

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

Local Area Fund: Application

Event Title: CAMBRIA ART & WINE FESTIVAL 2018
Event Dates: Jan. 26, 27, 28, 2018 (emphasis will be placed on events that occur in the off-season October - June)
Amount of funding requested: \$7,000 Overall budget: \$45,000

Organization Information:

Local Area: Cambria, CA
Submitted by: Cambria Chamber of Commerce Phone: 805-927-3624 E-mail: info@cambriachamber.org
Organization receiving funds: Cambria Chamber of Commerce
Mailing Address: 767 Main St., Cambria, CA 93428
Contact Person: Mary Ann Carson Phone: 805-927-3624

Event description, including website link:

This 3 day event is situated throughout the entire village of Cambria and offers a variety of entertainment and activities. All businesses are encouraged to participate. The event includes: A Food and Wine Pairing Dinner; Wine tasting at multiple venues, an Art Show/Silent Auction; a two day Artists Faire with barbecue; and various art and musical entertainment. Web Link: www.cambriaartwine.org

Event Details

| | <u>Last Year</u> | <u>Current Year (projected)</u> |
|----------------------------------|------------------|---|
| Total Revenue | 43,156 | 45,000 |
| Total Expenditures | 26,206 | 35,000 |
| # Attendees | 520 | 620 |
| Percent of out of area Attendees | 80% | 80% |
| # Room Nights* | 50 | 80 (Last yr. probably had 400 room nights.) |

Room night calculation: Grant funding \$ 8,000 / \$100 (average ADR) = 80 (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 will support overnight stays.

This 3 day event was created to encourage out of town visitors to come for a two to three night stay, at an otherwise slow time of year. The Festival has proven to be a popular and successful event. The more people we can entice to come in the off season to stay in our hotels, motels, and B & B's, the more the entire community will benefit. Event stats show that 80% of the 520 attendees are from out of town and stay for multiple days in the off-season. We wish to attract more attendees with increased marketing efforts in 2018.

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.

Please acknowledge that the following will be provided by initialing each:

MAC **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.

MAC **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).

MAC **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.

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

MAC **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, and 14 days prior to the LFA board meeting

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by The Cambria Chamber of Commerce 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,

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

By (Signature): Mary Ann Carson Print Name: Mary Ann Carson
Title: Executive Director

Revised: May 1, 2017

[Signature] _____
Local Fund Chair Date

Local Fund Co-Chair Date

CAMBRIA CHAMBER OF COMMERCE

767 Main St., Cambria, CA 93428 805.927.3624

August 2017

To the Cambria Tourism Board

Re: Local Area Fund Application

Dear CTB Board Members:

The Cambria Chamber of Commerce is requesting funds for printing and advertising and Kickoff Party expenses for the annual Art & Wine Festival 2017. This event draws hundreds of people from out of SLO County to stay in local lodging during a very slow time of the year. It is a three day event and most people stay for all three days.

We need printed advertising materials (rack cards and ads) and online advertising to sell the maximum amount of tickets for the event. The Souvenir Program is costly and is an integral part of the event, guiding guests to venues and activities and providing a time line for the 3 days. The Kickoff Party food and wine pairing is the biggest revenue generator, and usually sells out. The Festival needs funds to make sure the Kickoff remains an exceptional experience.

The Art & Wine Festival has proven to be a popular and successful event. The more people we can entice to come in the off season to stay in our hotels, motels, and B & B's, the more the entire community will benefit. Event stats show that 80% of the 520 attendees are from out of town and stay for multiple days in the off-season.

Attached is an application for funds and supporting documents. The Chamber would be honored to have the CTB as one of our Platinum Sponsors, with the attendant benefits. If you have any questions or I can be of any further help, please do not hesitate to contact me.

Thank you in advance for your consideration.

Sincerely,

Mary Ann Carson

Mary Ann Carson

Executive Director

info@cambriachamber.org



2018 Cambria Art & Wine Festival Synopsis

This event was created to encourage out of town visitors to our village, for a two to three night stay, during an otherwise slow time of year. It is a three-day event situated throughout the entire village of Cambria and offers a variety of entertainment and activities. All businesses are encouraged to participate as a sponsor, raffle prize donor, a listing in the passport, or all of the above.

Festival Highlights

- **Passport/Program:** All ticket holders receive a passport/program. Listed within are all participating businesses open for business. Visitors' passport is stamped at each business they visit. Each stamp earns raffle tickets toward a big drawing on Sunday.

Businesses are encouraged to host a demonstrating artist on Friday and Saturday and/or winery on Friday, to attract and retain more visitors at their location. Alcohol "Day Use" licenses are required and cost \$25 per day. The Chamber handles all the paperwork.

The passport/program also lists sponsor information, raffle prize donors and contact information for the participating businesses and artists. All of which is also posted to the event website:
CambriaArtWine.org

- **Kick Off Party:** Friday evening an Event Kick-Off Party offering wine & food pairing, entertainment, preview of the Art Show/Silent Auction and special raffle prize packages will be held at the Veterans' Hall. This is a seated five-course dinner with live entertainment and a special set of raffle prize drawings. Seating is limited. This event has sold out every year. In 2018 we have expanded the capacity for guests to accommodate the event's popularity.
- **Wine Tasting:** All ticket holders receive a souvenir wine glass. Businesses can choose to offer wine tasting on Friday and/or Saturday/Sunday (Day Use license required). Saturday offers three main wine tasting venues; the Veterans' Hall, Cambria Center for the Arts Gallery and the Cambria Historical Museum (east village). Over 35 local wineries participate on Saturday and Sunday in conjunction with the expanded two-day Artists Faire.
- **Art Show/Silent Auction:** A preview of the Artists Faire and silent auction featuring completely original artwork by San Luis Obispo County artists will premiere Friday night during the Kick off party. The silent auction art show is held at Allied Arts Association and runs through Saturday. Winners posted Saturday evening.
- **Saturday Evening Venues:** Additional venues are offered with artists, food/wine pairing and continued entertainment. These venues are offered by a variety of local businesses and community organizations. The details are posted on the website as they are confirmed.
- **Artist's Faire:** Held on Saturday and Sunday, the Artists Faire is a two-day show and sale of artists inside and outside of the Veterans Hall, with wine tasting displays and a barbecue lunch fundraiser for the local High School Rotary Interact club.
- **Raffle Drawings:** The drawings are held at the end of the event on Sunday at the Artist's Faire.

