

SAMPLE

Highway 1 Tourism Alliance (H1TA)

Local Area Fund: Application

Event Title: See attachment 1

Event Dates: See attachment 1 (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: \$8,000 Overall budget: \$8,000

Organization Information:

Local Area: Cambria Tourism Board

Submitted by: David Sassaman Phone: 805-203-5340 E-mail: davidsassaman5@gmail.com

Organization receiving funds: Cambria Lawn Bowls Club

Mailing Address: 1141 Hartford Street, Cambria, CA 93428

Contact Person: David Sassaman Phone: 805-203-5340

Event description, including website link: <https://m.facebook.com/CambriaLawnBowlsClub>

Lawn bowling competitions bring bowlers from large bowling communities both In California and throughout the nation. The outstanding Cambria Lawn Bowling facility, combined with the resort seaside attractions, has resulted in all of the tournaments over the past three years selling out.

Event Details

	<u>Last Year</u>	<u>Current Year (projected)</u>
Total Revenue		\$ 8,000
Total Expenditures		\$ 8,000
# Attendees		110 bowler nights (See attachment 1)
Percent of out of area Attendees		80%
# Room Nights*		334
*please consider a vacation rental as 1 room/unit		

Room night income: 334 Room nights x \$200 (average ADR) = \$66,800

CTB Assessment income: 334 Room nights x \$2 (CTB assessment**) = \$668

**Calculation \$200 (average ADR) x 1% (CTB assessment)

Room nights needed to recover event funding: \$8,000 (application amount)/ \$2 = 4,000

Describe how this event will support overnight stays.

Co-sponsored with Cambria Tourism Board.

80% of participants, along with their families and friends will be from out-of-area; including international bowlers, Team USA, the National Champions, and International Medalists.

The large cash prizes will draw players and spectators both. No admission fees for spectators.

It will promote Cambria's new \$180,000 Lawn Bowls world class green, bringing statewide and national clubs to the venue.

Unisex tournament accepting both and women.

Event sanctioned by Southwest Tour Committee Bowls, USA (Southwest advertises to all member clubs).

CURRENT

Highway 1 Tourism Alliance (H1TA)

Local Area Fund: Application

Event Title: See attachment 1

Event Dates: See attachment 1 (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: \$8,000 Overall budget: \$8,000

Organization Information:

Local Area: Cambria Tourism Board

Submitted by: David Sassaman Phone: 805-203-5340 E-mail: davidsassaman5@gmail.com

Organization receiving funds: Cambria Lawn Bowls Club

Mailing Address: 1141 Hartford Street, Cambria, CA 93428

Contact Person: David Sassaman Phone: 805-203-5340

Event description, including website link: <https://m.facebook.com/CambriaLawnBowlsClub>

Lawn bowling competitions bring bowlers from large bowling communities both in California and throughout the nation. The outstanding Cambria Lawn Bowling facility, combined with the resort seaside attractions, has resulted in all of the tournaments over the past three years selling out.

Event Details

	<u>Last Year</u>	<u>Current Year (projected)</u>
Total Revenue		\$ 8,000
Total Expenditures		\$ 8,000
# Attendees		110 bowler nights (See attachment 1)
Percent of out of area Attendees		80%
# Room Nights*		334
Room night calculation: Grant funding \$ <u>8,000</u> / \$200 (average ADR) = <u>40</u> (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.

Co-sponsored with Cambria Tourism Board.

80% of participants, along with their families and friends will be from out-of-area; including international bowlers, Team USA, the National Champions, and International Medalists.

The large cash prizes will draw players and spectators both. No admission fees for spectators.

It will promote Cambria's new \$180,000 Lawn Bowls world class green, bringing statewide and national clubs to the venue.

Unisex tournament accepting both men and women.

Event sanctioned by Southwest Tour Committee Bowls, USA (Southwest advertises to all member clubs).