



Highway 1 Tourism Alliance (H1TA) - TOURISM EVENTS

Local Fund Area Support Guidelines & Application

Updated: September 2025

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

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

- San Simeon/Ragged Point
- Cambria
- Cayucos
- Los Osos/Baywood/Unincorporated Morro Bay
- Nipomo/Oceano
- Arroyo Grande Unincorporated/San Luis Obispo Unincorporated
- Avila Beach

Because the grants are funded by LFA funds, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the Highway 1 Tourism Alliance (H1TA) Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the H1TA Board consisting of the Chair and San Luis Obispo County representative. This sub-committee has the authority to approve, deny or bring to the full H1TA Board for approval. All funding applications are reviewed and approved at the next available H1TA Board meeting following the LFA board meeting.

Funding applications **must be submitted to the LFA board a minimum of 120 days prior to the event date** to allow for ample time for out-of-area marketing, and a **minimum of 14 business days before the LFA board meeting date**.

Criteria for Application Consideration

- **Economic Impact:** Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County
- **Marketing:** Reach outside of SLO County
- **Brand Support:** Visibility of the destination brand with inclusion in marketing and promotional materials

- **Location:** Takes place within an unincorporated region noted above
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds can not be used to fund overhead or maintenance

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

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

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

Requirements of Sponsorship: In order to ensure that your event meets our goal to drive overnight stays, the following objectives and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors.

Objectives

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

Criteria for Event Sponsorship

- **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and social media, with active links to lodging information on the LFA tourism site.
- **Inclusion in promotions:** Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

- **Database acquisition:** A mechanism to gather email addresses and zip codes from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database. Zip code data will be used to substantiate out-of-county attendance percentage.
- **Tickets for promotional purposes:** Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.
- **Program ad:** If the event includes a program, ad space is required.

We pledge our marketing support

The LFA, and the H1TA, will promote your event within our existing marketing assets, including a featured event profile on our website(s) and social media messaging.

Highway 1 Tourism Alliance (H1TA)
Local Area Fund Application - TOURISM EVENTS

Event Information (Emphasis will be placed on events that occur in the off-season, Oct-June)

Event Title: _____
Event Dates: _____
Amount of Funding Requested: _____ Overall Budget: _____

Organization Information

Local Fund Area: _____
Submitted by: _____
Phone Number: _____
Email Address: _____
Organization Receiving Funds: _____
Mailing Address: _____
Contact Person: _____

Event Description, including website: _____

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue		
Total Expenditures		
# of Attendees		
% Out of Area Attendees		
# of Room Nights*		
Describe how event will support overnight stays:		

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$_____/ \$200 (average ADR) = _____ (number of room nights that must be secured in order for event sponsorship to break even)

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:

_____ **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

_____ Completed & signed W-9

_____ Financials, including income and expenditures

_____ Marketing Plan

_____ Prior Year Follow-Up Report (if local monies have been provided in the past)
Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by _____ proposing a contractual project to the Highway 1 Tourism Alliance (H1TA). I understand that by signing the contract with the H1TA, that the organization will be responsible for any damage claims or other liabilities arising out of the performance of the contract. Additionally, the applicant understands that he/she is entering into a contract with the H1TA for a specific program/project and/or event and the H1TA is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at, _____, California, on this _____ day of _____, 20____.

By (Signature): _____

Print Name: _____

Title: _____

LFA Chair Signature: _____

Date: _____

LFA Co-Chair Signature: _____

Date: _____

Follow-up Report

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

The report must include the following:

1. **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.
2. **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.
3. **Brand Support:** Provide proof of the tourism logo usage in promotional materials, and how the "stay" message was integrated into the overall campaign.
4. **Marketing:** Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.
5. **Financial Report:** A financial statement that details how the funds were expended.