

## SLO Happenings Event Promotion Sponsorship

### APPLICATION

EVENT NAME: Sustainable Ag Expo

EVENT DATE(S): November 10-12, 2025

EVENT VENUE LOCATION:

Madonna Inn Expo + Center of Effort

EVENT WEBSITE URL: [sustainableagexpo.org](http://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](http://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](mailto: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) is a premier educational and networking event that draws wine industry professionals from across California and beyond to San Luis Obispo. Celebrating its 20th anniversary in November 2025, the multi-day, mid-week event takes place during the off-season, boosting local tourism when it's needed most. The Expo features a robust lineup of high-caliber national speakers and continuing education hours, which are highly valuable to attendees. In addition to the renowned educational seminars, the event includes a dynamic tradeshow showcasing agricultural companies, innovative equipment, and multiple networking opportunities, making it a must-attend gathering for the sustainable agriculture community.

### **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, with ticket sales managed via a CRM system that captures each attendee's address, allowing us to identify the regions they are traveling from. After the event, attendee surveys assess overall satisfaction. In addition to survey responses, we collect verbal feedback during the event. All feedback is recorded, reviewed, and carefully considered each year to guide planning and improvements for the following Sustainable Ag Expo.

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

The Sustainable Ag Expo attracts a diverse group of sustainability-focused agriculture professionals. Attendees include wine industry growers, pest control advisors, researchers, government officials, agricultural vendors, members of the press, and university representatives. In 2024, 66% of participants traveled from outside the local area, highlighting the event's broad appeal.

### **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 2024, the Sustainable Ag Expo attracted an impressive 517 attendees. Notably, 66% of participants were non-local visitors. Based on the 2024 average daily rate (ADR) of \$141.45 and an estimated three to four-night stay, the direct economic impact from non-local attendees alone was between \$144,795.71 and \$190,062.28.

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

- a. 34% of Local/In-County Event Attendees
- b. 66% 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:**

The Sustainable Ag Expo thrives on the power of in-person connection, giving attendees valuable opportunities to engage directly with leading researchers, experienced farmers, and industry peers. This face-to-face interaction remains a cornerstone of the event's success and is highly valued by participants.

Building on the momentum of 2024, we anticipate maintaining strong participation levels of 500+ attendees in 2025.

The Expo draws non-local attendees with a dynamic program that includes two days of specialized seminars led by national experts on sustainable winegrowing practices, 10+ hours of online courses available to two-day ticket holders, accredited continuing education hours, an expanded press and digital marketing campaign, and popular networking events such as the Monday Night Kick-Off and Sustainable Beer & Gear.

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   X   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
- X   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:

Today's event attendees are clear: **82% prefer to attend in-person events** ([Freeman, 2024](#)).

The Sustainable Ag Expo is uniquely positioned to deliver on that need, offering unmatched educational and networking experiences for the wine industry. Celebrating its 20th year in November 2025, the Expo is the premier mid-week, off-season event based in San Luis Obispo, built specifically to provide in-person access to national experts and valuable peer connections.

Unlike larger trade shows or fully online webinars, the Sustainable Ag Expo focuses on creating real, actionable value for attendees. The event features:

- **30+ national speakers** presenting cutting-edge research and best practices
- **60+ agricultural vendors and equipment displays**
- **Three unique networking events**, including the Monday Night Kickoff, Sustainable Beer & Gear, and Donut Social

- A **headline presentation** from Christopher Chen, UCCE Integrated Vineyard Systems Advisor for California's North Coast, addressing climate-adaptive viticulture — a crucial topic for building resilient, future-focused farming businesses

**New for 2025**, the Expo will feature:

- A **student poster session in collaboration with Cal Poly San Luis Obispo**. Graduate students will share their latest research through **five-minute lightning talks** on the main stage and **poster displays during the lunch hour**, offering attendees a direct opportunity to engage with the next generation of agricultural innovators.