For more details specific to the 2018 event please visit our website at: www.CambriaArtWine.org or contact event coordinator Patrick Dennis at 805.909.9522.

ART AND WINE FESTIVAL BUDGET 2018

Income:

| | |
|-----------------------|--------|
| Art auction | 10,000 |
| Business participants | 500 |
| Program ads | 2000 |
| Sponsors | 4500 |
| Souvenirs/raffle | 2000 |
| Paypal Handling fee | 1000 |
| Tickets | 25,000 |

TOTAL Income \$45,000

Expenses:

| | | |
|--------------------|------|-------------------|
| Square fees | 400 | |
| Set up/Clean up | 1000 | |
| Event Coordinator | 6000 | |
| Allied Art % | 6000 | |
| Artists commission | 6000 | |
| Wine glasses | 1500 | |
| Licenses | 500 | |
| Music/sound system | 1000 | |
| Paypal charges | 500 | |
| Advertising | 6620 | marketing |
| Posters & contest | 500 | marketing |
| Printing | 1000 | marketing |
| Programs | 1000 | marketing |
| Party Exp | 3000 | marketing (1,000) |

TOTAL Expenses \$35,000

Marketing Plan – Cambria Art & Wine Festival 2018

| | |
|--|-----------------|
| URL/Web Fees | \$120 |
| Design and Layout | 2500 |
| Web site, Facebook Ads, Program, cards | |
| Printing | |
| Rack Cards, Flyers | 1000 |
| Program | 1000 |
| Posters | 500 |
| Banners | 500 |
| Flags all over town | 1500 |
| Ads - Print | 1000 |
| Fresno area Tribune Los Angeles Area San Jose, San Francisco | |
| Ads – Online | 200 |
| Radio | 300 |
| Online Calendars, Event sites | 0 |
| Facebook, enhanced | 100 |
| Pop Up tents for visibility | 400 |
| Party Décor | 1000 |
| <hr/> | |
| Total | \$10,120 |

Cambria Chamber of Commerce
Profit & Loss

May 1, 2016 through April 1, 2017
May 1, '16 - Apr 1, 17

| | | |
|-------------------------|------------|------------------------|
| Ordinary Income/Expense | | |
| Expense | | |
| Exp. for Events | | |
| Art & Wine | | |
| SQUARE fees | 263.12 | |
| Servers-Food,Water | 194.30 | |
| Posters | 349.70 | |
| Clean up | 1,180.00 | |
| Chairman % | 4,426.00 | |
| Allied Arts % | 7,525.00 | |
| Design, digital mkt | 2,227.50 | |
| Artist commission | 3,498.50 | |
| Banners | 35.09 | |
| Decorations | 522.19 | |
| Glasses | 1,011.88 | |
| License | 375.00 | TOTAL MARKETING \$5060 |
| Website, Rack Cards | 820.01 | |
| Music | 400.00 | |
| Party | 1,769.03 | |
| Paypal charges | 376.34 | |
| Printing Tickets | 259.80 | |
| Program Printing | 847.60 | |
| Total Art & Wine | 26,081.06 | |
| Total Exp. for Events | 26,081.06 | |
| Total Expense | 26,081.06 | |
| Net Ordinary Income | -26,081.06 | |
| Net Income | -26,081.06 | |



Sponsor Opportunity from Cambria Chamber of Commerce & The Allied Arts Association
 This is a request for your participation in the
 16th Annual Art & Wine Festival • January 26, 27, & 28 2018
We appreciate your review of this request and hope to hear from you soon
 This is a Fundraiser for the benefit of our community via the Chamber of Commerce & the Allied Arts Association
TO ENSURE INCLUSION IN ALL MARKETING MATERIALS PLEASE RESPOND BY AUGUST 25, 2017

ALL SPONSORS RECEIVE:

1. Recognition in the Souvenir Program on the "sponsors" page, and at the base of each alternating page.
2. Text listing on all posters, flyers and handouts as well as the Website (with live links). www.CambriaArtWine.org
3. Text listing at the event in the Main Hall.
4. Text listing published in the monthly Chamber Newsletter beginning with issue following sign up.
5. Sponsor is included on the full color rack card. 5000 distribution - *If signed on by August 25, 2017*

Bronze Sponsor \$250 Cash Donation add:

- 1/4-page ad in Souvenir Passport/Program
- Two Main Event tickets

Silver Sponsor \$500 Cash Donation add:

- 1/2-page ad in Souvenir Passport/Program
- Special Recognition at Friday Night Kick Off party
- Two Main Event Tickets

Gold Sponsor \$1,000 Cash Donation add:

- 3/4 page ad in the souvenir program.
- Logo added to listing on full color Rack Card (5000 distribution)
- Logo added to listing on full color posters and flyers: *If signed on by August 25, 2017*
- Logo added to listing on event promo website: www.CambriaArtWine.org - premium position/live link
- Listed as Gold Sponsor in all published ads and email blasts
- Full color Signage at the event with your logo
- Four Main Event Tickets

Platinum Sponsor \$2000+ Cash Donation:

- Same as Gold except:
- Full page ad in the souvenir program.
- Your logo on, choice; Wine Glasses, Wine Openers distributed to ticket holders.
- Six Main Event Tickets

Yes we want to participate in this event in support of our Community.

