

Local Area Fund: Application

Event Title: _____

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

Amount of funding requested: _____ Overall budget: _____

Organization Information:

Local Area: _____

Submitted by: _____ Phone: _____ E-mail: _____

Organization receiving funds: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Event description, including website link:

Event Details

Last Year

Current Year (projected)

Total Revenue

Total Expenditures

Attendees

Percent of out of area Attendees

Room Nights*

Room night calculation: Grant funding \$ _____ / \$100 (average ADR) = _____ (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. (See attached)

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.

For nearly ten years, BlendFest on the Coast has attracted visitors from outside San Luis Obispo County (74%) to Cambria and San Simeon for a 3-day wine event, with the fourth day (Sunday) encouraging guests to visit Paso Robles Wine Country. These upscale attendees plan a dedicated trip just for this event, staying in local lodging properties. In 2024, at least 172 room nights were booked by ticketholders. This event is promoted via a dedicated out-of county media spend, as well as PRWCA owned assets: 6+ eblasts, pasowine.com (homepage, events page, and dedicated pages: 250k monthly visits), social media (Facebook and Instagram), press release, AGM radio ads, online calendar boards, and winery marketing tools. PRWCA advertising has been successful in LA, Orange County, San Diego, Bay Area, Bakersfield, and Fresno utilizing partners. Upon approval, the PRWCA's agency, Storia, will prepare a media plan for the ad buy.

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)**

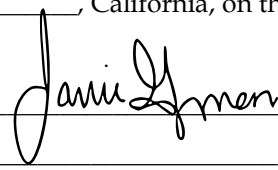
_____ **Submitting 120 days prior to event date, and 14 days prior to the LFA board meeting**

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by _____ 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,

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

By (Signature):  _____ Print Name: _____

Title: _____

PASO ROBLES

WINE COUNTRY ALLIANCE

10th Annual Paso Wine BlendFest on the Coast February 20 - 23, 2025

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Discovery Route on BlendFest on the Coast - A PASOWINE Event.

Since inception, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only festival dedicated to wine blends, a trend for which Paso has become known.

Goal: collectively market our region and its diverse offerings, encouraging off-season visitation to Cambria and San Simeon and extending average length of stay.

2024 Recap – *see additional documents and Power Point for full recap*

The 9th year event in 2024 continued a successful trend in attracting guests to the coast for the event:

- 74% of ticket buyers from outside of San Luis Obispo County
- 719 total tickets sold across BlendFest weekend events (*822 in 2023, 812 in 2022, 636 in 2020*)
- 44 participating wineries
- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2023 - Feb. 25, 2024
 - Pageviews: 14.6K
 - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- Press release sent out 12/4/2023 announcing tickets on sale
- Posts on online community calendar boards
- American General Media - Krush 92.5
 - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
 - BlendFest :30 profile – 4 weeks out from events
 - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- Six dedicated Paso Wine e-blasts to 47K+ database
 - All included sponsor logos and 'Stay in Cambria and Simeon' message
- Photography/Videography – Contracted with Acacia Productions to produce event photo gallery and video that can be used to promote BlendFest 2025
- Social Media Promotion
 - Paso Wine Audience: Instagram: 27K Followers | Facebook: 68K Fans
 - Organic posts were complemented by a paid Meta ad, appearing on Facebook and Instagram
 - Paid Meta Ad

- Ran from Feb. 15-23
- 31K reach, 874 clicks

2025 Event Weekend Proposed Schedule

THURSDAY, FEBRUARY 20

Coastal Excursion

Time: Various – 10 - 12pm, 1 - 3pm

Attendance: 20-30 est. /Led by winery representatives

Ticket Prices: \$50

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7 – 9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$140 inclusive

FRIDAY, FEBRUARY 23

Blending Seminar & Lunch

Time: 11am – 1pm

Location: Cavalier Resort

Attendance: 45

Ticket Price: \$65

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7 – 9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$140 inclusive

SATURDAY, FEBRUARY 24

Grand Tasting – location TBD

Times: VIP / Early Entry 2-5pm

General Admission 3-5pm

Attendance: 480

Ticket Prices: \$59-\$140

SUNDAY, FEBRUARY 25

Explore Paso Robles Wine Country

Encourage guests to visit Paso Robles Wine Country before returning to the Coast to stay one last evening (Sunday night). Perhaps build an incentive for guests to enjoy and stay on Sunday evening.

