



## SLO Happenings Event Promotion

### Lodging Sponsorship

The City of San Luis Obispo's [Tourism Business Improvement District \(TBID\)](#) provides funding opportunities to professional events by establishing a competitive application and funding process. The SLO Happenings Event Promotion Sponsorships objective is to achieve overnight stays, impact the seasonality of overnight stays, market to new out-of-area visitors, and achieve positive economic outcomes within the City of San Luis Obispo and San Luis Obispo TBID lodging properties. Funding can be applied to events for the arts, music, sporting, food & beverage, cultural and recreational events.

Applications are accepted throughout the year and are considered by the SLO TBID Marketing Committee on a quarterly basis. In-kind lodging sponsorship applications need to be submitted within and for the same fiscal year of the event date (July 1 – June 30). Applications will be reviewed during the last month of each quarter's regular marketing committee meeting and recommended to the TBID Board for funding if applicable. Not to exceed sponsorships are awarded in accordance with the criteria described herein.

1. Purpose of Funds. SLO Happenings Event Promotion Lodging Sponsorship funds are to be used for in-kind lodging hosted directly with City of San Luis Obispo TBID lodging properties. Sponsorships are available for hosting event media, speakers, influencers, teams, etc. in the City of San Luis Obispo [TBID lodging properties](#).
2. Hosted Lodging Sponsorship Amounts. Lodging sponsorships will be based on the available budget and discretion of the TBID Board. The lodging sponsorship will be set to a not-to-exceed dollar amount and will be determined by the event application's total net score and applicant's requested hosted lodging plan.
3. Disbursement of Funds. If accepted and the recommendation is passed by the TBID Board, the approved not-to-exceed amount for hosted rooms will be reimbursed to the SLO TBID property directly. There will be no cash payments made under this sponsorship. Unused lodging sponsorship will be forfeited.
4. Lodging Guarantees. TBID staff will work directly with event organizer to assist in finding the optimal hosted lodging option(s) up to and within the contracted not to exceed amount. Room rates, dates and quantity of rooms cannot be guaranteed. Event organizer will be responsible for reservation requirements, policies set forth by lodging properties and any lodging related expenses outside of the contracted in-kind hosted rooms sponsorship.
5. Applicant Eligibility. For profit and non-profit events in good standing can apply each year for funding. Final reporting and event history will be considered each year in funding recommendations. Events that are currently receiving funding from the TBID's SLO Happenings Event Promotion for Marketing Sponsorships are eligible to apply. Events that are currently receiving funding from the City of San Luis Obispo's Promotional Coordinating Committee Cultural Grants-In-Aid (PCC GIA) are not eligible to apply.
6. Application Scoring Criteria. Event application will be scored against six weighted categories of criteria to create a total net score for funding amount or quantity of hosted rooms threshold in addition to the hosted lodging plan. Scoring criteria can be found below:

Event Dates (25%) Preferential consideration will be given to events held during off-peak season (October – May) and to those incorporating mid-week (Sunday – Thursday) overnight hotel stays within San Luis Obispo TBID properties.

Overnight Stays (20%) Preferential consideration will be given to events that increase overnight stays in San Luis Obispo TBID lodging properties. Please use the below formula to assist in projections:

$$\text{Total \# of Room Nights} = \frac{((\text{Total \# of Event Attendees} \times \% \text{ of Out-of-Area Event Attendees}) \times \_\_\% )}{2}$$

Event Attendees (20%) Preferential consideration will be given to events whose primary attendee lives outside of San Luis Obispo County.

Event History (20%) Preferential consideration will be given to events and event organizers with a successful track record of generating positive economic outcomes and overnight stays through references and final event reporting.

Promotional Plan (10%) Preferential consideration will be given to events clearly illustrating how, where, and when the event will be promoted through an Event Promotional Plan.

Economic Impact (5%) Preferential consideration will be given to events that create a higher positive economic impact for the City of San Luis Obispo businesses and community.

- Application Deadlines & Requirements. Applications may be received **no later than 90 days prior to the start of the event.** The application deadline is the 15<sup>th</sup> day of the month prior to the last marketing committee meeting of the quarter. All applications and supporting material must be submitted electronically to [events@sanluisobispovacations.com](mailto:events@sanluisobispovacations.com). Incomplete applications will not be accepted.

**2019-20 Application Timelines:**

Q1 Application Deadline:	August 15, 2019
Q1 Marketing Committee Application Review:	September 4, 2019
Q1 TBID Board Funding Recommendations:	September 11, 2019
Q2 Application Deadline:	November 15, 2019
Q2 Marketing Committee Application Review:	December 4, 2019
Q2 TBID Board Funding Recommendations:	December 11, 2019
Q3 Application Deadline:	February 15, 2020
Q3 Marketing Committee Application Review:	March 4, 2020
Q3 TBID Board Funding Recommendations:	March 11, 2020
Q4 Application Deadline:	May 15, 2020
Q4 Marketing Committee Application Review:	June 3, 2020
Q4 TBID Board Funding Recommendations:	June 10, 2020

- Application Disposition. Applications may be 1) Accepted, 2) Accepted With Changes, or 3) Rejected by the TBID Marketing Committee. If Accepted With Changes, applicant must demonstrate to the committee that required changes have been accepted and successfully incorporated into the event plan prior to funding recommendation to the TBID Board.
- Resubmittals. Applications returned as Incomplete or otherwise Rejected by the TBID Marketing Committee may be updated and resubmitted for the following quarterly application review and within the timing requirements shown herein.

