



Dear Interested Organization:

The City of San Luis Obispo's Community Promotions Program comprised of the Tourism Business Improvement District (TBID) and the Promotional Coordinating Committee (PCC), under direction of the City Council, recognizes that cultural, social and recreational events make significant contributions to the overall quality of life in and visitor attraction to the City of San Luis Obispo. Accordingly, the City maintains a local special event sponsorship program, referred to as the Events Promotion through this application process, to assist in the development and promotion of such activities within our community.

The purpose of the Event Promotion sponsorship is to develop a year-round diverse calendar of destination events in the City of San Luis Obispo. The City is seeking new destination events that showcase the attributes of our City to significantly attract tourists to our destination and enhance the experience for the local community, or existing destination events that are developing new features to their program. Events applying should maintain the intention to keep the event located in the City of San Luis Obispo even after the sponsorship support has been termed out.

To be considered for local special event sponsorship funding, events must have clearly stated goals, and the event producer must be able to demonstrate that their financial management practices are sound and insure accountability. The City is unlikely to fund new projects which duplicate or conflict with existing programs, services, or events. Project collaboration among organizations is encouraged.

Sponsorship funding is subject to budget constraints. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. This application process does not limit the TBID or PCC from directly funding special events outside of this application process.

The application must be submitted in the following manner:

- A. One digital copy sent to mcano@slocity.org.**
- B. Eight sets (8) of the application (typed, clipped, and 3-hole punched).**
- C. One copy of:**
 - your event's previous year financial statement or budget details for a start-up event
 - a listing of all officers and/or staff
 - tax exempt certification/ or business license in the City of SLO (City of SLO business license must be obtained if funds are awarded)
 - signed statement of limitations and payment disbursement (Attachment 4)

PLEASE DO NOT SUBMIT OTHER SUPPLEMENTAL MATERIALS WITH THE APPLICATION OR BIND/STAPLE YOUR APPLICATION MATERIALS.

It is important that your application **provide all the requested information**. Clear, concise and original applications are best. Your original application should be hand delivered or mailed to:

**Community Promotions Program- Events Subcommittee
Attn: Tourism Manager
City of San Luis Obispo Administration
990 Palm Street
San Luis Obispo, CA 93401**

Events Promotion Program Timeline

Please note the following dates:

- 1. April 18, 2016** - Application information available on the City's website.
- 2. April 27, 2016 at 4:30 pm Special Meeting of the Events Promotion Subcommittee** - An informational workshop will be held at City Hall, 990 Palm Street, to answer questions regarding the special event sponsorship process.
- 3. May 20, 2016** - Completed applications will be due to the City Administration Office by **5:00 p.m. LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**
- 4. Week of May 30- June 3-** Events will be required to participate in a question and answer session with the subcommittee members. (Applicants will be notified of this meeting by email).
- 5. June 8, 2016-** Recommendations from the subcommittee will be made to PCC/TBID Boards during regular committee meetings.
- 6. July 2016** – Grant contracting with organizations. Grants available to approved organizations when fully executed agreements are returned.

If you have any questions, please contact Molly Cano at 781-7165 or mcano@slocity.org.

COMMUNITY PROMOTIONS PROGRAM

SPECIAL EVENT SPONSORSHIP APPLICATION ASSESSMENT CRITERIA

Applications submitted to the TBID/PCC will be evaluated both in terms of the applicant and the event proposal using the following criteria:

APPLICANT CRITERIA

1. Applicant organization must have a clearly stated purpose and function and be responsible for the planning and provision of a cultural, social or recreational program/event.
2. Applicant must demonstrate that it has the managerial and fiscal competence to complete the proposed project. Repeat applicants must have a successful history of using prior sponsorship funds, as evidenced by a completed and accepted Final Report.
4. The organization must give evidence that it has examined and weighed the financial ability of the target population to support its program or event.
5. The organization must extend its program to the general public and may not exclude anyone by reason of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status.
6. The applicant organization must comply with the final report evaluation process as requested by the Events Subcommittee. Final report must be received within 60 days of the conclusion of the event unless otherwise approved in writing by the Tourism Manager.
7. Applicant does **not** need to maintain non-profit status for sponsorship consideration.
8. Events who have received funding through the PCC's grants-in-aid (GIA) program for the current event year, will not be eligible for additional event sponsorship funds through this application.

SPONSORSHIP CRITERIA & GUIDELINES

1. Priority will be given to organizations requesting "seed money" for new destination events or to enter new promotional markets outside of San Luis Obispo.
2. Priority will be given to events that take place in the City of San Luis Obispo or events of special benefit to the City of San Luis Obispo.
3. Event sponsorship requests must meet both of the purposes below:
 - Of tourism promotion advantage to the City of San Luis Obispo and;
 - Of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.
4. Priority may be given to events that take place in "non-peak" tourism months (October through March) with the goal of bringing people to San Luis Obispo.
5. Priority will be given to requests pertaining to marketing and promotional efforts for the event in order to drive visitors and tourists to the City of San Luis Obispo.
6. Organization must disclose other requests for City support that are being pursued (i.e support from Parks & Rec, Public Works, etc).

