



CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT

Agenda

June 27, 2023, 1 p.m.
Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Welcome to the Carlsbad Tourism Business Improvement District Advisory Board Meeting

We welcome your interest and involvement in the city's legislative process. This agenda includes information about topics coming before the CTBID Advisory Board and the action recommended. You can read about each topic in the reports, which are available on the city website. The staff liaison is also available to answer any questions you have about CTBID Advisory Board meeting procedures.

How to watch

In Person



CTBID Advisory Board Meetings take place at City Hall, 1200 Carlsbad Village Drive

Online



Watch the livestream and replay past meetings on the city website, carlsbadca.gov/residents/communication/city-tv-channel

How to participate

If you would like to provide comments to the CTBID Advisory Board, please:

- Fill out a speaker request form, located in the foyer.
- Submit the form to the Clerk before the item begins.
- When it's your turn, the Clerk will call your name and invite you to the podium.
- Speakers have three minutes, unless the presiding officer (usually the chair) changes that time.
- You may not give your time to another person, but groups can select a single speaker as long as three other members of your group are present. Group representatives have 10 minutes unless that time is changed by the presiding officer or the commission.
- **In writing:** Email your comments to business@carlsbadca.gov. Please indicate the agenda item number in your email subject line. Emails received by 11 a.m. will be provided to the Carlsbad Tourism Business Improvement District Advisory Board prior to the start of the meeting. Other comments will be included with the meeting record. **Emailed comments will not be read out loud during the meeting.**

Reasonable Accommodations

Reasonable Accommodations Persons with a disability may request an agenda packet in appropriate alternative formats as required by the Americans with Disabilities Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. Please contact the City Manager's Office at 442-339-2821 (voice), 711 (free relay service for TTY users), 760-720-9461 (fax) or manager@carlsbadca.gov by noon on the Monday before the meeting to make arrangements. City staff will respond to requests by noon on Tuesday, the day of the meeting, and will seek to resolve requests before the start of the meeting in order to maximize accessibility.

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

Minutes of the Special Meeting held April 26, 2023

ADVISORY BOARD COMMENTS & ANNOUNCEMENTS:

NEW BUSINESS:

1. **AMENDMENT TO EXTEND AGREEMENT WITH VISIT CARLSBAD FOR TOURISM PROMOTION SERVICES** - Adoption of a resolution approving an amendment to extend the agreement with Visit Carlsbad for tourism promotion and visitor services. (Staff contact: Matt Sanford, Administrative Services Department)

Recommendation: Adopt the resolution.

2. **CTBID GRANT APPLICATIONS** – 1) Adoption of a resolution approving the grant application for In Motion, Inc. for the Carlsbad Marathon and allocating \$10,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and
2) Adoption of a resolution approving the grant application for the Carlsbad Village Association for the Hearts of Carlsbad Program and allocating \$8,750 to fund the grant proposal, as recommended by the Visit Carlsbad Board. (Staff contact: Matt Sanford, Administrative Services Department)

Recommendation: Adopt the resolutions.

3. **CTBID ADVISORY BOARD MEETING CALENDAR** – Adopt a resolution approving the Carlsbad Tourism Business Improvement District Advisory Board’s meeting calendar for Fiscal Year 2023-2024. (Staff contact: Matt Sanford, Administrative Services Department)

Recommendation: Adopt the resolution.

GENERAL COUNSEL COMMENT:

ADJOURNMENT:



Minutes

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

January 11, 2023

CALL TO ORDER: 1:02 p.m.

ROLL CALL: Stripe, Rauch, Canepa, Chapin
Absent – Becerra, Zupanski

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Oct. 12, 2022

REPORTS AND DISCUSSION ITEMS:

1. **ELECTION OF OFFICERS**

Recommendation: Adopt a resolution approving the Board's nomination and election of a Vice-Chair to the Carlsbad Tourism Business Improvement District (CTBID) Advisory Board.

The Board received a verbal presentation from Economic Development Manager Matt Sanford.

Motion by Board member Rauch, seconded by Board member Chapin, to adopt Resolution No. 2023-001 approving the Board's nomination and election of Board Member Rauch to Vice-Chair to the CTBID Advisory Board. Motion carried 4/0/2 (Becerra, Zupanski – Absent).

2. **VISIT CARLSBAD UPDATE**

Recommendation: Receive an informational report from Visit Carlsbad regarding the organization's health, tourism in Carlsbad, and other updates, discuss and provide recommendations.

PowerPoint Presentation by Visit Carlsbad.

3. **FINANCE UPDATE**

Recommendation: Receive an informational report regarding CTBID funds, discuss and provide recommendations.

Financial Update provided by Finance Manager Jason Rosado.

4. **CTBID GRANT APPLICATIONS**

Recommendations:

1. Adopt a resolution approving the grant request for the Carlsbad 5000 and allocating \$20,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

2. Adopt a resolution approving the grant request for Bike MS: Bay to Bay and allocating \$21,875 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

Motion by Board member Rauch, seconded by Board member Chapin, to approve Resolution No. 2023-002 approving the grant request for the Carlsbad 5000. Motion carried 4/0/2 (Becerra and Zupanski absent).