\$250 Bronze Sponsor \$500 Silver Sponsor \$1000 Gold Sponsor: \$2000+ Platinum Sponsor:
 I have a raffle prize I would like to offer for the event (*All Raffle Prize contributions will have additional listing on raffle donor list at the event and in the Chamber Monthly Newsletter as well as on a special page in the passport*)

To ensure proper recognition please fill in completely (or staple a business card) and submit to the Cambria Chamber.

Contact _____ Phone _____ Date: _____

Business Name _____

Mail Address: _____

Address (To publish) Same as Mailing _____

Email _____ Website (To publish) _____

| |
|---|
| <p>TOTAL CONTRIBUTION AMOUNT \$ _____ Check # _____</p> <p>Please make checks payable to: Cambria Chamber of Commerce. To ensure proper recognition fill in form completely. Drop off or mail to: The Cambria Chamber • 767 Main Street • Cambria, CA • Confirmations will be sent to all applicants</p> |
|---|

Follow Up Report

Organization: Cambria Chamber of Commerce

Event: Cambria Art & Wine Festival 2017

Overview: This 3 day event was created to encourage out of town visitors to come for a two to three night stay, during an otherwise slow time of year. The event is situated throughout the entire village of Cambria and offers a variety of entertainment and activities. All businesses are encouraged to participate. The event includes: A Food and Wine Pairing Dinner; Wine tasting at multiple venues, an Art Show/Silent Auction; a two day Artists Faire with barbecue; and various art activities and musical entertainment.

Visitor Data: Art & Wine Festival 2017

Tickets turned in:

| | | |
|---|------------|--------------------------|
| # | 420 | Out of Town attendees |
| | 100 | In Town attendees |
| | <u>60</u> | Comp/volunteer attendees |
| # | <u>580</u> | Total attendees |

Adjusted for comp/volunteer tickets: (all local)

| | | |
|---|------------|-------------------------|
| # | 520 | Attendees |
| | <u>420</u> | From out of town |
| | <u>80%</u> | From out of town |

Brand Support:

The Cambria Tourism Board name and logo were used extensively on all promotional materials, ads, rack cards, posters, Chamber web site and Event web site, Facebook, in the event program and on a banner at the event. Certainly the "stay" message was promoted, as we encouraged visitors to attend all three days with an all-inclusive 3 day ticket with different events each day.

Marketing: Marketing efforts were successful, as they resulted in a nearly sold out event, with 80% of attendees from out of the area. Marketing included online calendars and e-blasts to past attendees, as well as the ads, rack cards, posters, web sites, and Facebook postings.

The Chamber web site was well visited in January, at 30,000, where local lodging is found, and where there is a link to VisitCambriaCa lodging availability.

Financial Report: CTB funds were used for marketing the event. Please see attached.

The Chamber of Commerce and the Allied Arts Association wish to thank the CTB and their constituents for supporting the Cambria Art & Wine Festival with Local Area funding.

Sincerely,
Mary Ann Carson
Cambria Chamber of Commerce
Attachment - Financial Report



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)

Board Meeting Minutes

September 19, 2017

DRAFT

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:02 p.m.

Members Present

Jim Bahringer
George Marschall
Karen Cartwright
Greg Pacheco

Absent: Linda Ennen

CBID

Cheryl Cuming, CAO
Bram Winter
Matt Masia

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Linda Finley, Stewardship
Mary Ann Carson, Chamber
Paulla Ufferheide, Scarecrow Festival
John Ehlers, CHS
Debbie Johnson, CHS
Penny Church, CHS
Consuelo Macedo, CHS
Claudia Harmon, Beautify Cambria
Cheryle Raiter, Beautify Cambria
Kathe Tanner, *The Cambrian*

2. Consent Agenda Items

Regular Board meeting minutes – June 13, 2017

Greg Pacheco moved and Karen Cartwright seconded to approve the regular board meeting minutes of June 13, 2017 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Funding Application Guidelines Discussion

George Marschall expressed that there is confusion from organizations about the new funding applications and he and Greg, as new board members, do not have the historical experience to have answers. He asked why the changes were made. CAO Cuming explained the previous idea of not using funds for marketing expenses came from a prior board member. It was never a CBID directive. It is the evolution of the application, it took about nine months. We had several meetings to discuss it; we collected all the local fund chairs together for input. They found that more clarity and connection needed to be given between the application and the mission of this group, which is “heads in beds”. We are not a community funding organization. We are a lodging funding group. Changes were also made so that committees could make better decisions based on what they will receive for their sponsorship dollars. Including projected room nights. The responsibility is put more on the applicant to prove value and fill out a complete application that a committee chair can approve. The form can continue to evolve and your best bet would be to provide your feedback to Jill Jackson. All local administrators will give feedback at the next meeting. Penny Church said that she feels it would be better to get immediate input on the application, so they could have responded. Jill stated that she responded with all the committees’

