

## SLO Happenings Event Promotion Sponsorship

### APPLICATION

EVENT NAME: Concerts in the Plaza 30th Anniversary Block Party - Fourth of July Weekend Festival

EVENT DATE(S): July 3, 2026

EVENT VENUE LOCATION: Mission Plaza

EVENT WEBSITE URL: <https://downtownslo.com/events/concerts>

EVENT ORGANIZATION: Downtown SLO  Non-Profit  For Profit

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

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

POINT OF CONTACT: Maggie Kovach

PHONE NUMBER: 805-779-0122

POSITION/TITLE: Events Manager

EMAIL: [maggie@downtownslo.com](mailto:maggie@downtownslo.com)

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

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

LeBren@Downtownslo.com

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

## **EVENT QUESTIONS**

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

Downtown SLO serves San Luis Obispo as the voice for downtown businesses. Established as a 501(c)(6) nonprofit organization, our mission is to foster an economically vibrant downtown. Our organization is made up of the fee-paying businesses within the predefined Business Improvement Area, voluntary members, and our civic collaborators, including nonprofit organizations, residents, and visitors to our downtown. We have a robust partnership with the City of San Luis Obispo. We advocate on behalf of our membership as well as participate in City processes to ensure our downtown is positioned as vital to our city, county, and regional economy and identity.

Concerts in the Plaza, hosted by Downtown SLO, is the largest free concert series on the Central Coast and a beloved summer tradition in San Luis Obispo. Held every Friday evening for twelve weeks in Mission Plaza, the series brings the community together for live music, dancing, and connection in a vibrant, family-friendly atmosphere. The event features twelve opening acts, twelve main stage bands, showcasing a dynamic mix of talent while supporting local artists and driving meaningful engagement for downtown businesses.

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

We track the success of our events through bar sales, overall attendance, and crowd participation. These metrics provide real-time insight into engagement levels and help us evaluate both the economic impact and the overall energy and experience of each event.

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

This is a free non ticketed event.

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

Our events are designed to attract a broad and diverse audience, reflecting the inclusive and welcoming nature of Downtown SLO. Attendees typically include local residents and visitors from across the Central Coast, ranging from young professionals and college students to families and retirees. Our core audience spans a wide age range from children and families enjoying early evening activities to adults and couples seeking social and entertainment experiences.

### **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 annual event averages 3,200 attendees each week and over 40,000 for the entire season.

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

The following data is based on 2025 bar sales where customers were asked for zip codes at the time of purchase.

- 82 % of Local/In-County Event Attendees
- 18 % of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)

**7. Have you requested funding from any other entities/organizations: yes X no      if yes, provide details- please see the following secured sponsorships and pending request.**

| <b>Income Source</b>    | <b>Category</b>            | <b>Total</b>        |
|-------------------------|----------------------------|---------------------|
| Sunset Honda            | 4000a · Event Sponsorships | \$17,500.00         |
| SLO Collection          | 4000a · Event Sponsorships | \$5,000.00          |
| Wilde Wealth Management | 4000a · Event Sponsorships | \$5,000.00          |
| CoVelop                 | 4000a · Event Sponsorships | \$4,000.00          |
| Thoma Electric          | 4000a · Event Sponsorships | \$3,000.00          |
| SunRun                  | 4000a · Event Sponsorships | \$3,000.00          |
| SLO Piercing            | 4000a · Event Sponsorships | \$3,000.00          |
| Eighty 20               | 4000a · Event Sponsorships | \$3,000.00          |
| Ashley & Vance          | 4000a · Event Sponsorships | \$3,000.00          |
| American Riviera Bank   | 4000a · Event Sponsorships | \$3,000.00          |
| Corvus Wealth           | 4000a · Event Sponsorships | \$3,000.00          |
| SLO Cal Roots           | 4000a · Event Sponsorships | \$3,000.00          |
| Adventist Health        | 4000a · Event Sponsorships | \$2,000.00          |
| Libertine               | 4000a · Event Sponsorships | \$2,000.00          |
| Luna Red                | 4000a · Event Sponsorships | \$2,000.00          |
| Novo                    | 4000a · Event Sponsorships | \$2,000.00          |
| Ronca                   | 4000a · Event Sponsorships | \$2,000.00          |
| Megan's                 | 4000a · Event Sponsorships | \$2,000.00          |
| Woodstocks              | 4000a · Event Sponsorships | \$2,000.00          |
| Quesadilla Gorilla      | 4000a · Event Sponsorships | \$2,000.00          |
| Rate                    | 4000a · Event Sponsorships | \$2,000.00          |
| SLOCU                   | 4000a · Event Sponsorships | \$2,000.00          |
| Just Looking            | 4000a · Event Sponsorships | \$1,000.00          |
| Citywide Solutions      | 4000a · Event Sponsorships | \$1,000.00          |
| Firestone Walker        | 4000a · Event Sponsorships | \$6,000.00          |
| SLO Cider               | 4000a · Event Sponsorships | \$5,000.00          |
| Red Bull                | 4000a · Event Sponsorships | \$2,000.00          |
| CACP-grant requested    | 4000g · Grants             | \$15,000.00         |
| <b>TOTAL</b>            |                            | <b>\$105,500.00</b> |

