

SLO Happenings Event Promotion Sponsorship

APPLICATION

EVENT NAME: Sustainable Ag Expo

EVENT DATE(S): November 11-13, 2024

EVENT VENUE LOCATION: Madonna Inn Expo +
Center of Effort

EVENT WEBSITE URL: sustainableagexpo.org

EVENT ORGANIZATION: Vineyard Team

X NON-PROFIT ___ FOR-PROFIT

ORGANIZATION ADDRESS: 5915 El Camino Real, Atascadero, CA 93422

ORGANIZATION'S WEBSITE URL: vineyardteam.org PHONE NUMBER: 805.466.2288

POINT OF CONTACT: Beth Vukmanic POSITION/TITLE: Executive Director

PHONE NUMBER: 805.466.2288

EMAIL: beth@vineyardteam.org

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: SAME

*Please add application writer's contact information here if different:

FOR INTERNAL USE ONLY

| | |
|-----------------------------|---------------------|
| Application Date: | Application Status: |
| Committee Review Date: | Total Net Score: |
| Estimated # of Room Nights: | |
| Committee Notes: | |

EVENT QUESTIONS

1. Event Description:

The Sustainable Ag Expo (Expo)'s popular educational seminars and tradeshow attract wine industry professionals to San Luis Obispo. The multi-day, mid-week, off-season event is celebrating its 19th year in November 2024. High quality national speakers entice attendees from all parts of California as well as other states.

2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)

Event metrics are tracked through attendance. Tickets are sold through a CRM system that captures the attendee's address so we can identify what area they are visiting from. A post-event attendee survey evaluates event satisfaction. Survey responses as well as verbal feedback during the event are recorded and reviewed annually while planning for the next Expo.

3. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)

The audience at the Expo includes agriculture stakeholders: farmers, pest control advisors, researchers, government representatives, ag vendors, press, and university personnel. In 2023, 68% of participants were non-local.

4. Historical event attendance (n/a if first time or startup event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)

In 2023, total attendees were an impressive 527. Non-local visitors represented 68% of total attendees. Assuming a \$185.50 ADR and 4-night stay (\$742 per person), the value of non-local visitors was \$265,903.

5. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)

- a. 32% of Local/In-County Event Attendees
- b. 68% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
- c. n/a of New startup event

6. Expected total number of event attendees:

Back in person for the last two years, attendees continue to value the opportunity to connect with researchers and other farmers throughout the event. We expect participation to maintain at the successful 500+ attendees reached in 2023. The event continues to appeal to non-local attendees with two days of specialized seminars featuring national speakers on sustainable winegrowing practices, an expanded press plan, digital advertising, and the second year of the popular Monday night launch event.

7. Expected percentages of in-county and out-of-area event attendees

- a. 35% of Local/In-County Event Attendees
- b. 65% of Out-of-Area Event Attendees (Resides 50+ miles outside of SLO)

8. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)

Event passes range from \$225 to \$545 depending on the package. Tickets are sold through the user-friendly sustainableagexpo.org website.

9. Have you requested funding from other organizations/entities: ☐ Yes ☒ No
a. If yes, please provide the names of these organizations and funding entities:

10. What are you willing to offer the City and TBID members in exchange for the sponsorship funds for your event? SELECT ALL That APPLY

- ☐ Exclusive lodging partnership
☒ Promotion for event attendees tied to SLO lodging
☐ Complimentary tickets for additional promotional use
☐ Other:

11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:

Recent research by [Opinium](#) on the attitudes and perceptions of business travelers from the U.S. and Canada shows that, "Three-quarters of business travelers say that meeting in person is critical for building positive, long-term relationships..."

The Sustainable Ag Expo is the premiere educational event for the wine industry. Attendees seek out the San Luis Obispo based event to access knowledge from national sustainable winegrowing experts and to network with peers.

The Expo has already secured the event headliner – Fritz Westover – a highly popular, former, employee of Vineyard Team. Since moving to Texas in 2014, Fritz has continued to work with many California farmers and Vineyard Team. His strong California network is eager to hear him speak both at the Monday evening kickoff event and from the main stage.

New this year, we are showcasing our first ever equipment demonstration. Attendees will end day sipping local beer while they explore equipment that can improve their business.

This Expo takes place mid-week in November, during the travel off-season. The Expo has a 19-year track record and has successfully executed incremental expansion.

Using the November 2023 ADR of \$185.50, anticipating attendance of 530 with 65 percent non-local staying for four nights, the Expo will bring \$255,619 into San Luis Obispo.

In addition to lodging revenue, the positive economic impact to the city includes dining and food dollars spent in the city. The Monday evening kick-off event is located at SIP Certified sustainable vineyard and winery, Center of Effort, located right in the Edna Valley. The main event is contained at the Madonna Inn Expo facility so there is no stress on community resources.