feedback and requests to John Ehlers, who submitted the application. CAO Cuming told Jim that it was discussed at the Avila meeting. Jim said that his input had been that we should not go with the 120 days, but 90. He said that there is a philosophical difference between the county board and this board, at least with this board chairman, anyway. He continued that the CTB's mission is to provide funds to increase more stays in hotels, more mid-week stays, and longer stays and whatever it takes by the opinion of this board is what we should be spending our money on. The money comes directly from the county. Jim stated that in his opinion the board does not have a parent – child relationship with the CBID board. In other words, unless it is illegal, the CBID should not be able to deny funding of CTB approved applications. It is easier for the applicant to follow a very strict guideline, but if someone came with an event that would put 300 heads in beds next month this board should be able to fund it. The CBID does not have the authority to deny the funding. The CTB is tasked with spending this money in the best way for its constituents. I believe that is how the ordinance reads and I believe county counsel would agree with that. Maybe not, we should check. The CBID should not second guess this boards decisions, why even have a board? CAO Cuming stated that they have had over three hundred applications and over five million in funding and there needs to be a process that applicants follow. She said he was correct that the CBID has denied funding on some of the CTB, and other local areas, applications. The CBID recommends funding to the Board of Supervisors, who is the final decision in funding. Jim asked CAO Cuming what authority the CBID had to deny the CTB's funding of applications. Where in the code does it say that? That the CBID is superior to the CTB? If you read the code, it does not say that. One percent of the assessment goes to the CBID, one percent goes to the local board. It is up to the local board to decide how that money is used for its constituents, they know best, the county does not. Matching funds, of course the CBID can deny, but otherwise, no. CAO Cuming said that there is a hierarchy, the CBID board is a step up. She said their goal has been to work in collaboration with the local fund boards. The ordinance does state that the CBID is the governing board. Jim stated that he did not find that in the ordinance. It takes away the intent of the local board for the county to override them. He said he does not see any evidence that the boards have a parent – child relationship. CAO Cuming said she can supply paperwork to Jim that will confirm the CBID's authority.

George said that he wanted to address the funding application guidelines and that it seems some groups have gotten stuck “in between” the old and new applications and it is unfair to them. Jill confirmed that committee chairs can chose for the application not to go forward to the board for review and a vote. You can do either, whether you are recommending or not. CAO Cuming offered to attend a committee meeting too, if it might be helpful.

Jim proposed that a copy of the CTB by-laws be available at the next meeting for review and discussion; and perhaps they can make some more specific process guidelines. He asked that it be added on to the agenda. The board unanimously agreed.

3.2 *Number of CTB Board Members Discussion*

Jim stated that they can table the discussion about whether to add two more board members. George said he would like to make a decision. George said he does not think so because it makes it harder to come to agreements, it is difficult with five.

George Marschall moved and Greg Pacheco seconded to not add any additional members. Motion carried unanimously.

3.3 *Cambria Art & Wine Festival 2018 Funding Application*

Greg stated that the Cambria Chamber of Commerce submitted a funding application to assist with costs of the Cambria Art & Wine Festival 2018. The amount requested is \$8,000 but due to budgetary reasons the Event Committee is recommending \$7,000 be funded. The committee based its recommendation on last year's success, that funding is for marketing expenses, and that 80% of attendees are from out of area.

Greg Pacheco moved and Jim Bahringer seconded to approve funding the Cambria Chamber of Commerce application in the amount of \$7,000 from Event Committee budget funds. Motion carried 3 in favor, 1 abstained: George Marschall abstained because he is a member of the Cambria Chamber of Commerce Board.

3.4 *Cambria Harvest Festival Funding Application*

Greg explained that the Cambria Historical Society submitted a funding application to assist with costs of the Cambria Harvest Festival. The amount requested is \$3,300. Due to that it is mainly locally attended and does not bring in out of area visitors, is on Columbus Day weekend, and the application requests overhead expenses, the Event Committee recommends not funding the application. Consuelo offered the board a revamped marketing plan for consideration. Claudia suggested that events grow each year, and have more attendance, and that the board has to invest to increase attendance to ongoing events. Jessica stated that Archer & Hound could create packages for Cambria groups to use for their marketing of events. Everyone agreed that would be very helpful. Karen offered possibly funding a lesser amount to help with marketing expenses for the Harvest Festival.

Karen Cartwright moved and Jim Bahringer seconded to approve funding the Cambria Historical Society Harvest Festival application in the amount of \$1,500 from Event Committee budget funds. Motion carried 3 in favor, 1 against: Greg Pacheco.

3.5 *Maintenance of Main St. Medians/Strip Plantings Funding Application*

George explained that the Beautify Cambria Association has submitted a funding application to pay for the costs to maintain the Cambria Main Street medians and sidewalk strip plantings. The amount requested is \$4,980. George stated that the Outreach Committee does not recommend due to no long term plan being in place. Whatever is funded could die next year if no plan, or funds are in place. The board asked for Beautify to present a long term plan for very low maintenance plants or trees, George added it should be approved by an arborist. Claudia stated that they would like to pay the bill they have been presented for \$2,750, George said they cannot ask for funds spent without approval. Jim suggested they come back with a plan that includes reimbursement, he feels this should be done. Claudia confirmed that Beautify will not be able to continue without CTB funding. Karen said it should be businesses. Jim suggested they contact PROS, a standing CCSD Committee. Claudia said statistics show that people travel to towns that are pretty and have trees and flowers. It is more important than events. Jim stated that he hopes the board will consider reimbursing Beautify for the work that has already been done. George encouraged them to reapply with a long term plan.

The board unanimously agreed to deny funding.

3.6 *Watering of Main St. Medians/Strip Plantings Funding Application*

The Beautify Cambria Association submitted a funding application to pay for the costs of watering the Cambria Main Street medians and sidewalk strip plantings, in the amount of \$4,900. This was discussed with the above (3.5) application.

The board unanimously agreed to deny funding.