Motion by Board Member Rauch, seconded by Board Member Chapin, to approve Resolution No. 2023-003 approving the grant request for the Bike MS: Bay to Bay. Motion carried 4/0/2 (Becerra and Zupanski absent).

SUBCOMMITTEE REPORTS:

Ad Hoc Grants Subcommittee

Ad Hoc Governance Subcommittee

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Board Meeting was adjourned at 2:09 p.m.

NEXT MEETING: April 12, 2023, 1 p.m.

Lauren Rogers
Administrative Assistant



Minutes

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

April 26, 2023

CALL TO ORDER: 1:30 p.m.

ROLL CALL: Stripe, Chapin, Rauch, Becerra
Absent – Canepa, Mason

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

REPORTS AND DISCUSSION ITEMS:

Item 1. Finance Update

Recommendation: Receive an informational report regarding CTBID funds, discuss and provide recommendations.

Financial Update provided by Finance Manager Jason Rosado.

Item 2. CTBID Establishment and Visit Carlsbad Update

Recommendation: Receive an informational report regarding the status of establishing the CTBID under the Property and Business Improvement District Law of 1994, and receive a report from Visit Carlsbad, as the recognized owner's association regarding the organization's health, tourism in Carlsbad, and other updates, discuss and provide recommendations.

PowerPoint Presentation by Visit Carlsbad.

Item 3. CTBID Grant Applications

Recommendations:

1. Adopt a resolution approving the grant application for the Walk MS: Carlsbad and allocating \$5,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and
2. Adopt a resolution approving a grant for Visit Carlsbad for the purposes of implementing a Destination Transportation Services program and allocating \$1,000,000 to fund the grant.

The Board received a verbal presentation from Economic Development Manager Matt Sanford.

Motion by Board member Becerra, seconded by Board member Rauch, to approve Resolution No. 2023-004 approving the grant request for the Walk MS: Carlsbad. Motion carried 4/0/2 (Canepa, Mason absent).

Motion by Board Member Rauch, seconded by Board Member Chapin, to approve Resolution No. 2023-005 approving the grant request for Visit Carlsbad. Motion carried 4/0/2 (Canepa, Mason absent).

SUBCOMMITTEE REPORTS:

Ad Hoc Grants Subcommittee

Ad Hoc Governance Subcommittee

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Board Meeting was adjourned at 2:17 p.m.

NEXT MEETING:

None.

Lauren Rogers
Administrative Assistant



Staff Report

Meeting Date: June 27, 2023
To: CTBID Advisory Board Members
From: Matt Sanford, Economic Development Manager
Staff Contact: Matt Sanford, Economic Development Manager
matt.sanford@carlsbadca.gov, 760-607-2923
Subject: Amendment to extend agreement with Carlsbad Convention and Visitors Bureau (Visit Carlsbad) for tourism promotion services

Recommended Action

Adopt a resolution approving an amendment to extend the agreement with Carlsbad Convention and Visitors Bureau (Visit Carlsbad) for tourism promotion and visitor services.

Item Explanation

Since the inception of the Carlsbad Tourism Business Improvement District (CTBID), the CTBID Advisory Board has contracted with Carlsbad Convention and Visitors Bureau, a 501(c)(6) corporation (dba Visit Carlsbad), to provide tourism promotion services for the CTBID. The scope of those services has included operation of the visitor center, website development and administration, group sales, print and internet advertising, public relations and various other tourism promotion activities identified in the agreement.

Visit Carlsbad develops a program of work and presents it to the CTBID Advisory Board for approval along with the proposed budget for the work. The budget is then included in the CTBID annual report and budget. In this case, the program of work was presented and approved in May 2022 for FY 2022-2023. This amendment would use that same program of work.

On April 18, 2023, the City Council of the City of Carlsbad formed a new Carlsbad Tourism Business Improvement District (New CTBID) under the Property and Business Improvement District Law of 1994 (California Streets and Highways Code Section 36600 et. seq.). Visit Carlsbad will be the Owners' Association under the New CTBID and will implement the New CTBID's management district plan, beginning July 1, 2023 when the new assessment will also begin.

As a result of the New CTBID's establishment, the current CTBID will wind down operations by the end of fiscal year 2023-24. To avoid subjecting hotel businesses to double assessments, however, the City Council did not levy assessments under the current CTBID for the fiscal year 2023-24. However, the current CTBID has available funds from prior fiscal year assessments to fund tourism promotion and visitor services for the benefit of hotel businesses until the New CTBID receives sufficient assessment revenue to begin providing these services.

To ensure uninterrupted tourism promotion and visitor services for the hotel businesses and the utilization of the current CTBID's available funds for the purposes for which the assessments were collected, the CTBID Advisory Board may extend the agreement for a period of one year or until the current CTBID is disestablished by the City Council, whichever period is less.