**8. 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.**

**N/A**

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

**9. Please provide any additional information that sets your event apart from other taking place in San Luis Obispo:**

Concerts in the Plaza transforms the heart of downtown San Luis Obispo (Mission Plaza) from a public plaza into a full-on concert venue. Since 1995 (skipping 2020), Concerts in the Plaza has been bringing visitors and locals downtown to enjoy live music and celebrate community. Over the years, what began as a one-a-month summer series has turned into a weekly tradition, with two bars, two acts, and a full evening of fun. This July 3 festival expansion will be the largest concert yet — activating two full stages, 7 musical acts, interactive art installations, and a full afternoon of entertainment.

While the July 4th weekend brings an influx of tourism into surrounding beach communities, San Luis Obispo has not had a consistent signature 4th of July Weekend Event that encourages visitors to come to SLO and stay the night in the city. By expanding Concerts in the Plaza, we will capitalize on an already successful event to create a unique celebratory destination experience.

**10. How will you target more out-of-area visitors and plan for collecting zip codes or lodging data from the audience to justify their investment:**

While Concerts in the Plaza finds great success in marketing to locals via owned and partner channels, the opportunity to partner with Visit SLO is an opportunity to expand the Concerts in the Plaza reach to more out-of-county visitors. This specific event will also be marketed as part of a full weekend of things to do in San Luis Obispo, including the Thursday Night Farmers' Market and other weekend happenings, encouraging overnight stays.

On July 3, Concerts in the Plaza volunteers and staff will be collecting zip codes at the bar with every beverage order to best gauge audience locations.

### **TOTAL REQUEST IN FUNDING**

To support an extended activation of Downtown SLO's Concerts in the Plaza, we are proposing an extended full-day festival experience on July 3 to enhance the event while increasing economic and community impact. In addition, these enhancements create an opportunity to encourage overnight stays in the city of San Luis Obispo by cultivating a two-day downtown activation that begins with the Thursday Night Farmers' Market and continues into Concerts in the Plaza on Friday, offering visitors a more immersive and extended experience in our community.

Funding would support extending the event by an additional three hours beyond its current schedule, as well as increasing the physical assets to create a large-scale festival experience. This expansion would allow for prolonged attendee engagement, increased visitation, and greater opportunities for downtown businesses to benefit from sustained foot traffic over the Fourth of July weekend. Resources would be allocated toward staffing, security, and overtime to ensure the extended hours are managed safely and effectively.

| <b>Item</b>   | <b>Cost</b>        |
|---|--------------------|
| Covered full-size main stage + lighting elements + stage branding | \$3,000.00         |
| Secondary full-size stage for dogleg + stage branding             | \$4,500.00         |
| Large-scale photo activation                                      | \$4,000.00         |
| DTSLO Staff OT  | \$3,000.00         |
| Security & Safety Personnel                                       | \$3,500.00         |
| Audio/Visual Labor Technician                                     | \$5,000.00         |
| Vendor Staff OT   | \$2,000.00         |
| Entertainment   | \$5,000.00         |
| <b>TOTAL COST</b>   | <b>\$30,000.00</b> |