3.7 *Rural Road Trip Co-op Marketing Expense*

Karen explained that the cost for the CTB to participate in the Roadtrippers Influencer program is \$3,750. The Marketing Committee recommends funding from the contingency fund. Jessica explained the program and board members liked the opportunity. She explained that it is contingent upon the San Simeon board approving \$3,750 too.

Greg Pacheco moved and George Marschall seconded to approve funding the Rural Road Trip Co-op in the amount of \$3,750 from contingency funds. Motion carried unanimously.

3.8 Cambria Magazine Travel App Ad

Jill explained that last year the CTB purchased a ¼ page ad in the *Cambria Magazine* to promote the Visit Cambria Travel App. The cost for the same size ad in the new edition of the magazine is \$650. A copy of the ad was enclosed in the board packet. George asked why it was not included in the marketing budget and Jessica explained it was overlooked, but will be included next year.

Greg Pacheco moved and Karen Cartwright seconded to approve funding the ¼ page Cambria Magazine ad in the amount of \$650 from contingency funds. Motion carried unanimously.

3.9 Visit Cambria Booking Widget on Cambria Chamber Website

Jim stated that in order for the Cambria Chamber to display the booking engine widget on its website all of their members must be represented on it. This means that six lodging properties from outside Cambria would need to be listed. Mary Ann said that CAO Cuming stated earlier at the marketing committee meeting that she believes that would be illegal. Jessica said they also need more information about cost to add other properties, before they can recommend. The board agreed to pursue the issue once more information could be obtained.

This item was tabled until more information could be obtained.

4. Information Items/Presentations

4.1 Stewardship / Kind Traveler Program Update

Linda Finley shared that there is not anything new at this time, but they have a lot coming up. She hopes that everyone looked at the Kind Traveler article included in the board packet. Cambria still needs a new Stewardship Traveler Ambassador.

4.2 Marketing Committee Report

Jessica Blanchfield reviewed progress on the new website. Greg asked if the motorcycle category could be broader to include auto clubs too. Jessica confirmed it could, it could be a phase two item too. She explained that the CBID had already done a great deal of research on the motorcycle market and had given it to the CTB to utilize. Greg asked if wineries and/or wine tasting could be an added category. Jessica said it is part of other ones, under dining and only Cambria venues are listed. Bram and Greg both agreed that Paso and the 46 wineries should be listed. Jessica said she could check into this and Greg offered to put her in touch with Lauren with Pasowineries.net. Maybe a wine tasting “package”. Bram asked if they will be targeting corporate or groups on the website. He also feels that instead of Yelp TripAdvisor should be used.

4.3 CBID Update

CBID Financial Report for Cambria

The report was provided to the board but not discussed at the meeting.

4.4 CBID Presentations

CAO Cuming had to leave early for another meeting, so no presentation was given.

4.5 Cambria Chamber of Commerce

Mary Ann Carson shared that they had 36,000 new visitors to the Chamber website.

4.6 Committee Meeting Minutes

Event and Outreach Committees Meeting Minutes – August 1, 2017

Marketing Committee Meeting Minutes – August 15, 2017

Event and Outreach Committees Meeting Minutes – September 5, 2017

The minutes were provided to the board but not discussed at the meeting.

5. Public Comment

Paulla Ufferheide reported that the Scarecrow Festival is on schedule and will start putting the scarecrows out this weekend. They will all be out by September 30. She gave the board members tickets to the kickoff party, which will be on October 5. She asked that everyone ask their friends and families to buy tickets as this will be a necessary fundraiser for them.

6. Future Agenda Items/New Business

By-law review and discussion.

Beautify Cambria reimbursement for work performed.

Cambria Chamber widget on website.

7. Adjournment

There being no further business, the meeting was adjourned at 3:47 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)
Local Area Fund: Application

Event Title or Project Name: Printing and Distribution of Promotional Materials for Friends of the Elephant Seal

Event Dates: October, 2017 - March 2018 (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: 9,366.00 Overall budget: 9,366.00

Organization Information:

Local Area: San Simeon Tourism Alliance

Submitted by: Lynette Harrison/Tim Bridwell, Board Members

Phone: 805-924-1628 E-mail: fes@elephantseal.org

Organization receiving funds: Friends of the Elephant Seal

Mailing Address: P.O. Box 490, Cambria CA 93428

Contact Person: Tim Bridwell, co President, Board of Directors Phone: (805) 400-4954

Event or Project description, including website link:

This is a project description for the printing and distribution of printed materials to promote Friends of the Elephant Seal (FES) www.elephantseal.org.

The elephant seal colony at Piedras Blancas is one of the biggest tourism attractions in San Luis Obispo County. Visitors from all over the world come to see the seals during the various stages of their life cycle. Friends of the Elephant Seal docents (volunteers) document more than 200,000 visitors annually, and estimate that to be about 25% of the actual visitation. Visitors who come to see the seals often stay in San Simeon, which has the closest accommodations to the viewing area.

As a non-profit organization, Friends of the Elephant Seal has historically done very little advertising or promotion. San Luis Obispo County, CBID and other tourism organizations have promoted the Elephant Seal vista points and the Friends of the Elephant Seal as tourism destinations.

The recent closure of Highway 1 has reduced visitation to the elephant seal vista points. Our docents are documenting fewer personal contacts and lower attendance at the viewing areas. We have also experienced a significant drop in donations, merchandise sales and on-the-spot one-year memberships. We have documented a 20% reduction in all three of these important income sources.

Friends of the Elephant Seal is celebrating 20 years of operation in 2017-18. The first time FES docents went out on the bluff was Thanksgiving weekend, 1997. The articles of incorporation for non-profit status were filed in March of 1998. In March 2018, FES will be hosting an event to celebrate the 20th anniversary of our organization at the Hearst Castle Theater.