This approach will ensure continuity of destination marketing by Visit Carlsbad while the New CTBID ramps up operations. If passed, Visit Carlsbad would continue to provide destination marketing consistent with the FY 2022-2023 scope of work for FY 2023-2024. Once the current CTBID funds are exhausted and the current CTBID is disestablished by the City Council, Visit Carlsbad would conduct destination marketing services consistent with the approved management district plan.

Fiscal Impact

This extension will utilize remaining CTBID Reserve Funds, which are estimated at \$3.4 million. This balance will continue to accumulate funds through July 31, 2023, as May and June assessments have yet to be collected. This agreement is limited to the amount of reserve funds remaining after all collections are made and will exhaust the remaining CTBID assessment funds under the current authorization.

Exhibits

1. CTBID Advisory Board resolution

RESOLUTION NO. 2023-

A RESOLUTION OF THE CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD AUTHORIZING THE CHAIRPERSON TO EXECUTE AN AMENDMENT TO EXTEND THE AGREEMENT WITH CARLSBAD CONVENTION AND VISITORS BUREAU (VISIT CARLSBAD) FOR TOURISM PROMOTION SERVICES

WHEREAS, on November 15, 2005, the City Council of the City of Carlsbad adopted Ordinance No. NS-778 enacting Chapter 3.37 of the Carlsbad Municipal Code and creating the Carlsbad Tourism Business Improvement District (CTBID); and

WHEREAS, the primary purpose of the CTBID is to promote tourism within the City of Carlsbad; and

WHEREAS, the City Council has authorized the CTBID Advisory Board to conduct the business of the CTBID in the time, place and manner that best suits the needs of the advisory board, subject to the control of federal, state and local laws governing the activities of a business improvement districts; and

WHEREAS, on June 28, 2011, the City Council adopted Resolution 2011-150 confirming the Carlsbad Tourism Business Improvement District (CTBID) Advisory Board's powers and duties to contract on behalf of the CTBID for goods and services all for the benefit of the CTBID and its purpose and mission;

WHEREAS, on May 18, 2022, the CTBID Advisory Board adopted Resolution 2022-7 authorizing an agreement between the CTBID and the Carlsbad Convention and Visitors Bureau (DBA Visit Carlsbad) for tourism promotion and related services. This agreement allows for an extension for a one-year period; and

WHEREAS, on April 18, 2023, the City Council of the City of Carlsbad formed a new Carlsbad Tourism Business Improvement District (New CTBID) under the Property and Business Improvement District Law of 1994 (California Streets and Highways Code Section 36600 et. seq.); and

WHEREAS, Visit Carlsbad will be the Owners' Association under the New CTBID and will implement the New CTBID's management district plan; and

WHEREAS, assessments under the New CTBID will begin on July 1, 2023; and

WHEREAS, anticipating the disestablishment of the current CTBID by the end of fiscal year 2023-24 and to avoid subjecting hotel businesses to double assessments, the City Council did not levy assessments under the current CTBID for the fiscal year 2023-24; and

WHEREAS, the current CTBID has available funds from prior fiscal year assessments to fund tourism promotion and visitor services for the benefit of hotel businesses until the New CTBID receives sufficient assessment revenue to begin providing these services; and

WHEREAS, to ensure uninterrupted tourism promotion and visitor services for the hotel businesses and the utilization of the current CTBID's available funds for the purposes for which the assessments were collected, the CTBID Advisory Board and Visit Carlsbad desire to amend the agreement to extend it for a period of one year or until the current CTBID is disestablished by the City Council, whichever period is less; and

WHEREAS, Visit Carlsbad has agreed to provide tourism promotion and related services under the terms and conditions of the amendment no. 1 in Attachment A.

NOW, THEREFORE, BE IT RESOLVED by the Carlsbad Tourism Business Improvement District Advisory Board, as follows:

1. That the above recitations are true and correct.
2. That subject to the review and approval as to form by the CTBID General Counsel, and the contract's execution by Visit Carlsbad, the Chairperson is authorized to execute the amendment to extend the agreement in Attachment A between the CTBID and Visit Carlsbad to provide tourism promotion services.

PASSED, APPROVED, AND ADOPTED at a Special Meeting of the Carlsbad Tourism

Business Improvement District Advisory Board on the ___ day of _____ 2023, by the following vote to

wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

VACANT, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

**AMENDMENT NO. 1 TO EXTEND THE AGREEMENT FOR
TOURISM PROMOTION AND VISITOR SERVICES
CARLSBAD CONVENTION AND VISITORS BUREAU (VISIT CARLSBAD)**

This Amendment No. 1 is entered into and effective as of the _____ day of _____, 20____, extending the agreement dated July 13, 2022 (the "Agreement") by and between the Carlsbad Tourism Business Improvement District (CTBID), and the Carlsbad Convention and Visitors Bureau (Visit Carlsbad), a non-profit, private organization ("Contractor") (collectively, the "Parties") for tourism promotion and visitor services.