10. Final Reporting Requirements. If approved for funding, a final report including an administrator's report, statistical survey, financial report, recognition, and proof of funding must be turned in within 90 days of funded event.
11. Minimum Requirements. If approved for funding, event organizer will be held responsible to fulfill the signed contract, final event reporting, repayment of incorrectly used sponsorship funds, and obtaining all necessary permits for event use.
12. Event Applicant Resources. Please review the City of San Luis Obispo [Tourism Business Improvement District](#) Mission, Values, Marketing Plan and Strategic Plan before applying.
13. Board Discretion. This application does not commit the TBID to award any sponsorship or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The Tourism Business Improvement District 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 application, if it is in the best interest of the City to do so. Sponsorships for event funding are made available at The City of San Luis Obispo TBID's discretion.
14. How to Apply. The application must be submitted in the following manner:
  - **One completed digital application sent to [events@sanluisobispovacations.com](mailto:events@sanluisobispovacations.com)**
  - your event's promotional plan
  - your event's hosted lodging plan
  - 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)

It is important that your application **provide all the requested information**. Clear, concise and original applications are best.

TBID Marketing Committee meetings are held on the first Wednesday of each month at 10:30 a.m. in City Hall's Council Hearing Room, 990 Palm Street, San Luis Obispo unless otherwise posted. Requests for meeting attendance or questions can be sent to the City's Tourism Coordinator Chantal Burns at [cburns@slocity.org](mailto:cburns@slocity.org)

## SLO Happenings Event Promotion Sponsorship

### 2019-2020 LODGING APPLICATION

EVENT NAME: \_\_\_\_\_

EVENT DATE(S): \_\_\_\_\_

EVENT VENUE LOCATION: \_\_\_\_\_

EVENT WEBSITE URL: \_\_\_\_\_

EVENT ORGANIZATION: \_\_\_\_\_  Non-Profit  For Profit

ORGANIZATION ADDRESS: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_ ORGANIZATION'S PHONE NUMBER: \_\_\_\_\_

POINT OF CONTACT: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

POSITION/TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT:  SAME  DIFFERENT

\*Please add application writer's contact information here if different:

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**FOR INTERNAL USE ONLY**

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
# of Room Nights Requested:	Estimated \$ Hosted:
Requested group/individual hosted:	
Committee Notes:	



7. Expected total number of event attendees:
8. Expected percentages of in-county and out-of-area event attendees
- \_\_\_% of Local/In-County Event Attendees
  - \_\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
9. Have you requested funding from other organizations/entities: \_\_\_Yes \_\_\_No
- If yes, please provide the names of these organizations and funding entities:
10. What are you willing to offer the City and TBID members in exchange for the in-kind hosted lodging sponsorship for your event. SELECT ALL That APPLY
- \_\_\_ Exclusive lodging partnership
  - \_\_\_ Promotion for event attendees tied to SLO lodging
  - \_\_\_ Complimentary tickets for additional promotional use
  - \_\_\_ Other
11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:

12. *Hosted Lodging Plan -please provide a robust and complete plan for the option(s) applying for. Attach additional pages or supporting documents to support the hosted lodging plan and request.*

1) Media

Estimated # of Rooms Requested: \_\_\_\_\_ Estimated \$ Amount Requested: \_\_\_\_\_  
Estimated # of Nights Requested/Room: \_\_\_\_\_  
Lodging/Room Type Specifics or Requests: \_\_\_\_\_  
Who will be hosted: \_\_\_\_\_  
Benefit of hosting: \_\_\_\_\_

2) Event Speakers/Influencers

Estimated # of Rooms Requested: \_\_\_\_\_ Estimated \$ Amount Requested: \_\_\_\_\_  
Estimated # of Nights Requested/Room: \_\_\_\_\_ Estimated # of Teams Hosted: \_\_\_\_\_  
Lodging/Room Type Specifics or Requests: \_\_\_\_\_  
Who will be hosted: \_\_\_\_\_  
Benefit of hosting: \_\_\_\_\_

3) Team(s)

Estimated # of Rooms Requested: \_\_\_\_\_ Estimated \$ Amount Requested: \_\_\_\_\_  
Estimated # of Nights Requested/Room: \_\_\_\_\_  
Estimated # of Teams Hosted: \_\_\_\_\_  
Lodging/Room Type Specifics or Requests: \_\_\_\_\_  
Who will be hosted: \_\_\_\_\_  
Benefit of hosting: \_\_\_\_\_

4) Other: \_\_\_\_\_

Estimated # of Rooms Requested: \_\_\_\_\_ Estimated \$ Amount Requested: \_\_\_\_\_  
Estimated # of Nights Requested/ Room: \_\_\_\_\_  
Lodging/Room Type Specifics or Requests: \_\_\_\_\_  
Who will be hosted: \_\_\_\_\_  
Benefit of hosting: \_\_\_\_\_

# 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 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 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 Coordinator 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 \_\_\_\_\_