addressed with thorough, complete answers
- Financials, including all expenses and income related to your event/project
- For events, a marketing plan will need be provided, including media, spend per outlet & audience reached
- Prior event outcomes (post event follow-up report if previous funding has been provided)

Action required by CBID LFA boards: Included with the application submission and supporting documents provided by the requesting organization, the LFA board minutes must clearly outline why the LFA board is approving the funding request and how it directly connects to helping meet the mission for increased overnight stays as a result of the LFAs financial support. The minutes should also specify what measurable data and/or follow-up the board will require from the requesting organization.

If you meet these criteria, please advance to the requirements and application details.

Requirements of Sponsorship:

In order to ensure that your event meets our goal to drive overnight stays, the following objective and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors. The objectives outlined are key to any sponsorship ask:

Objectives

- Educate and build awareness among the event participants of the benefits of the supporting community as a tourism destination
- Provide an avenue to encourage participants and families to stay in order to generate room nights
- Integrate the local tourism brand into the event messaging

Criteria for Event Sponsorship (required for all funding requests that exceed $4,999)

Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the LFA tourism site.

Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

Database acquisition: A mechanism to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database.

Tickets for promotional purposes: Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.

Program ad: If the event includes a program, ad space is required.

We pledge our marketing support

The LFA, and the unincorporated CBID, will promote your event within our existing marketing assets, including a featured event profile on our website/s and social media messaging.

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

Local Area Fund: Application

Event Title or Project Name: _____

Event Dates: _____ **(emphasis will be placed on events that occur in the off-season October – June)**

Amount of funding requested: _____ **Overall budget:** _____

Organization Information:

Local Area: _____

Submitted by:_____ **Phone:**_____**E-mail:**_____

Organization receiving funds:_____

Mailing Address: _____

Contact Person: _____**Phone:**_____

Event or Project description, including website link:

Event Details

	Last Year	**Current Year** (projected)
Total Revenue		
Total Expenditures		
# Attendees		
Percent of out of area Attendees		
# Room Nights*		

Room night calculation: Grant funding $_____/$100 (average ADR) = $_____ (number of room nights that must be secured in order for event sponsorship investment to break-even)

*please consider a vacation rental as 1 room/unit

Describe how this event or project will support overnight stays.

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

For event sponsorship funding requests above $4,999, please acknowledge that the following will be provided by initialing each:

_____**Visibility of lodging messaging**: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site.

_____**Inclusion in promotions:** Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

_____**Database acquisition**: A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

_____**Tickets for promotional purposes**: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

_____**Program ad:** If the event includes a program, ad space is required.

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Before signing the statement below, please confirm that each of the following is included within your submission:
_____ **Completed & signed Application**
_____ **Financials**
_____ **Marketing Plan**
_____ **Prior year Follow-Up Report (if local fund monies have been provided in the past)**
_____ **Submitting 120 days prior to event date**

APPLICANT'S STATEMENT
I have reviewed the foregoing application submitted by _____ proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,

_____, California, on this _____ day of _____, 20_____.

By (Signature): _____Print Name: _____

Title: _____

_____
Local Fund Chair

_____
Local Fund Co-Chair

Follow-up Report

Organization: _____

Event/Project: _____

A final report must be received within 60 days of the conclusion of the event or project, and will be required if future funding is sought.

The report must include the following:

Overview: A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.

Visitor Data: Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.

Brand Support: Provide proof of the tourism logo usage in promotional materials, and how the "stay" message was integrated into the overall campaign.

Marketing: Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.

Financial Report: A financial statement that details how the funds were expended.