RECITALS

- A. On April 18, 2023, the City Council of the City of Carlsbad formed a new Carlsbad Tourism Business Improvement District (New CTBID) under the Property and Business Improvement District Law of 1994 (California Streets & Highways Code Section 36600et. seq.).
- B. Visit Carlsbad will be the Owners' Association under the New CTBID and will implement the New CTBID's management district plan.
- C. Assessments under the New CTBID will begin on July 1, 2023.
- D. Anticipating the disestablishment of the current CTBID by the end of fiscal year 2023-24 and to avoid subjecting hotel businesses to double assessments, the City Council did not levy assessments under the current CTBID for the fiscal year 2023-24.
- E. The current CTBID has available funds from prior fiscal year assessments to fund tourism promotion and visitor services for the benefit of hotel businesses until the New CTBID receives sufficient assessment revenue to begin providing these services.
- F. To ensure uninterrupted tourism promotion and visitor services for the hotel businesses and the utilization of the current CTBID's available funds for the purposes for which the assessments were collected, the Parties desire to extend the Agreement for a period of one year or until the current CTBID is disestablished by the City Council, whichever period is less.

NOW, THEREFORE, in consideration of these recitals and the mutual covenants contained in this Amendment No. 1, the CTBID and Contractor agree as follows:

- 1. The Agreement, as may have been amended from time to time, is extended for a period of one year or until the CTBID is disestablished by the City Council, whichever period is less.
- 2. The services to be performed under this Amendment No. 1 are those specified in Exhibit "A" of the Agreement. These services are authorized uses of assessment proceeds under Carlsbad Municipal Code Section 3.37.070 and, therefore, the extension of these services by this Amendment No. 1 would not be a modification of activities under California Government Code Section 36540.
- 3. The allocation of compensation for the services to be performed under this Amendment No. 1 shall be in the approximately same percentages as specified in Exhibit "B" of the Agreement; however, the total compensation for the services to be performed under this Amendment No. 1 shall not exceed the CTBID assessment balance ending July 31, 2023 for assessments collected through the month of June 2023.
- 4. Payment will be made in monthly installments – the first installment will be paid upon execution of this Amendment, for a total of \$666,666.66. Every installment

City Attorney Approved Version 12/28/2022

thereafter will be made each month for a total of \$666,666.66 until funds are exhausted.

- 5. All other provisions of the Agreement, as may have been amended from time to time, shall remain in full force and effect.
- 6. All requisite insurance policies to be maintained by the Contractor pursuant to the Agreement, as may have been amended from time to time, shall include coverage for this Amendment.
- 7. The individuals executing this Amendment and the instruments referenced on behalf of Contractor each represent and warrant that they have the legal power, right and actual authority to bind Contractor to the terms and conditions hereof of this Amendment.

CONTRACTOR

CARLSBAD

By:

By:

(sign here)

(print name/title)

ATTEST:

By:

(sign here)

SHERRY FREISINGER
City Clerk

(print name/title)

If required by City, proper notarial acknowledgment of execution by Contractor must be attached. If a corporation, Agreement must be signed by one corporate officer from each of the following two groups:

Group A
Chairman,
President, **or**
Vice-President

Group B
Secretary,
Assistant Secretary,
CFO **or** Assistant Treasurer

Otherwise, the corporation **must** attach a resolution certified by the secretary or assistant secretary under corporate seal empowering the officer(s) signing to bind the corporation.

APPROVED AS TO FORM:

CINDIE K. McMAHON, City Attorney

BY: _____
Deputy City Attorney



Staff Report

Meeting Date: June 27, 2023
To: CTBID Advisory Board Members
From: Matt Sanford, Economic Development Manager
Staff Contact: Matt Sanford, Economic Development Manager
matt.sanford@carlsbadca.gov, 760-607-2923
Subject: CTBID Grant Applications

Recommended Action

1. Adopt a resolution approving the grant application for In Motion, Inc. for the Carlsbad Marathon and allocating \$10,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board.
2. Adopt a resolution approving the grant application for the Carlsbad Village Association for the Hearts of Carlsbad Program and allocating \$8,750 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

Item Explanation

In 2008, the CTBID Advisory Board approved initial guidelines to establish the formal grant program to support tourism and tourism-related events in Carlsbad.

At its March 24, 2022, meeting, the advisory board established an ad hoc grants subcommittee to evaluate the current program and make recommendations for potential changes to the grant criteria, budget and desired impact. The subcommittee met several times ahead of the FY 2022-2023 budget process and recommended an increase in the budget for grants to amplify the impact and incentivize new events in Carlsbad. They also recommended allocating funds to stand up a destination transportation service – or shuttle service – to move visitors around Carlsbad.

As part of the FY 2022-2023 CTBID budget, the CTBID Advisory Board approved \$1.5 million to be used for tourism and tourism-related grants, a significant increase from previous years. This necessitated an update to the CTBID grant criteria and guidelines.

The subcommittee subsequently met two additional times to advise on updates to the grant criteria and guidelines. On Oct. 12, 2022, the CTBID Advisory Board approved an updated grant policy, to be effective immediately.