We feel that this is an important time to expand our outreach, including our print materials and distribution throughout SLO County. On all the print materials, we will add the **VisitSanSimeonCA** logo to the print materials, and any additional wording as requested by the SSTA Board of Directors.

This request is for the following. Please see the budget itemization.

- 1) **Printing & Mailing, *Among Friends* newsletter:** Our member newsletter is mailed three times a year to more than 900 members and sponsors throughout the United States & the world. At least 50% are from out of the area. Members come back frequently to view the seals at different times of the year. SSTA will be acknowledged as our funder and sponsor. We will also display the "Visit San Simeon" logo on the newsletter.
- 2) **Rack Card Printing and Certified Distribution:** FES has never had a rack card. When we spoke with Certified Distribution, they were very excited by the idea of a rack card and offered a significant discount. We are receiving the standard 10% non-profit discount. The representative further noted: "I am seeking authorization to provide you this distribution for 50% off for two years. We will need an estimated 25,000 rack cards for each year. I suspect yours will be one of the most popular." We will display the "Visit San Simeon" logo on the Rack Card.
- 3) **Printing and mailing of invitations to 20th anniversary event.** We will be contacting all current and former docents and their spouses, as well as invited guests from the community, members and sponsor who have provided meaningful support over the last 20 years. We will be sending invitations by mail, with RSVP through an on-line reservation system. We will encourage attendees to book their lodging in San Simeon, and will provide a live link to San Simeon accommodations on the RSVP link. Our invitation list will be more than 400 people (the capacity of the Hearst Castle theater is 400), and we estimate conservatively that 10% of invitees will stay in San Simeon (40 - 45). Our RSVP will include a survey requesting information on where our guests are staying. If San Simeon lodging properties would also provide a special price for attendees of the 20th anniversary event, it would help us track the number of attendees who stayed in San Simeon.

Need a place to stay? Click Here:
VisitSanSimeonCa.com

BUDGET

| ITEM | DESCRIPTION | COST |
|---|---|-------------------|
| Among Friends Member Newsletter & Postage | Printing 3300 | \$3,300.00 |
| | | |
| Rack Card Design | FES staff will design rack card | In-kind |
| Rack Card Printing | 50,000 print run | \$1,497.00 |
| Rack Card Distribution | Certified Distribution for 2 years offered at 60% discount (\$175/mo X 24 months) | \$4,200.00 |
| 20 th Anniversary Celebration | 500 Invitations & envelopes | \$249.00 |
| | Postage: nonprofit bulk mail (.24 X 500) | \$120.00 |
| TOTAL | | \$9,366.00 |

Event Details

| | <u>Last Year</u> | <u>Current Year (projected)</u> |
|--------------------|------------------|---------------------------------|
| Total Revenue | N/A | |
| Total Expenditures | N/A | |

Attendees

N/A

Percent of out of area Attendees N/A

40-45 for anniversary event

Room Nights*

N/A

Room night calculation: Grant funding \$ 9,366/\$100 (average ADR) = 94 (number of room nights that must be secured in order for event sponsorship investment to break-even).

Describe how this event or project will support overnight stays.

Our funding request is not to cover the costs associated with an event. It is for print materials to encourage visitation to San Simeon and invitations to an event in San Simeon.

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.

Our submission is for an out-of-area marketing plan, including our membership newsletter, Among Friends.

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 FRIENDS OF THE ELEPHANT SEAL 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,

San Simeon, California, on this 19th day of SEPTEMBER, 2017.

By (Signature):  Print Name: TIM BRIDWELL

Title: CO-PRESIDENT

Revised: March 7, 2017



Local Fund Chair

Local Fund Co-Chair

Follow-up Report

Organization: FRIENDS OF THE ELEPHANT SEAL

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.



**San Simeon Tourism Alliance
Social Media and Public Relations
October 2017 – March 2018
Scope of Services**

Solterra Strategies brings expertise to the San Simeon Tourism Alliance in a variety of areas including: unique brand positioning, brand development, public and media relations, trade relations, strategic partnerships, digital marketing expertise, which includes social media strategy and execution. The Solterra team - Stacie Jacob, Jennifer Bravo and Mike Dawson and its core contractors Matt Browne and Brad Rubin brings more than 30 years of wine and tourism marketing experience with an emphasis on developing genuine brand messaging across several platforms. Solterra proposes working with the San Simeon Tourism Alliance in these ways: 1) social media marketing 2) media and public relations 3) website 4) email marketing and 5) advertising.

Media and Public Relations – Solterra will work with the San Simeon Tourism Alliance to leverage timely events happening along the Highway 1 Coast. Solterra will target travel and lifestyle media in an effort to generate content specific to San Simeon to then use via the social media campaign. Specifically targeting bloggers and regional media will kickoff the public relations campaign to generate results that can be leveraged through digital media channels. This strategy will boost awareness and create specific content unique to the San Simeon’s coastal destination.

Media and public relations actions include:

- Communication with key local and regional travel and lifestyle journalists about travel ideas the happenings on the San Simeon Coast.
- Keep the San Simeon destination offerings top-of-mind with key industry associations: Visit SLO County, Visit California, Highway 1 Discovery Route, etc. as well as key wine associations: Pacific Coast Wine Trail, Paso Robles Wine Country Alliance, SLO Vintners, etc.