530 attendees x 65% non-local x 4 nights x \$185.50 = \$255,619

The promotional plan includes targeted digital advertising in trade press, radio, social media, and other digital ads to generate pre-event press coverage promoting the benefits of attending the Sustainable Ag Expo and staying in Beautiful San Luis Obispo.

PROMOTIONAL PLAN –Please provide a promotional plan containing a detailed strategy outlining the below:

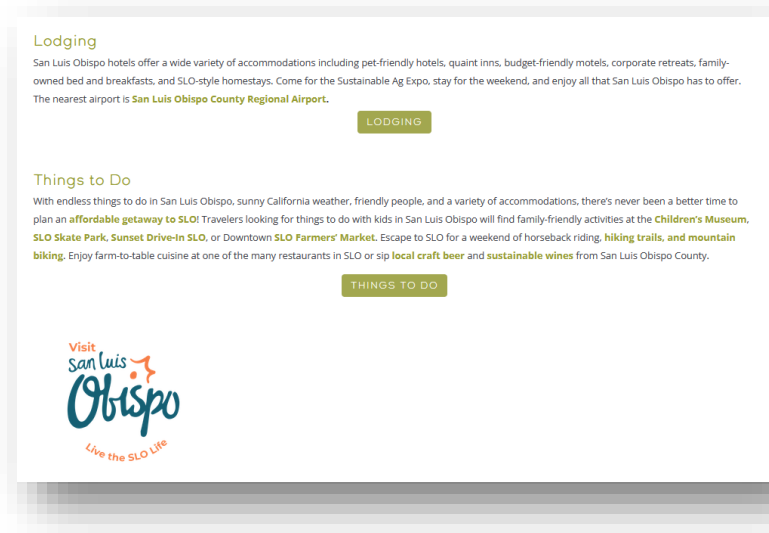
- 1) **Media Plan.** Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. If available, it is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, etc.) with projected reach, engagement and ROI of media tools.

Must be included in media plan, but not limited to:

- Media outlet
- Target audience
- Media placement
- Media timing
- Media cost
- TBID Stay in SLO Messaging

Sustainable Ag Expo Media Plan:

| Media Type | Target Audience | Media Placement | Media Timing | Media Message | Media Cost |
|------------|-----------------|--|---------------|-------------------------------------|------------|
| Digital | Trade | Facebook, Google Ads, Ag Net West radio, Wine Business Monthly, etc. | Fall | Attend Expo – Stay in Beautiful SLO | \$6,500 |
| Print | Trade | Postcards (3K+) | Fall | Attend Expo – Stay in Beautiful SLO | \$1,500 |
| Digital | Trade | Event website and event promotion of Discover SLO (see 2023 website image below) | Summer - Fall | Attend Expo – Stay in Beautiful SLO | \$0 |
| Total | | | | | \$8,000 |



Sustainable Ag Expo Program Funding:

Out-of-area attendees are drawn to attend the Sustainable Ag Expo for the opportunity to learn from and interact with national experts in person. The event team has already secured highly sought-after experts from Cornell and Oregon State University and plans to bring in four total researchers to present throughout the two-day event.

4 expert researchers x 2-3 nights x \$185.50 = \$2,000

Total Grant Requested: \$10,000

- 2) Event Budget. Please provide a detailed event budget listing all available support and income sources. Budgeted marketing dollars should be included in your event budget.

Budget Plan:

| Item | Income Source | Estimated Amount |
|-----------------------|------------------------|------------------|
| Partners and Sponsors | Vineyard Team Partners | \$85,000 |
| Attendees | Event Income | \$115,000 |
| TBID | Grant | \$10,000 |
| Total | | \$210,000 |

Central Coast Vineyard Team

Expo Profit and Loss

January - December 2022

| | TOTAL |
|---------------------------------|---------------------|
| Income | |
| EXPO | 214,597.75 |
| Total Income | \$214,597.75 |
| Cost of Goods Sold | |
| Credit Card Processing Fees | 5,447.52 |
| Total Cost of Goods Sold | \$5,447.52 |
| GROSS PROFIT | \$209,150.23 |
| Expenses | |
| 1_Payroll Expenses | 5,189.87 |
| Events Expenses | 84,094.04 |
| Insurance Expense | 805.89 |
| Licenses & Fees | 270.00 |
| Professional Fees | 12,805.00 |
| Software Expenses | 4,227.00 |
| Staff/Volunteer Reimbursements | 344.02 |
| Website, Internet, Network | 690.40 |
| Total Expenses | \$108,426.22 |
| NET OPERATING INCOME | \$100,724.01 |
| NET INCOME | \$100,724.01 |

Staff

- Beth Vukmanic, Executive Director
- Hayli Macomber, Outreach & Education Coordinator
- Whitney Brownie, SIP Certified Coordinator

Board of Directors

- Molly Bohlman, [Niner Wine Estates](#)
- Carter Collins, [Viticulture Management Inc.](#) (Secretary)
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