7. Organization must state co-opportunities or other tourism sponsors that are actively pursued.
8. Demonstrated financial need is considered, although events with potentially greater promotional benefit to the City of San Luis Obispo will be given higher consideration.

The following tiered structure provides guidelines that will be used to establish the consideration of the event support.

Category One:

An existing event in pursuit of expanding current marketing outreach to draw in new attendees from outside San Luis Obispo County and bring tourists to the City of San Luis Obispo. The organization effectively brings tourists from outside San Luis Obispo County to the City of San Luis Obispo. The organization agrees to at minimum: incorporate the City's tourism logo, tourism website, and lodging phone number on all marketing material and event website; the event must encourage overnight stays with the City's lodging partners; the organization must include City of San Luis Obispo visitor and tourism information in its mailings and marketing outreach; event will provide tickets for participation/promotion.

Category Two:

An existing event offering "new" event components, features, or experiences. Events that are expanding their event offerings in addition to marketing reach beyond San Luis Obispo County. The organization effectively brings tourists from outside San Luis Obispo County to the City of San Luis Obispo. The organization agrees to at minimum: incorporate the City's tourism logo, tourism website, and lodging phone number on all marketing material and event website; the event must encourage overnight stays with the City's lodging partners; the organization must include City of San Luis Obispo visitor and tourism information in its mailings and marketing outreach; if appropriate provide City promotional space (booth) at the event; event will provide tickets for participation/promotion.

Category Three:

A new destination event applying for seed money to fund the event startup. This is a brand new event that is looking for significant sponsorship to support the initial launch of the event. The event will effectively bring tourists from outside San Luis Obispo County to the City of San Luis Obispo. The organization agrees to at minimum: incorporate the City's tourism logo, tourism website, and lodging phone number on all marketing material and event website; the organization must include City of San Luis Obispo visitor and tourism information in its mailings and marketing outreach; if appropriate provide City promotional space (booth) at the event; event will provide tickets for participation/promotion. The event will also exclusively promote the City's lodging partners as the "place to stay".

Sustainable Funding Process

The Sustainable Funding process allows an organization to receive up to three years of sponsorship funding. Repeat recipients can anticipate a reduction in sponsorship funding. After the initial year of funding, repeat recipient awards are typically reduced by one third each year for a total of three years of funding or as budgets allow. This rule has been established to assure the Community Promotions Program will have the opportunity to foster new events for the City of San Luis Obispo and encourage event organizers to become self-sustaining by cultivating new community partners and securing ongoing diverse funding options. The TBID and PCC request that in applying for sponsorship funds, the event has the intention to keep the event located in the City of San Luis Obispo once the three-year sustainable funding model has been exhausted. **Adherence to this process is at the discretion of the TBID and PCC committees.**

EVENT SPONSORSHIP APPLICATION FORM

DATE(S) OF EVENT: _____

NAME OF EVENT: _____

EVENT LOCATION: _____

NAME OF ORGANIZATION: _____

ADDRESS OF ORGANIZATION:

WEBSITE URL: _____

NAME OF CONTACT PERSON: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

TOTAL AMOUNT REQUESTED: _____

PURPOSE OF SPONSORSHIP REQUEST (check all that apply):

- In-County Event Advertising/ Promotion
- Out-of-County Event Advertising/ Promotion
- Event Logistics
- Event Production
- Event Staff Compensation
- Other: _____

Please select the category that best represents your funding request:

- Category One:** An existing event in pursuit of expanding current marketing outreach to draw in new attendees from outside San Luis Obispo County and bring tourists to the City of San Luis Obispo.
- Category Two:** An existing event offering “new” event components, features, or experiences.
- Category Three:** A new destination event applying for seed money to fund the event startup.

Please complete the entire application, answering all requests for information.

1. Provide a brief description of your organization and its cause.

2. Provide a brief description of your event.

3. Provide a brief description of how/what the requested funds will be used?

4. Will your event be taking place within the City of San Luis Obispo?

Yes ____ No ____

Venue Name:

Venue Location:

5. Has a City permit been issued for your event or have you contracted the venue for your event date?

Yes ____ No ____

Note: For use of City facilities, venues, or services, applications must be received no later than 90 days in advance and can be accepted up to 1 year in advance. The application form can be found on the slocity.org. Application and fees are payable to the City of San Luis Obispo and can be submitted directly to the Parks and Recreation Department located at 1341 Nipomo Street, San Luis Obispo, CA 93401. Event applicants shall be responsible for securing a separate Special Event Permit with the City.

6. If you are a for-profit organization, do you give a percentage of your income from this event to a charity? Yes ___ No ___

If yes, please complete the following questions:

Is the charity local or national? Local ___ National ___

Name of the Charity(ies): _____

How does the charity benefit for your donation? Cash ___ In-Kind ___

Explain:

How do you select the charity?