Social Media Marketing and Digital Advertising – Solterra Strategies brings strategy to social media helping clients understand their goals with these communication channels. Now that we’ve established a strategy and San Simeon’s goals on social media, Solterra will continue developing content for each social media channel: Facebook, Twitter and Instagram and execute day-to-day social media interaction with followers. Solterra will work with social media influencers to help leverage interaction with all of San Simeon’s social media channels. Solterra will help create a unified “voice” of the destination and use it across all platforms, offering creativity, spurring interaction and creating engaging, beautiful and fun content. Solterra will continue to manage all social platforms.

With the first phase nearly complete we know there is still work to grow your audience. Having the approved \$500 per month to leverage your digital marketing platform will us further engage audiences and drive traffic numbers.

Website – Engage in a basic redesign to fit the audience personas, create a more dynamic experience with the website and maximize traffic. The opportunity is to maximize the digital experience through email, website, social, earned media and advertising/paid media.

Email Marketing – Create at least one email campaign per month, but scale up based on email acquisition and content based on persona and seasonal content. Scale up to four (4) per month.

Advertising – maximize the digital platform with paid search using Google Ad works, buying into co-op opportunities and looking for ways to build traffic keeping San Simeon top of mind.

Fee Schedule:

| Activity: October 2017 – March 2018 | Estimated Budget |
|---|--|
| Website: Design and Development (one-time fee) Monthly Maintenance | \$15 - \$18K \$300 - \$500 per month |
| Paid Ads: creative, analytic review and testing One-time start-up fee - \$5,000 Monthly spend \$1500 - \$5,000 per month/ 4 months | \$5K \$1500 - \$5K per month |
| Monthly fees/monitoring: Adjusts based on ad spend | \$500 - \$1,500 per month |
| Email - \$250 per email – maximum 4 emails per month | \$250 per email |
| Social Media | \$3,000 per month |
| Public Relations and Content Development | \$1500 per month |
| Designer, photographer, etc. (one-time fee) | \$8,000 |
| Total: | \$70,300- \$106,000 \$99,600 – new total to approve |

An invoice with detailed time and fees will be presented each month along with the \$4500 per month ongoing retainer. Either party may void this contract with a two-month (60-day) written notice.

Expenses (if applicable)

Travel and business expenses including mileage, lodging, meals and other approved out of pocket expenses (i.e., Facebook boosts, advertising, contests, etc.) will be billed on a monthly basis. An agreed upon up to \$500 per month has been integrated into the plan to pay for online tools (i.e., Mail Chimp, Facebook ads) and other opportunities that arise to leverage the digital media platform.

Stacie Jacob

 Stacie Jacob
 Solterra Strategies, Inc

Michael R. Hanchett

 Michael R. Hanchett
 San Simeon Tourism Alliance



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DIRECTORS

Paul Panchal
Michael R. Hanchett
Kaushik Patel
DeeDee Ricci
Recording Secretary

San Simeon Tourism Alliance

MEETING MINUTES

DRAFT UNTIL APPROVED

September 19, 2017, 1:45 pm

Cavalier Cove Room

250 San Simeon Ave., San Simeon, CA

The meeting was called to order at 1:45 pm

WELCOME & INTRODUCTIONS

Board Members Present: Mike Hanchett and Paul Panchal. Kaushik (Ken) Patel was absent.

Staff: Cheryl Cuming, SLO CBID CAO; Michele Roest, Visitor Center Coordinator and Recording Secretary.

Guests: Mike Hanchett Jr, Cavalier Resort; Jeanne Heagele - Cavalier Resort; Stacy Jacob & Brad Rubin -- Solterra; Tim Bridwell & Lynette Harrison - Friends of the Elephant Seal (FES); Carolyn Skinder -- Monterey Bay National Marine Sanctuary & Coastal Discovery Center; Brenna & Mike - Piedras Blancas Light station; Sue Kwasny, Diva Day Spa; Jim Allen, Hearst Castle; Alex Ramirez & Vicotr Nunez, Hearst Castle Theater; Jordan Carson, Visit SLOCAL.

PUBLIC COMMENT(S) Carolyn announced that the Ventana Wildlife Society will be having a fundraiser at the Hearst Castle Theater on October 24.

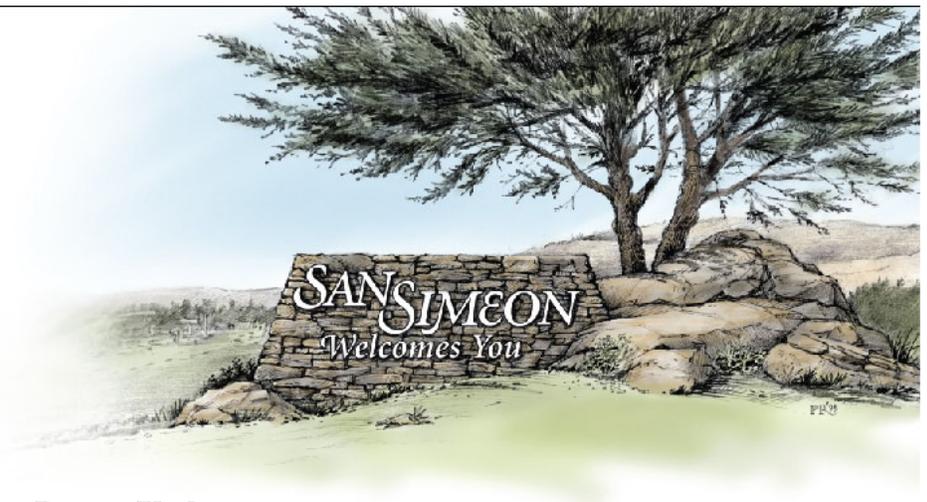
CORRESPONDENCE Mike Hanchett acknowledged a Thank You note from Allied Arts for the Grant for the Film Festival. He also included the latest newsletter from Black Diamond UK in the board packet.

