

## SLO Happenings Event Promotion Sponsorship

### APPLICATION

EVENT NAME: CA Main Street Annual Conference

EVENT DATE(S): October 15-17, 2025

EVENT VENUE LOCATION: The Palm Theater, Hotel Cerro, The Penny, Region Event Center, SLOMA, Mission Plaza

EVENT WEBSITE URL: <https://www.californiamainstreet.org/conference>

EVENT ORGANIZATION: Downtown SLO ☒ Non-Profit ☐ For Profit

ORGANIZATION ADDRESS: 1135 Chorro Street San Luis Obispo, CA 93401

WEBSITE URL: [downtownslo.com](http://downtownslo.com) ORGANIZATION'S PHONE NUMBER: 805-541-0286

POINT OF CONTACT: LeBren Harris PHONE NUMBER: 805-234-9677

POSITION/TITLE: CEO EMAIL: lebren@downtownslo.com

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: ☒ SAME ☐ DIFFERENT

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

#### FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
# of Room Nights Requested:	Estimated \$ Hosted:
Requested group/individual hosted:	

Committee Notes:

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## **EVENT QUESTIONS**

### **1. Event Description:**

California Main Street (CAMS) is a 501(c)3 nonprofit organization working with communities statewide to foster local economic development and enhance quality of life. CAMS provides training, networking opportunities, and access to resources to municipalities and community organizations focused on revitalizing historic commercial districts. CAMS is part of Main Street America, a coast-to-coast network of organizations and individuals working to bring vitality and prosperity to their downtowns. Main Street America programs operate at the local, city, and statewide levels. What unites them is a commitment to preserving and enhancing the built environment, celebrating local history and culture, and creating local economic opportunity. Main Street America is a program of the National Main Street Center.

The California Main Street Conference is a statewide gathering of community leaders, downtown advocates, economic development professionals, and Main Street organizations dedicated to revitalizing and sustaining vibrant downtowns and commercial districts. Hosted by California Main Street, the conference features workshops, networking opportunities, panel discussions, and tours focused on preservation-based economic development, placemaking, small business support, and community engagement. It serves as a platform to share best practices, celebrate local successes, and inspire action toward thriving, inclusive downtowns across California.

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

The event registration is the primary source of attendees collection data. Ticket sales and pre-registration data provide initial insight into expected attendance, while on-site check-ins and headcounts will capture actual attendance.

Post-event, satisfaction surveys are sent to attendees, presenters, and sponsors to collect feedback on programming, logistics, and overall experience. This data helps us evaluate the event's impact, identify areas for improvement, and guide planning for future events.

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

CAMS is currently working with 805tix, a local ticketing platform to be the official registration platform. 805 tix primarily focuses on central coast events and activities with marketing as well. Below is the current registration and sponsorship pricing.

REGISTRATION	Price
MEMBER: 2 FREE with membership	\$0
MEMBER: Additional Reg: Early Bird	\$325
MEMBER: Additional Reg: Late Bird	\$425
MEMBER: Additional One Day Pass	\$75
NON MEMBERS: Early Bird	\$450
NON MEMBERS: Late Bird	\$525
NON MEMBERS: One Day Pass	\$125

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

The event is designed to attract a diverse yet targeted audience that reflects the vitality and character of various downtown communities. Industry professionals who represent downtown associations, city and county governments and chamber representatives from across the state and NV will be in attendance. The primary audience includes adults of all ages, including young professionals, small business owners, creatives, and civic leaders. Attendees reside outside of San Luis Obispo County, however local businesses will be encouraged to participate in the conference.

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

The CAMS Conference is hosted at various locations around the state annually. The conference has seen participation from 125-150. 95% of attendees will be from out of the area. Additionally, the Conference will be marketed to main street associations in Nevada as they currently don't have a statewide conference.