The Sustainable Ag Expo continues to evolve to meet attendee needs. In addition to its robust in-person programming, the Expo offers **continuing education hours** and **online course access** for two-day ticket holders, making it a flexible, value-packed experience.

Held **mid-week in November**, during San Luis Obispo's off-season, the Expo also creates a significant economic boost. Based on an anticipated **520 attendees** with **65% coming from out of town** and staying between **three to four nights** at the 2024 average daily rate of **\$141.45**, the event is projected to bring between **\$143,430.30 and \$191,240.40 in lodging revenue** alone — not including additional local spending at restaurants, shops, and attractions.

The Expo is thoughtfully organized to minimize community impact. The Monday Kickoff event takes place at **Center of Effort**, a SIP Certified sustainable vineyard and winery in Edna Valley, while the main conference is held at the **Madonna Inn Expo Center**.

A strong, targeted promotional campaign — featuring digital ads, trade press, and social media outreach — ensures maximum visibility for both the Expo and San Luis Obispo as a premier destination for sustainable winegrowing education and tourism.



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

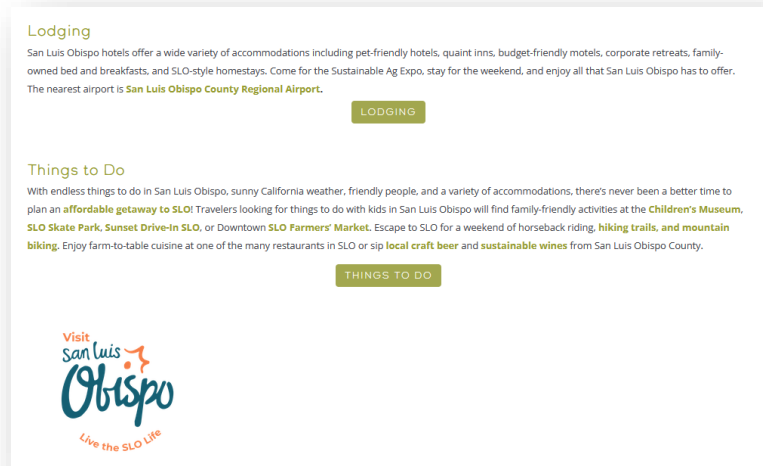
- 1) **Media Plan.** Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. If available, it is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, 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	Portion of Postcards (3K+)	Fall	Attend Expo – Stay in Beautiful SLO	\$1,500 (total cost=\$2.5k)
Digital	Trade	Event website and event promotion of Discover SLO (see 2024 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 experts in person. The event team has already secured highly sought-after experts from UC Davis and UC ANR and plans to bring in four total researchers/growers 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

# 2024 Financials

## Vineyard Team

Profit Loss\_TBID Grant

July 1 - December 21, 2024

	TOTAL
Income	
Grant Income	0.00
City of SLO TBID Grant	10,000.00
<b>Total Grant Income</b>	<b>10,000.00</b>
<b>Total Income</b>	<b>\$10,000.00</b>
GROSS PROFIT	<b>\$10,000.00</b>
Expenses	
Advertising & Promotion	5,713.00
Events Expenses	0.00
EXPO Event	4,111.54
<b>Total Events Expenses</b>	<b>4,111.54</b>
Postage & Delivery	625.13
Printing & Reproduction	1,616.38
<b>Total Expenses</b>	<b>\$12,066.05</b>
NET OPERATING INCOME	<b>\$ -2,066.05</b>
NET INCOME	<b>\$ -2,066.05</b>

## 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.](#) (Vice President)
- Melissa Egger, [Coastal Vineyard Services](#)
- Fintan du Fresne, [WineMech](#)
- Sara Frazer, [Monterey Pacific](#)
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- Lauryn Meissner, [Treasury Wine Estates](#)
- Zachary Merkel, [J. Lohr Vineyards & Wines](#)
- Mindy Record, [Treasury Wine Estates](#) (Secretary)
- Denise Shurtleff, [Cambria Wines](#) (Treasurer)