The updated objectives of the grant program are to:

- Fund programs or events that are going to increase overnight stays in hotels
- Encourage the development of innovative tourism products
- Elevate Carlsbad's brand as a premier destination
- Promote collaboration within and across sectors of the tourism industry
- Reach important travel segments such as multicultural, family and senior markets
- Support the efficient and convenient movement of visitors around the destination

Since the last CTBID meeting, staff has received three grant applications:

1. Carlsbad Marathon
2. Hearts of Carlsbad

As a result of its review and evaluation, staff, along with the Visit Carlsbad Board of Directors, has recommended approval for all applications. Summary information about the events can be found, below:

1. Carlsbad Marathon (as a brand positioning event)

In Motion, Inc. has requested a \$50,000 grant for the 2024 Carlsbad Marathon. This requested amount meets the requirement not to exceed 25% of the total budget for the event of \$450,000. The Visit Carlsbad Board of Directors recommends a \$10,000 grant.

The Carlsbad Marathon has been taking place in Carlsbad since 1991. Their top-quality, boutique-style event attracted 9,000 racers in 2023 between the full marathon, half marathon, 5k, and Kids Marathon Mile at LEGOLAND. Regarded for their stunning coastal racecourse, they are also known for offering impeccable race amenities, strong customer service, and premium registration items, affectionately known as "swag."

Taking place each year over the extended Martin Luther King Jr. holiday weekend, their event attracts participants from across the country and around the world for the perfect winter running vacation - "run-cation." In 2023, participants came from forty-five states and twelve countries to combine their wellness goals with a premier coastal vacation destination.

Event organizers estimate that they will bring 6,500 out-of-town visitors and generate approximately 260 room nights.

The complete application and supporting materials can be found as Exhibit 1 - Attachment A to the staff report. The Visit Carlsbad Board voted to recommend approval of a \$10,000 grant for a brand positioning event.

2. Hearts of Carlsbad Village (as a placemaking event)

Carlsbad Village Association (CVA) has requested a \$10,000 grant. Based on the estimated event budget (\$35,000) (Attachment B), a maximum grant allowable under the grant policy would be \$8,750.

Now in its third year, this annual event brings hundreds of people to the Village each day for a unique scavenger hunt. It is placemaking at its best. This free community event was created in conjunction with Barrio Glassworks, downtown's premier glass-blowing studio. This family-friendly event includes a Saturday and Sunday hunt for custom-made glass hearts made specifically for this event. Each heart is stamped and numbered so that it can be registered online. Special stamped hearts make the finder eligible for special giveaways and immediate discounts at local businesses that weekend.

In 2023 CVA worked with Carlsbad Village hotels who promoted the event to their guests as a community activation while staying at the hotel. Cookie gift packs from local business, Carlsbad Cookie Company, were given to guests upon check-in with a QR code to the event details. The hotel relationship and partnership was a valuable component in 2023 and one that will continue and grow to attract and endear visitors to Carlsbad Village.

As a placemaking event, room night generation is not required.

The complete application and supporting materials can be found as Exhibit 3 - Attachment A to the staff report. The Visit Carlsbad Board voted to recommend approval of a \$10,000 grant for a room-generating event, but the maximum allowed would be \$8,750.

Fiscal Impact

The CTBID Budget contains an appropriation of \$1.5 million for CTBID Grants. If approved, grants would be funded from this budget. No further appropriation is required. Grants for room night-generating events will be paid at 50% of the awarded grant up front with 50% held in reserve until the completion of the event and proof of certain requirements are met.

Exhibits

1. CTBID Advisory Board resolution approving the grant application for In Motion, Inc. for the Carlsbad Marathon and allocating \$10,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and
2. CTBID Advisory Board resolution approving the grant application for the Carlsbad Village Association for the Hearts of Carlsbad Program and allocating \$8,750 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT APPROVING A GRANT APPLICATION FOR IN MOTION, INC. FOR THE CARLSBAD MARATHON AND ALLOCATING \$10,000 TO FUND THE GRANT PROPOSAL

WHEREAS, on June 28, 2011, the City Council adopted Resolution 2011-150 confirming the Carlsbad Tourism Business Improvement District (CTBID) Advisory Board's powers and duties to contract on behalf of the CTBID for goods and services all for the benefit of the CTBID and its purpose and mission;

WHEREAS, on March 18, 2008, the Advisory Board of the CTBID established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

WHEREAS, the CTBID Advisory Board approved \$1.5 million in funding for Fiscal Year 2022-2023 for grant programs; and

WHEREAS, on October 12, 2022, the Advisory Board updated its Grant Policy to further support tourism and tourism-related events in Carlsbad; and

WHEREAS, In Motion, Inc., organizers of the Carlsbad Marathon, submitted a grant application (Attachment A), which was deemed to be complete and to meet the requirements of the Grant Policy; and

WHEREAS, per the Grant Policy, the Visit Carlsbad Board reviewed the application and made a funding recommendation to the CTBID Advisory Board; and

WHEREAS the CTBID Advisory Board at its June 27, 2023, meeting, reviewed, discussed and approved the grant application.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.