**6. Historical percentage of in-county versus out-of-area event attendees (must equal 100%) • 5\_\_% of Local/In-County Event Attendees**

- 95\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo) •
- \_\_\_ n/a

***This event is not new however it will be the first time hosted in San Luis Obispo***

New startup event

7. Expected total number of event attendees:

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

- \_\_\_% of Local/In-County Event Attendees

- \_\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)

9. Have you requested funding from other organizations/entities: X Yes \_\_\_ No

- If yes, please provide the names of these organizations and funding entities:

Sponsorship for the conference is essentially for the conference to take place. Below are the sponsorship options. Currently there are 2 Confirmed sponsors with Square and District 360.

Presenting: Square	\$10,000	1	\$10,000
Opening Day Sponsor: <i>Visit SLO-request</i>	\$10,000	1	\$10,000
Main Street Champion	\$7,500	1	\$7,500
Community Catalyst	\$5,000	1	\$5,000
Placemaking Partner	\$2,500	1	\$2,500
Block Builder	\$1,000	2	\$2,000
Tote Bag Insert	\$250	8	\$2,000
Exhibitor Table	\$500	3	\$1,500

10. What are you willing to offer the City and TBID members in exchange for the in-kind hosted lodging sponsorship for your event. SELECT ALL That APPLY

- X Exclusive lodging partnership
- X Promotion for event attendees tied to SLO lodging
- X 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:

What sets this event apart is its exclusive focus on the downtown ecosystem, bringing together statewide and regional Main Street professionals to explore, learn from, and engage directly within San Luis Obispo's own downtown core. Unlike other events held in the region, this is the first time a conference of this kind is being hosted in Downtown San Luis Obispo, using our local parks in Mission Plaza, historical venues such as Palm Theater, and businesses as the living backdrop for workshops, tours, and networking. The event emphasizes cross-sector collaboration which highlights partnerships between city and county government, tourism, Cal Poly, and local businesses. The conference will position Downtown SLO as a model for innovation in downtown revitalization. It also serves as a stepping stone toward our long-term goal of establishing a permanent Downtown Conference Center.

**12. Hosted Lodging Plan -please provide a robust and complete plan for the option(s) applying for. Attach additional pages or supporting documents to support the hosted lodging plan and request.**

**a. Media**

Estimated # of Rooms Requested:	Lodging/Room Type Specifics or Requests:
Estimated # of Nights Requested/Room:	Estimated \$ Amount Requested:

Who will be hosted: \_\_\_\_\_ Benefit  
of hosting: \_\_\_\_\_

**b. Event Speakers/Influencers**

Estimated # of Rooms Requested:	Requests:
<u>10</u> . Estimated # of Nights Requested/Room: <u>10</u>	Estimated \$ Amount Requested:
Lodging/Room Type Specifics or	Estimated # of Teams Hosted:

f. Who will be hosted: Keynote  
speakers \_\_\_\_\_

G. Benefit of hosting. Showcasing our beautiful, vibrant downtown San Luis Obispo opens the door to attracting repeat visitors. Garnering leading industry speakers from across the country inspires and invigorates our colleagues in the work we do- breathing life and excitement into our main streets and downtown.

**1) Other:** Event Sponsorship Opening  
Day \_\_\_\_\_

Estimated \$ Amount Requested: **\$10,000**

**Benefit of hosting:**

Sponsoring the opening day of the 2025 California Main Street Conference offers Visit SLO a strategic opportunity to showcase its leadership in downtown revitalization and community development. This sponsorship emphasises the Visit SLO's commitment to economic vitality and sustainable urban planning, aligning with the Main Street

Approach's focus on design, organization, promotion and economic development. By engaging directly with local leaders and policy shapers, Visit SLO can highlight its successful initiatives and foster collaborations that benefit both the local community and the broader network of Main Street programs. Furthermore, this partnership positions San Luis Obispo as a model for other communities aiming to balance growth with the preservation of unique cultural and architectural heritage, reinforcing its role as a leader in place-based economic development.

**TOTAL REQUEST IN FUNDING**

Opening Day,Registration and Lunch: **\$10,000**

- Venue Cost

- Lunch and Breaks for 125-150 attendees

- Printed Material and logos on Day 1 documents

Speaker Accommodations: **\$3,000**