

SLO Happenings Event Promotion - FREQUENTLY ASKED QUESTIONS

1. What is TBID?

Before applying for funds, it is best to know your audience. The Tourism Business Improvement District (TBID) is responsible for leveraging the marketing dollars through the TBID assessment for the promotion of San Luis Obispo resulting in visitors to the community. The TBID allows the hotel industry to raise funds solely dedicated to tourism marketing and promotions to attract visitors to San Luis Obispo.

2. Why are there two different applications?

There are two different competitive applications to support the City of San Luis Obispo Tourism Improvement District's objectives by providing sponsorship dollars for direct marketing of the City of San Luis Obispo as a destination and drive a positive economic outcome through overnight stays. Both available applications require different supporting plans and documentation on how those plans will be implemented.

Marketing Sponsorship – funds that are only to be used directly for the out-of-area advertising and marketing of the event. This application requires a detailed media plan and event budget showing how marketing dollars for the event are allocated. The media plan must validate requested funds will be used towards out-of-area marketing.

Lodging Sponsorship – used for in-kind lodging hosted directly with City of San Luis Obispo TBID lodging properties. This application requires a detailed lodging plan which will include who will be hosted, why that specific person or group will be hosted, and how this specific hosting will affect the overall event and overnight stays.

3. Can my event apply for both the marketing and lodging sponsorship within the same fiscal year?

Yes, if you can complete and support the applications appropriately. Applications turned in with incomplete plans will not be accepted for review.

4. How often can my organization apply for funding?

Your organization can continue to apply each quarter if in good standing.

An event with multiple dates, shows, series, times, etc. is considered as one event. However, if your organization has multiple unrelated events that will impact out-of-area visitation, then each event can apply separately under the organization.

5. What is the maximum dollar amount my event can receive?

The TBID will run your event application through a matrix to obtain a total net score for your applied event. Funding is not guaranteed and is at the discretion of the TBID.

The organization *will not* request a dollar amount if applying for a marketing sponsorship. Events can receive a marketing sponsorship of up to \$10,000 maximum based off the total net score and available TBID Event Promotion budget. It is highly suggested to ensure your media plan is complete and includes budgets and marketing details to support your event.

TOTAL NET SCORE	SPONSORSHIP AMOUNT
4.6 - 5.0	\$10,000
4.0 - 4.5	\$8,750
3.6 - 3.9	\$7,500
3.0 - 3.5	\$6,250
2.6 - 2.9	\$5,000
2.0 - 2.5	\$3,750
1.6 - 1.9	\$2,500
1.0 - 1.5	\$1,250
0.0 - 0.9	\$ -

If applying for a hosted lodging sponsorship then the organization *will* request an estimated number of rooms required, number of room nights, and estimated dollar amount in question number 12. It is highly suggested to research the San Luis Obispo TBID Occupancy (OCC) and Average Daily Rate (ADR) relative to your event prior to applying.

6. What if the TBID’s Event Promotion budget has been allocated before the end of the fiscal year?

The application will close for the remaining of the fiscal year. The program will reopen and accept applications starting in the next fiscal year’s first quarter.

7. What is “heads in beds”?

A popular slogan amongst TBIDs to reiterate the importance of generating overnight stays in City of San Luis Obispo lodging properties specifically.

8. What is considered out-of-area marketing?

“Out-of-Area” is referred to a destination or event attendee located approximately 50 miles outside of the City of San Luis Obispo. Efforts should be spent looking at out of county markets that will require overnight accommodations when attending your event.

If you believe a large percentage of local event attendees do stay in San Luis Obispo TBID properties as a result of your event, please support this within your promotional plan.

9. When is the deadline to turn in my application?

Applications are accepted all year, but to be considered for the upcoming quarter’s funding, your application will need to be turned in and accepted by the 15th day of the second month in the quarter. Please see deadlines below:

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

10. When is the best time for my organization to apply for funding?

It is best to apply early, but also to fully analyze your event date, media plan, and internal deadlines prior to turning in your application.

If approved for marketing sponsorship dollars, please plan for up to 60 days after the TBID has received your signed contract and invoice for payment routing.

11. How do I know if my event has been recommended for funding?

Funded events will be posted in the minutes of the corresponding TBID Board meeting. Agendas and minutes can be found at SLOCity.org. You can also reach out to events@sanluisobispovacations.com for questions on your event's funding status.

12. What if my event did not use all the approved funding or rooms?

Unused funds or approved hosted rooms will be forfeited if not used as approved and cannot be transferred.

13. What do I do if I can't fill out the application online?

If you are having technical issues with the application or do not have Adobe to complete as a writable pdf, please email events@sanluisobispovacations.com. A Microsoft Word Document version will be made available to you upon request.

14. What format should I use when attaching my Hosted Lodging Plan or Promotional Plan (question #12)?

Application attachments in a clear and readable format are welcome for the plan.

More Questions?

Contact staff at events@sanluisobispovacations.com