7. Is this a first year the event will take place? Yes ___ No ___

If yes, skip to question number 13

8. If not, how many years has it taken place?

9. Where has it taken place previously?

10. How is this year's event different this year from prior years?

11. Historical Attendance:

12. Historical percentage breakdown of in-county vs. out-of-county attendees:

13. What is the return on investment trend for your event?

14. Expected Event Attendance:

15. Expected percentage of in-county vs. out-of-county attendees:

_____ in-county attendees

_____ out-of-county attendees

16. Who is your target audience?

17. Where is your primary and secondary geographic target market?

Primary _____

Secondary _____

18. Do you sell tickets or is it a free event? Tickets____ Free____

If tickets are required, please provide the price range.

19. Have you requested funding from other organizations/entities? Yes ____ No ____

If yes, please provide the names of these organizations and funding entities.

20. When are the funds needed for the event?

21. What is the overall budget for the event?

22. What are you willing to offer the City and TBID members in exchange for the sponsorship funds for your event? (Ex. Exclusive lodging partnership, discounted tickets for lodging packages, complimentary tickets for promotional use, etc)

23. Is it your intention to keep the event located in San Luis Obispo once City sponsorship funding is exhausted?

Yes ___ No ___

24. What is the anticipated longevity of the event to take place in the City of San Luis Obispo?

Event Worksheets

*The worksheets below are simplified examples of what information we are looking to review.
Please use a separate sheet if more space is needed.*

Line Item Funding Request: Indicate total amount requested from the City of San Luis Obispo, including a **prioritized** list of individual line items making up the total.

Event Component	Amount
Total	\$

Line Item Event Budget: Provide a detailed budget for the complete event, listing all available **support and income** sources.

Source	Amount
TOTAL	\$

Detailed Media Plan: Provide a detailed Media Plan including traditional and online media.

Media Outlet	Type & Frequency	Cost of advertising

Example:

LA Times Online

Banners / 1,000 impressions

\$ XXXXX

The Tribune

½ page ads / 3 times

\$ XXXXX

Crowd control plan: Provide your crowd control and safety plan (parades or large special events only).

Please provide any additional information you would like to share.

Be sure to include all supplemental materials as requested. Thank you.

Return Application to:
Community Promotions Program – Events Subcommittee
Attn: Tourism Manager
City of San Luis Obispo Administration
990 Palm Street
San Luis Obispo, CA 93401

Post-Event Final Report Guidelines

Organization: _____

Event Dates: _____

*** Final report must be received within 60 days of the conclusion of the event unless otherwise approved in writing by the Tourism Manager.*

The report must include the following:

- Administrator's Report:** A brief synopsis of the event. Please include a statement describing activities, services, or programs provided, and any changes that have occurred during the reporting period.

- Statistical Survey:** Include the number of participants in the event. Survey should also include, to the best of your ability, the demographic make-up of participants, i.e., residents, non-residents, and age groups (youth, teens, adults or senior citizens), and the source the data is based on. This section should also include the return-on-investment details from the event for the City of San Luis Obispo and TBID members.

- Financial Report:** A financial statement that details how the Events Promotion sponsorship funds have been expended.

- Recognition:** Provide proof of your organization's acknowledgement of the City's support in promotional materials used for the event and how City Tourism message was integrated into the overall event campaign. Please submit reports that illustrate how the event generated leads and traffic.

**COMMUNITY PROMOTIONS PROGRAM
STATEMENT OF LIMITATIONS AND PAYMENT DISBURSEMENT**

Please read the following document and sign to indicate that you have read and understand it.

Limitations:

This application does not commit the sponsor to award sponsorship or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all applications received, to fund on a line item basis, to negotiate with all qualified applicants, or to cancel in part or in its entirety this program, if it is in the best interest of the City to do so.

Payment of Funds:

All duties, obligations, and disbursements of funds are shall be governed by the provisions of the agreement between the City and the applicant receiving funds.

- An applicant that is awarded funds shall enter into a contractual agreement with the City of San Luis Obispo for stated program during the current grant period.
- The payment schedule will be stated in the contractual agreement.
- The contracting agency will agree to provide reports in such form and detail as may be required by the City and the TBID/PCC to monitor contract performance prior to payment for programs.
- The contracting agency will provide the City with an annual audit by an independent auditor to be approved by the City, if the City should so request.
- Should the funds not be used in the manner specified within the contract, the organization will be required to return the funds to the City of San Luis Obispo,

(Sample copies of standard City contract forms can be provided by the Tourism Manager upon request.)

I, _____, (printed or typed name of authorized applicant organization representative), have read the above statement and fully understand its contents and implications. I further attest that all the information contained in this application is accurate to the best of my knowledge.

Signature _____ Date _____

Title _____

Applicant Organization _____