

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 and women.

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

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:

DSS **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.

DSS **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).

DSS **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.

DSS **Tickets for promotional purposes:** Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

DSS **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:

X Completed & signed Application

X Completed & signed w9

X Financials

X Marketing Plan

X Prior year Follow-Up Report (if local fund monies have been provided in the past)

X 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 David Sassaman 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, Cambria, California, on this _____ day of _____, 2025.

By (Signature): _____ Print Name: _____

Title: _____

Attachment 1

Local Area Fund: Application

Cambria 2025 Three Lawn Bowls Tournaments

The tournament dates are set in coordination with other CA Bowling Clubs to eliminate conflicts. Listed below are the tournament dates for 2025 in Cambria.

To simplify the application process, the funding request is for all three tournaments plus other bowlers' visits to Cambria from out-of-area clubs throughout the year.

July 12-13

Cambria Open Pairs

32 bowlers arriving 11 July and bowling 12-13 July

Total bowler nights 64

Sep 11-14

Pro Bowler Association, Potter's (UK) Indoor Qualifiers Worlds Bowl International

32 bowlers arriving 10 Sep and bowling 11-14 Sep

Total bowler nights 128

Oct 4-5

Cambria Open Triples

46 bowlers arriving 3 Oct and bowling 4-5 Oct

Total bowler nights 92

Misc:

Visitors

Estimate 50 for 2025

Total Bowler nights for 2025:

64

128

92

50

Total 334 bowler nights

Note: This does not include families and friends that come to Cambria for a holiday.

Attachment 2
Local Area Fund: Application

Cambria 2025 Three Lawn Bowls Tournaments

Budget: \$8,000

Income: \$8,000
Cambria Tourism Board Funding

Expenses:

Payment to Joslyn Center for kitchen, dining
& restroom use \$500

Food service for continental breakfast & lunches \$1,000

Marketing (out-of-area) Includes world-wide
Broadcasting expenses. Advertising to over 1,000
California bowlers. \$2,000

Bowling shirts with Tourism Logo as Sponsor \$2,500

Additional seating and sun protection \$850

Score boards and sewing materials \$1,000

Misc \$150

Total \$8,000

Note: Follow-up reports for 2024 have been submitted.
Prize money funded strictly from entry fees.

Attachment 3 Local Area Fund: Application

Cambria 2025 Three Lawn Bowls Tournaments

Marketing & Advertising Plan

Budget \$2,000

Install prominent co-sponsor banners on our property fence.

The Southwest Division of Bowls USA advertises all events on their website with link to Visit Cambria. This site will reach 2,000 out-of-area bowlers.

We will coordinate with the Tourism Bureau to advertise the jointly sponsored event.

Advertise in the local news media.

Provide press releases.

Advertise in the local service clubs.

Improve our on-site signage.

We have video equipment and trained operators that will broadcast via social media our tournaments. The range is worldwide. Cambria will receive advertising plugs as a Lawn Bowls destination.

The purpose of this event is to promote Cambria's world class bowling green and Club as a tourist attraction. We benefit in member growth and Cambria will benefit in hotel rentals and retail sales.

From: Final report for 2024 Cambria Lawn Bowls, 22 Feb 25

**To: Cambria Tourism Board
Mrs Jill Jackson, Manager
1848 Astor St.
Cambria, CA 93428**

First our sincere thanks for your generous support of Cambria Lawn Bowls tournaments in 2024.

The three tournaments you sponsored were all great successes. Nothing but compliments from the US and world wide attendees. Yes ! World wide.

The County had about a three month delay in the grant funding. This resulted in delays of the budget items. The last remaining budget is for the new signage for Main St. The signage will acknowledge support from the Tourism Board.

Our biggest improvement was in marketing. We now have video equipment and trained operators that televises the tournaments on social media. During the video our operators promote Cambria as a resort and a bowling destination. Social media can be received worldwide.

We have almost weekly visits by bowlers from other CA clubs. In April the Santa Barbara club will meet for a fun tournament and BBQ. About 25 members.

The 2024 tournaments.

June 22-23 the Cambrian Open Pairs. This tournament was in high demand. It filled up in two days. Total of 32 bowlers.

Aug 17-18 the Cambrian Open Rinks. This tournament filled our green to capacity. Total of 64 bowlers.

Sep 22-29 the Pro Bowlers Association. 32 bowlers for a week. Bowling started every day at noon. We were honored by World Champions from the UK and Australia. The good news is they will be returning to Cambria in 2025.

2025 Tournament highlights,

All 2025 tournaments will be televised worldwide.

Jul 12-13 the Cambria Open Pairs. [4th year] 32 bowlers will be attending.

Oct 4-5 the Cambria Open Triples. 32 bowlers will be attending.

Return of the Pro Bowlers Association. 32 bowlers for 0ne week.

Additional.

We had the Aussies come to repair our green from food damage, We found the green drainage clogged. It was repaired and additional drainage was added.

Our sincere thanks for your important support. Our club is in good condition.

Cambria Lawn Bowls.

David Sassaman