2. That the Advisory Board approves the grant application from In Motion, Inc., the organizer of the Carlsbad Marathon, and allocates grant funding in the amount of \$10,000 to In Motion, Inc. in accordance with grant policy guidelines.

PASSED, APPROVED, AND ADOPTED at a Special Meeting of the Carlsbad Tourism Business Improvement District Advisory Board on the __ day of _____ 2023, by the following vote to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

VACANT, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT**
Grant Application – FY 2022-2023



Use this form to apply for a CTBID grant to fund a program or event.

NOTE: CTBID grants to fund destination transportation services will have a separate application and defined call for applications. To express interest or to ask a question, email business@carlsbadca.gov

Applicant Information

Name of Proposed Program/Event: Carlsbad Marathon

Name of Applicant/Organization: In Motion, Inc.

Address: 1782 La Costa Meadows Drive, Suite 102, San Marcos, CA 92078

Contact Name: Christine Adams Title: CEO

Email: Christine@inmotionevents.com Phone: 760-277-0905 (cell)

Federal Tax ID # or Social Security #: 33-0142668

Amount of Grant Request:

\$ 50,000

Total Event Budget:

\$ 450,000

This application is for a:

- Placemaking event
- Brand positioning event
- Room night-driving event

Program/Event Description (Use up to five additional pages if necessary for the following answers):

Proposed date or timeframe of event: January 12 - 14, 2024 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquis recurring event for Carlsbad.*

The Carlsbad Marathon has been taking place in Carlsbad since 1991. Our top-quality, boutique-style event attracted 9,000 racers in 2023 between our full marathon, half marathon, 5k, and Kids Marathon Mile at LEGOLAND. Regarded for our stunning coastal race course, we are also known for offering impeccable race amenities, strong customer service, and premium registration items, affectionately known as "swag."

Describe how the program/event will benefit tourism in Carlsbad:

Taking place each year over the extended Martin Luther King Jr. holiday weekend, our event attracts participants from across the country and around the world for the perfect winter running vacation - "run-cation." In 2023, participants came from forty-five states and twelve countries to combine their wellness goals with a premier coastal vacation destination.

Projected number of out-of-town visitors: 6500 outside Carlsbad

Projected number of hotel room nights utilized: 260+

Describe the estimated media coverage of the event:

We have an email database of 75,000, and social media accounts that combined have 48,000 followers. We have strong relationships with the media, running groups, charity organizations, and racing clubs who help promote and support the event. In addition, our branding is consistent and refined. It positions Carlsbad as a premier vacation destination through imagery and words. Attached are samples of marketing materials from our 2023 event for reference.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Yes, thirty-two years.

Describe program/event history, compliance, success, etc.:

Having been a prior recipient of the CTBID, we are experienced in adhering to the program guidelines, complying with the requirements, and being able to provide post-event reporting. We will again work with Carlsbad area hotels on room blocks. We will share travel information and hotel links on our high-trafficked website, as well as through social media and email marketing. Post-race, we will conduct a review to capture the actualized rooms booked for reporting.

Financial Capabilities/Budget *CTBID Grants cannot make up more than 25% of overall event revenue.*

Describe other funding sources and levels including committed funds and potential matching funds:

The Carlsbad Marathon is a solvent event with race entry fees, vendor fees, and sponsorship, generating over \$850,000 annually.

Describe how CTBID grant funds would be used: *(See list of funding limitations)*

Funds will be used for targeted social media collaborations, dedicated eblast campaigns, and other marketing opportunities targeting runners in key travel cities and states. Funds will also be used for event operational expenses within the funding limitations, including reinstating prize money to attract a strong race field and media attention.

Applicant Background

This applicant is a (an):

Non-Profit For-Profit Local Public Agency Individual Other

Years in Business: 42 Number of Employees: 3 Number of Volunteers: 1200

Are there other organizations, agencies, or businesses partnered on this application? If so, list them:

No.

Marketing Materials Requirement

CTBID grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

The applicant acknowledges and agrees to adhere to the marketing requirements described above.

CA I acknowledge marketing requirements

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of meeting marketing requirements, and/or a media coverage recap may be required to be filed with the CTBID within 30 days of the event conclusion. Proof of program expenses (i.e. receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

CTBID staff will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the CTBID grant guidelines, should a grant-funded event fail to take place, or miss its target by more than 50%, the grant recipient may be required to return a portion of or all granted funds to the CTBID.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

CA I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if awarded funds, all marketing and reporting requirements will be met.

Authorized Signature: Christine Adams

Name: Christine Adams

Title: CEO

Date: 02/24/2023

Clear Application

Print Application

Submit Application

Submittal Information

To submit your application, email a completed copy, including attachments to business@carlsbadca.gov with the subject: **CTBID Grant Application**.

Allow two business days to acknowledge submittal. CTBID Staff will keep applicants informed of progress during consideration. If you have questions about the application, please email business@carlsbadca.gov.

Join us in Coastal California for the BEST Winter Race With the BEST Swag!