APPROVAL OF MINUTES for August meeting. Paul made the Motion, Mike 2nd; All in Favor.

SLO CBID UPDATE Cheryl's CBID summary included description of the LFA rural Road Trip co-op that is proceeding this month for San Simeon. She called attention to the Kind Traveller Program. SLO had become a destination sponsor and is receiving promotion from Kind Traveler in magazines and social media. The Stewardship Travel program reported more than 60 stories over the last 4 years.

OTHER REPORTS/UPDATES:

- 1. Visitor Center Report:** Michele reported that visitation for July and August was down due to docent absences. The Scarecrow Festival will begin on September 25-26.



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DeeDee Ricci
Recording Secretary

2. **Alliance Partners Report/Update:**

FES: FES is currently training 17 new docents. Visitor counts are down due to the road closure.

Coastal Discovery Center: Carolyn reported on the Coastal Discovery Fair on August 26th, which celebrated the 25th anniversary of the Monterey Bay National Marine Sanctuary, the opening of the new History of Whaling exhibit. The event hosted an estimated 600 people.

Hearst Castle: Jim Allen reported that a new reservation system was installed on August 1st, replacing ReserveAmerica. Visitation is down about 15% compared to last year, but there is still a good steady stream of visitors.

PBLS: Brenna and Mike announced events at the Light House: Hops for the Top on October 14, and Sunset Photo Tours on October 28 and November 4.

Diva Day Spa: Sue Kwasny reported a busy summer for Diva with many guests of the Cavalier Inn reserving massage services at Diva.

3. Website Analytics and Scorecard: Included in Board packet.

4. **Highway 1 Closure Update & Discussion.** Mike reported that he has been communicating with tourism groups in Big Sur, Monterey and San Luis Obispo. The Mud Creek slide is reported as the largest slide in CA history. No solid plan has been developed. He will keep everyone posted.

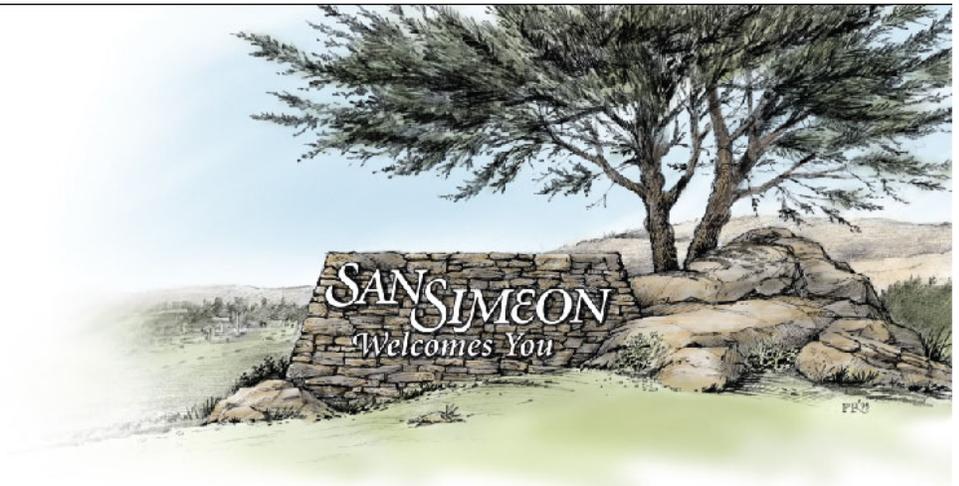
5. **Highway Gateway Signage update.** The sign and landscaping are completed. The final expenses are still coming in but will fit within the approved \$24,999 budget.

6. The ribbon cutting will occur after the ribbon cutting ceremony for the Highway 1 realignment, probably in late October.

7. Solterra Website Presentation: Brad revealed the new look for the San Simeon website. The revision of the website was presented in a slide show with explanations by Brad on improvements to be made, including website redesign, improved SEO, social media, contour building, and email marketing.

ACTION ITEMS

1. **Solterra Core Marketing Adjusted Contract.** Contract was adjusted to \$99,600 for 6 months, October 2017 to March 2018. Paul made the Motion, Mike 2nd, All In Favor.
2. **Solterra Website Presentation: Motion:** To accept the website revision proposal. Paul made the Motion, Mike 2nd, All In Favor.
3. **RFP Preparation:** SSTA will pursue developing an RFP for Website Contractor, to be hired in March 2018. Mike made the Motion, Paul 2nd, All In Favor.
4. **Rural Road Trip Co-op:** Funding an “Influencer” visit to San Simeon in January and February that will highlight San Simeon and Cambria, in the amount of \$3,750, contingent on Cambria Tourism Board also approving a match of \$3,750. Paul made the Motion, Mike 2nd, All In Favor.



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5. **SLO CAL H1 Co-Op Funding.** Jordan Carson from Visit SLOCAL proposed a Co-Op promotion with Hearst Castle that involves a promoted blog and social media campaign hosted by SLOCAL, promoting San Simeon and Hearst Castle. SSTA will contribute \$1,000 and Hearst Castle will also contribute \$1,000. Paul made the Motion, Mike 2nd, All In Favor.
6. **FES Brochure Grant:** \$9,366 for printing of rack cards and Certified distribution for 2 years, printing of “Among Friends” newsletter, and invitations to 20th anniversary event, all with Visit San Simeon logo on all print materials. Mike made the Motion, Paul 2nd, All In Favor.

Meeting adjourned: 3:15 pm

Next Advisory Board Meeting: Tuesday, October 17 @ 1:00 pm
Location: Cavalier Cove Room