2025 Marketing Plan

Advertising

\$8,000 of the event budget is dedicated for out-of-area advertising targeting wine enthusiasts 35-64 with HHI \$100K and geo-targeting Central California, Bakersfield, Fresno, The Bay Area, and Los Angeles.

PRWCA Marketing Tools

In addition to paid-for advertising, the PRWCA has robust marketing tools available:

- Pasowine.com – 200K+ monthly visits
- At minimum five dedicated e-blasts to 50K+ database
- Press release x 2
- Social Media promotion
 - Facebook: 68K+ Likes
 - Instagram: 27K+

Cambria Tourism responsibilities:

- \$10,000 sponsorship fee
 - Additional \$10,000 from San Simeon (both will recoup costs with CBID)
- Outreach and promotion of the event thru websites, e-blasts, newsletters, and/or social media
- Help brainstorm unique ideas for excursion tours and activities on Friday and Saturday mornings that will include an element of wine and Coastal influence – nature, art, cooking or exploring.

Paso Robles Wine Country Alliance responsibilities, in addition to the above marketing:

- Coordination and marketing of the entire event weekend
 - Secure alcohol license for the events
 - Secure winery participation
 - Secure Certificate of Liability Waiver from each participating winery
- Partnership and marketing of all events
- BlendFest digital creative - new creative in development
- Secure co-branded wine glasses for Grand Tasting ticket buyers
- Manage all Ticket Sales
 - Payment of all convenience charges, credit card processing, sales tax
- Custom media plan for the event, planned and executed by Storaia
- Promotion of offer on Pasowine.com and in dedicated e-blasts
- Press release regarding the event
- Mention on all radio advertising (trade partnership with American General Media)
- Logo on all event e-blasts
- Logo and link on event website pages: Home page, BlendFest pages, and Event calendar
- Post on online calendar boards
- 10 tickets to each Grand Tasting session for promotional or personal use

Paso Robles Wine Country Alliance
BlendFest on the Coast Grand Tasting, Seminar, Excursions
2025 Proposed Budget

	2025 Budget	Notes	Tickets	
Income				
Pouring Fee - (40) \$200	\$8,000.00		attendees price	
Early Bird GA (100) \$59	\$5,900.00		100 \$59	Early Bird GA \$5,900
General Admission (200) \$69	\$13,800.00		200 \$69	GA \$13,800
VIP (200) \$99	\$19,800.00		200 \$99	VIP \$19,800
Seminar (45) \$65	\$2,925.00		45 \$65	Seminar \$2,925
OPR Dinner (50) \$155	\$7,750.00		50 \$155	OPR Dinner \$7,750
Cav Dinner (50) \$145	\$7,250.00		50 \$145	Cav Dinner \$7,250
Excursions (55) \$60	\$3,300.00		55 \$60	Excursion \$3,300
Sponsorship/CO-OP	\$20,000.00	Total Grand Tasting Attende	500	Grand Tasting Sales: \$39,500
		Total Attendees of all events	700	Total Ticket Sales: \$60,725

Total Income	\$88,725
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Expense

Professional fees	Day labor, set-up, clean-up	\$500.00
Credit Card Processing		\$5,000.00
Entertainment	Band	\$800.00
Equipment Rental		
	Rentals- Seminar	\$750.00
	Excursions	\$500.00
	Grand Tasting	\$6,000.00
	Bathrooms	\$850.00
	Tenting	\$10,000.00
	Shuttles	\$2,000.00
Facility Rental		
	45 x 135	\$6,075.00
Dinners	45 x 135	\$6,075.00
Food (Catering)		
	Grand Tasting Food	\$9,500.00
	Seminar Lunch	\$2,000.00
Wine Glasses		\$3,000.00
Security - Grand Tasting	Miller security	\$2,000.00
Event Signage		\$500.00
Water - Seminar		\$50.00
Décor	Lounges, linens	\$4,000.00
Floral	Table décor	\$700.00
Event Printing		\$500.00
Advertising	Digital, radio, social	\$8,000.00
Supplies		\$700.00
Sales taxes		\$2,000.00
Taxes & Licenses		\$150.00
Staff Lodging		\$1,500.00
Meals: Staff		\$400.00
Travel & Mileage: Staff		\$300.00
Website		\$0.00
Total Expense		\$73,850

Net	\$14,875
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