Carlsbad

MARATHON | HALF | 5K | KIDS MARATHON MILE

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SUNDAY, JANUARY 15, 2023

CARLSBAD, CALIFORNIA

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CLICK HERE TO REGISTER NOW!

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT APPROVING A GRANT FOR THE CARLSBAD VILLAGE ASSOCIATION FOR THE HEARTS OF CARLSBAD PROGRAM AND ALLOCATING \$8,750 TO FUND THE GRANT PROPOSALS

WHEREAS, on June 28, 2011, the City Council adopted Resolution 2011-150 confirming the Carlsbad Tourism Business Improvement District (CTBID) Advisory Board's powers and duties to contract on behalf of the CTBID for goods and services all for the benefit of the CTBID and its purpose and mission;

WHEREAS, on March 18, 2008, the Advisory Board of the CTBID established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

WHEREAS, the CTBID Advisory Board approved \$1.5 million in funding for Fiscal Year 2022-2023 for grant programs; and

WHEREAS, on October 12, 2022, the Advisory Board updated its Grant Policy to further support tourism and tourism-related events in Carlsbad; and

WHEREAS, Carlsbad Village Association submitted a grant application (Attachment A) for a the Hearts of Carlsbad Event, which was deemed to be complete and to meet the requirements of the Grant Policy; and

WHEREAS, per the Grant Policy, the Visit Carlsbad Board reviewed the application and made a funding recommendation to the CTBID Advisory Board; and

WHEREAS the CTBID Advisory Board at its June 27, 2023, meeting, reviewed, discussed and approved the grant application.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.

2. That the Advisory Board approves the grant application from Carlsbad Village Association and allocates grant funding in the amount of \$8,750 to Carlsbad Village Association in accordance with grant policy guidelines.

PASSED, APPROVED, AND ADOPTED at a Special Meeting of the Carlsbad Tourism Business Improvement District Advisory Board on the __ day of _____ 2023, by the following vote to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

VACANT, Chair

SHERRY FREISINGER, City Clerk
(SEAL)

CTBID Grant Guidelines & Application – FY 2022-2023

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT**
Grant Application – FY 2022-2023



Use this form to apply for a CTBID grant to fund a program or event.

NOTE: CTBID grants to fund destination transportation services will have a separate application and defined call for applications. To express interest or to ask a question, email business@carlsbadca.gov

Applicant Information

Name of Proposed Program/Event: Hearts of Carlsbad Village

Name of Applicant/Organization: Carlsbad Village Association

Address: 300 Carlsbad Village Dr., Ste. 108A #135

Contact Name: Christine Davis **Title:** Executive Director

Email: chris@carlsbad-village.com **Phone:** 760-644-2121

Federal Tax ID # or Social Security #: 33-0468211

Amount of Grant Request:

\$ 10,000

Total Event Budget:

\$ 14,000

This application is for a:

Placemaking event Brand positioning event Room night-driving event

Program/Event Description (Use up to five additional pages if necessary for the following answers):

Proposed date or timeframe of event: February 10 & 11, 2024 **Is the date firm?** Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquis recurring event for Carlsbad.*

Now in its third year, this annual event brings hundreds of people to the Village each day for a unique scavenger hunt. It is placemaking at its best. This free community event was created in conjunction with Barrio Glassworks, downtown's premier glass blowing studio. This family friendly event includes a Saturday and Sunday hunt for custom made glass hearts made specifically for this event. Each heart is stamped and numbered so that it can be registered online. Special stamped hearts make the finder eligible for special giveaways and on the spot discounts at local businesses that weekend.

Describe how the program/event will benefit tourism in Carlsbad:

In 2023 we worked with Carlsbad Village hotels who promoted the event to their guests as a community activation while staying at the hotel. Cookie gift packs from local business, Carlsbad Cookie Company, were given to guests upon check in with a QR code to the event details. The hotel relationship and partnership was a valuable component in 2023 and one we will continue with and grow to attract and endear visitors to Carlsbad Village.

Carlsbad Tourism Business Improvement District

Projected number of out-of-town visitors: 1,200

Projected number of hotel room nights utilized: 1,200

Describe the estimated media coverage of the event:

CVA website blogs (30,000 page views per month), Instagram and Facebook main feed and stories posts (23K followers), CVA eNewsletter articles (6,200 subscribers per week), Press releases to local media outlets, online and print calendar listings, window posters/flyers, hotel displays and flyers.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? If so, how many times has it taken place?

2024 will be the 4th annual event

Describe program/event history, compliance, success, etc.:

What started as a small outdoor activation during the pandemic has increased from 50 hearts to the proposed 500 hearts in 2024. Last year we recruited over 20 volunteers to help hide the hearts throughout the entire weekend. Due to the demand from this event we feel it can grow to it proposed quantity and become a legacy event for Carlsbad Village for years to come.

Financial Capabilities/Budget CTBID Grants cannot make up more than 25% of overall event revenue.

Describe other funding sources and levels including committed funds and potential matching funds:

CVA will supplement all other funding. This is not a revenue generating event for CVA. This is a free community event.

