



## EXPLORE LOMPOC MARKETING PARTNERSHIPS PROGRAM

Thank you for your interest in partnership funding from Visit Lompoc LLC - the Tourism Business Improvement District (TBID) operating as Explore Lompoc.

The mission of Visit Lompoc LLC is to grow the local tourism economy through increased visitor spending in the City of Lompoc lodging establishments (hotels, motels). This mission will be accomplished through various destination marketing strategies – one of which includes the **Explore Lompoc Marketing Partnership Program**, providing funds to qualified local organizations and businesses that produce events and visitor programs that generate room nights for Lompoc lodging facilities and help to promote the Lompoc Valley as a preferred travel destination.

Funding for Visit Lompoc LLC - including this program - is made available through a special assessment charged to hotel guests staying overnight in the City of Lompoc. For every occupied room night, guests are assessed a 2% tourism assessment tax that is put into a special TBID fund collected by the City of Lompoc and disbursed to Visit Lompoc LLC. Revenue collected from this assessment must be used for activities and expenditures designed to increase tourism, events, and convention business.

### Eligible Expenditures

Revenue collected for Visit Lompoc LLC through the TBID assessments must be used for one or more of the following purposes as set forth in California Business Improvement Tax Law:

1. The funding of all uses and projects for tourism promotion within the City of Lompoc as specified in TBID budget.
2. The marketing of convention, trade shows and sports tournaments that benefit local tourism and lodging businesses in the City of Lompoc and Lompoc Valley.
3. The marketing of the City of Lompoc to the travel industry in order to benefit local tourism and the businesses located within the City of Lompoc and Lompoc Valley.

***Explore Lompoc Marketing Partnerships are awarded in accordance with these criteria.***

### Submission Deadline & Requirements

Applications for funding will be accepted throughout the year and are considered by the Visit Lompoc LLC Board of Directors at its monthly meetings. However, applications must be received **no later than 90 days prior to the start of the event** and no earlier than 180 days prior to the start of the event. Incomplete applications will not be accepted.

Applicant is required mail five copies of the attached application and any supporting documents to:

**Visit Lompoc Marketing Partnerships Committee**  
**c/o Hilton Garden Inn**  
**1201 N H St.**  
**Lompoc, CA 93436**

## **General Requirements**

### **1. Permit Requirements**

Events must be fully permitted by applicable authorities prior to the Visit Lompoc LLC Board Meeting at which the application is to be considered. Applications may be submitted prior to the receipt of the permit in which case the Visit Lompoc LLC Board must be notified of successful receipt of the permit no later than the morning of the meeting.

### **2. Event Timing**

Preferential consideration will be given to events held during off-peak season (October to April).

### **3. Event History**

Although first-time events are eligible for Explore Lompoc funding, preferential consideration will be given to events with a successful track record of generating positive economic outcomes in the Lompoc Valley.

### **4. Economic Outcomes**

Applications must be submitted complete with projected economic benefits to the Visit Lompoc LLC TBID based on the metrics shown on the application, which include expected number of visitors and number of overnight stays. Applications that include materials supporting projected success metrics will have a greater chance of approval.

### **5. Event Promotional Materials**

Applications should be submitted with (1) promotional materials and (2) Event Marketing Plan clearly illustrating how, where, and when the event will be promoted. Promotional materials and marketing strategies must clearly illustrate how the Explore Lompoc logo will be displayed/ incorporated, and how a call to action for overnight hotel stays will be incorporated and promoted. If final artwork is not yet available, mock-ups are acceptable.

### **6. Application Disposition**

Applications may be (1) Accepted, (2) Accepted with Changes, or (3) Rejected. If Accepted with Changes, applicant must demonstrate to the Visit Lompoc LLC Marketing Partnerships Committee that required changes have been successfully incorporated into the event plan prior to receipt of funds. Rejected applications may be resubmitted provided re-submittal occurs within the timeline requirements. Applications that were returned as incomplete or otherwise rejected by the Board may be resubmitted with appropriate updates/changes if within the timing requirements shown herein.

### **7. Approval Letter**

Once an application has been accepted, Explore Lompoc will outline in writing the specific criteria to be followed in accepting these funds.

### **8. Disbursements of Funds**

If accepted or accepted with changes, approved fund amount will be disbursed no sooner than 15 days prior to the start of the event.

### **9. Post-Event Wrap Up Report**

Within 30 days after the event, a post-event wrap up report must be submitted, providing a recap of how the money was spent, images and samples of how Explore Lompoc was represented as a sponsor, and the impact of event on local hotels.



## EXPLORE LOMPOC MARKETING PARTNERSHIP APPLICATION

**Are you submitting this application no later than 90 days prior to the start of the event? Yes or No?**

If yes, please continue. If no, please refer to the Submission Overview for funding guidelines.

Application Date		Amount Requested	
<b>Name of Event</b>			
Date(s) of Event			
Location(s) of Event			
Event Organizer (Company or Person)		<input type="checkbox"/> Non-Profit Organization	<input type="checkbox"/> For-Profit Organization
Point of Contact		Position	
Address			
City, State, Zip			
Email Address		Phone	Cell
Description of Event & Activities <b><i>Attach all relevant materials describing the event and in support of project outcomes</i></b>			
Permit Status?	Required: <input type="checkbox"/> YES <input type="checkbox"/> NO		If Yes, Date Issued:
Demographic #1 of Primary Event Participants – Home Base?			
Demographic #2 of Primary Event Participants – Age Range?			
Demographic #3 of Primary Event Participants – Other?			
If free event, projected number of attendees?			
If paid event, projected number of tickets to be sold/issued?	Presale:	Total:	
Projected number of out of area visitors expected to bring to Lompoc?			
Projected number of out of area vendors/exhibitors participating who will require hotel accommodations?			
Projected number of total overnight hotel stays event will generate?			
Number of similar events by same organizer held in Lompoc?			
Number of similar events by same organizer held outside of Lompoc?			
<b><i>Please attach list of previous event names, dates, number of attendees, and references.</i></b>			

Please list local sponsors, businesses, tourism entities, and/or organizations involved with your event:
Please describe how requested funds will be used:

*I certify that the information and documents submitted in this application, or to be submitted (all of which constitutes the application), are true, complete and correct in all respects.*

Signature	Date
-----------	------

For official Use Only			
Date Received by Office:		Board Meeting Date:	
Process Check		Disposition of Request	<input type="checkbox"/> Accept as Proposed <input type="checkbox"/> Accept w Changes <input type="checkbox"/> Reject
Reference Check			
Recommended Amount		Amount Funding Approved	
Funding Available		Balance After Disbursement	
		Funds Disbursement Date	
Board Meeting Comments & Recommendations			