Describe how CTBID grant funds would be used: (See list of funding limitations)

CTBID funds would cover the cost of the glass hearts created by Barrio Glassworks, hotel guest welcome products and targeted marketing expenses.

Applicant Background

This applicant is a (an):

- Non-Profit For-Profit Local Public Agency Individual Other

Years in Business: 29 Number of Employees: 3 Number of Volunteers: 40

Are there other organizations, agencies, or businesses partnered on this application? If so, list them:
Barrio Glassworks

Marketing Materials Requirement

CTBID grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

The applicant acknowledges and agrees to adhere to the marketing requirements described above.

CD I acknowledge marketing requirements

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of meeting marketing requirements, and/or a media coverage recap may be required to be filed with the CTBID within 30 days of the event conclusion. Proof of program expenses (i.e. receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

CTBID staff will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the CTBID grant guidelines, should a grant-funded event fail to take place, or miss its target by more than 50%, the grant recipient may be required to return a portion of or all granted funds to the CTBID.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

CD I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if awarded funds, all marketing and reporting requirements will be met.

Authorized Signature: Christine Davis

Name: Christine Davis

Title: Executive Director

Date: 5/25/23

Clear Application

Print Application

Submit Application

Submittal Information

To submit your application, email a completed copy, including attachments to business@carlsbadca.gov with the subject: **CTBID Grant Application**.

Allow two business days to acknowledge submittal. CTBID Staff will keep applicants informed of progress during consideration. If you have questions about the application, please email business@carlsbadca.gov.

Carlsbad Tourism Business Improvement District

Proposal Budget

4th Annual Hearts of Carlsbad Village Feb. 10 & 11, 2024
(A free, family-friendly placemaking community event)

Custom blown glass hearts – 500	\$20,000.00
Website geocoding map	\$1,000.00
Digital Marketing Services	\$1,500.00
Print promotion and advertisement	\$1,300.00
Hotel promotion program	\$7,500.00
Staffing	\$700.00
Management	\$3,000.00
<i>Total Project Cost</i>	<i>\$35,000.00</i>



Staff Report

Meeting Date: June 27, 2023
To: CTBID Advisory Board Members
From: Matt Sanford, Economic Development Manager
Staff Contact: Matt Sanford, Economic Development Manager
matt.sanford@carlsbadca.gov, 760-607-2923
Subject: CTBID Advisory Board Meeting Calendar

Recommended Action

Adopt a resolution approving the Carlsbad Tourism Business Improvement District Advisory Board's meeting calendar for Fiscal Year 2023-2024.

Item Explanation

This item sets the calendar of regular CTBID Advisory Board meetings for FY 2023-2024, which begins July 1, 2023, and ends June 30, 2024.

The CTBID Advisory Board shall meet at 1 p.m., on the second Wednesday of the month beginning each quarter. For FY 2023-2024, these dates would be:

- July 12, 2023
- October 11, 2023
- January 10, 2024
- April 10, 2024

Special meetings may be called as necessary.

Fiscal Impact

None.

Environmental Impact

This action does not constitute a "project" within the meaning of the California Environmental Quality Act under California Public Resources Code Section 21065 in that it has no potential to cause either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

Exhibits

1. CTBID Advisory Board resolution

RESOLUTION NO. 2023-

A RESOLUTION OF THE ADVISORY BOARD OF THE CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT APPROVING THE BOARD'S MEETING
CALENDAR FOR FISCAL YEAR 2023-2024

WHEREAS, the City of Carlsbad established the Carlsbad Tourism Business Improvement District (CTBID) to generate revenue for marketing and visitor programs to promote the City of Carlsbad as a tourism visitor destination and to fund projects, programs, and activities, including appropriate administrative charges, that benefit hotels within the boundaries of the district; and

WHEREAS, the City Council of the City of Carlsbad appointed the CTBID Advisory Board to make recommendations to the City Council on expenditures for the programs and activities of the CTBID, to make recommendations for its annual budget to be approved by the City Council, and to provide end-of-year financial reports of the CTBID operations as required by the City Council; and

WHEREAS, the CTBID is subject to state open meeting laws and desires to establish its fiscal year 2023-2024 meeting calendar to apprise the interested public of when its regular meetings will occur.

NOW, THEREFORE, BE IT RESOLVED by the Advisory Board of the Carlsbad Tourism Business Improvement District as follows:

1. The above recitations are true and correct.
2. The CTBID Advisory Board shall meet at 1 p.m., on the second Wednesday of the month beginning each quarter.
3. For FY 2023-2023, the CTBID Advisory Board's regular meeting dates are July 12, 2023; October 11, 2023; January 10, 2024; and April 10, 2024.
4. Special meetings may be called as necessary.

PASSED, APPROVED, AND ADOPTED at a Special Meeting of the Carlsbad Tourism

Business Improvement District Advisory Board on the ___ day of _____ 2023, by the following vote to

wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

VACANT, Chair

SHERRY FREISINGER, City Clerk
(SEAL)