

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



About the CTBID Grant Program

The Carlsbad Tourism Business Improvement District (CTBID) Grant Program is a program developed by the CTBID, an assessment district created by the hotels in Carlsbad to administer 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. The 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

Types of Projects Supported

All CTBID grants fall into two categories. Grant applicants must ensure their application meets the goals and criteria of at least one category.

1. Events
 - a. Placemaking Events (Up to \$10,000/event)
 - b. Brand Elevating Events (Up to \$50,000/event)
 - c. Room Night Driving Events (Up to \$100,000/event)
2. Destination Transportation Services (Up to \$1 million/year)

All events, not including destination transportation services, applying must be accessible for public attendance. Private corporate events will not be considered for event grants but may apply for the Visit Carlsbad Group Incentive Program. Grants may not make up more than 25% of the total event revenue, e.g., an event with a budget of \$100,000 may not apply for more than \$25,000 in grant funding. Grant applicants may be a service provider, event organizer, hotel property/TBID contributor, other event consultant, or a combination of applicants.

Placemaking Events

Grant Amount Available: Up to \$10,000

- Events that add to tourism, culture, or atmosphere of Carlsbad and enhance its position as a destination
- Room nights associated with the event are encouraged but not required
- All advertising must feature Carlsbad destination brand logo
- Must promote or enhance tourism

Brand Positioning Events

Grant Amount Available: Up to \$50,000

- Event further positions Carlsbad as a destination in alignment with key experience pillars: wellness, beach, golf, arts/entertainment, outdoors, culinary, sustainability
- Event preferably falls during an off-peak period and may be considered if it enhances occupancy or average daily rate
- Grant funds can be spent on marketing and/or operational costs
- Event must be promoted outside of the City of Carlsbad at least three (3) months prior to event
- Organizers must provide media schedule including media markets, dates, times, impressions/circulation, and audience demographics
- All advertising must feature Carlsbad destination brand logo
- Event website must include “Travel” section featuring content about staying in Carlsbad and listing hotels or linking to Visit Carlsbad hotels webpage. Added weight will be given to events that include contracts/negotiated rates at Carlsbad hotels
- Multi-year events may be eligible for 50% of the original grant for the second and third year the event takes place in Carlsbad if criteria is met in the previous year and pending fund availability

Room Night Driving Events

Grant Amount Available: Up to \$100,000

- Event actualizes a minimum of 300 room nights in Carlsbad
- Event is promoted outside of San Diego County at least three (3) months prior to event
- Organizers must provide media schedule including media markets, dates, times, impressions/circulation, and audience demographics. All advertising must feature Carlsbad destination brand logo
- Event website includes “Travel” section featuring content about staying in Carlsbad and listing hotels or linking to Visit Carlsbad hotels webpage. Added weight will be given to events that include contracts/negotiated rates at Carlsbad hotels
- Grant funds can be spent on marketing and/or operational costs
- Award eligibility based on projected room nights
 - 300 – 750 room nights - \$25,000
 - 751 – 1,500 room nights - \$50,000
 - More than 1,500 room nights - \$100,000
- Events may receive 50% of the total grant award up front. The remaining grant funds will be paid at the conclusion of the event based on actualized room nights*
 - 75% of target will receive 50% of remaining funds (75% of total award)
 - 90% of target will receive 80% of remaining funds (90% of total award)
 - 100% of target will receive 100% of remaining funds (100% of total award)

* Events that fail to meet 75% of target may not receive any of the remaining award funding.
- Multi-year events may be eligible for 50% of the original grant for the second and third year the event takes place in Carlsbad if criteria is met in the previous year and pending fund availability

Destination Transportation Services

Grant Amount Available: Up to \$1 million per year

- Service provider moves visitors from resorts and hotels to and from interest areas around Carlsbad like the beaches, Carlsbad Premium Outlets/The Flower Fields, The Forum, Shoppes at Carlsbad, Carlsbad Village, Legoland, etc.
- Service provider has a defined route (or routes) and has capacity to serve multiple destinations
- Service provider has knowledgeable drivers who can share destination information about Carlsbad
- Service provider operates exclusively within the City of Carlsbad during peak seasons, days of the week, and hours for tourism visitors
- Service provider must adhere to all applicable laws and regulations and requirements of transporting public passengers, including meeting the City of Carlsbad's insurance requirements
- Service provider established a method of tracking and reporting to the CTBID Advisory Board

Budget

For fiscal year 2022-2023, the CTBID has approved \$1.5 million in funding for CTBID grant programs.

- \$100,000 for Placemaking Events
- \$400,000 for Brand Positioning Events and Room Night Driving Events
- \$1 million for Destination Transportation Services

Funding Awards

In general, competitive applications will have clearly articulated projected room demand that results from the proposed event. The specific benefit must be projected in the incremental delivery of hotel room night sales to assessed hotels. Incremental is defined as paid room nights in excess of what would be consumed without the proposed event. Successful applications will clearly describe the strategy and tactics for delivering incremental room night sales, as well as the estimated resulting number of room night sales and resulting gross room revenue.

Decision Criteria

When considering applications, priority will be given to the following:

(NOTE: not all criteria are applicable to each grant category)

- Overall ROI for the destination and to hotel properties
- Other revenue
 - Competitive applications will demonstrate strong revenue sources beyond a CTBID grant
- Events that occur during the low-travel season (aka 'off-peak') time of year
- The opportunity to foster NEW demand generating events and services from concept to actualization with the potential to establish a recurring marquis status for the destination
- Projected incremental hotel room nights
- Applicants who can quantify past successes
- Past compliance and success history
- Premier events that elicit prestige and enhance the reputation of Carlsbad as a premier destination

- Events that align with Carlsbad’s key experience pillars: wellness, beach, golf, arts/entertainment, outdoors, culinary, sustainability
- Events that generate national/international media coverage (should be defined in media plan):
 - Media Coverage of the event:
 - Network TV
 - Cable Network
 - Radio Broadcast
 - Live Streaming
 - Media promoting the event:
 - Network TV
 - Cable Network
 - Radio Broadcast
 - Print
 - Digital Channels
 - Social Platforms

Funding Limitations

- CTBID Grants cannot be used for alcoholic beverages
- The acquisition, construction, installation or maintenance of any tangible public property, including parking facilities, parks, planting areas, fountains, benches, kiosks, display cases, pedestrian shelters, signs, trash receptacles, public restrooms, ramps, sidewalks, plazas, pedestrian malls, lighting and heating of public facilities cannot be funded
- The closing, opening, widening or narrowing of existing or new streets cannot be funded
- Facilities or equipment, or both, to enhance security and safety of persons and property within the destination, unless included in a specific proposal to benefit the assessed businesses cannot be funded
- Regular public safety and security personnel and programs, maintenance and repair, sanitation, nor other municipal provided by the city cannot be funded
- Political candidate or ballot initiative activity cannot be funded
- Expenses not directly related to the approved program cannot be funded

Application Review Process

Staff Review

Grant applications will be reviewed by CTBID staff and Visit Carlsbad staff (as a designated grant review contractor of the CTBID). Reviewers will consider:

- The thoroughness of application and format
- The proposed programs’ compliance
- ROI
- The appropriateness of the proposed program goals and objectives
- The quality of the responses to the review criteria
- Feasibility of event, including ability to meet city requirements for licensing, permitting, and insurance coverage
- The current and past contractual performance/standing with the City of Carlsbad, and/or other governmental agencies

CTBID Grant Guidelines & Application – FY 2022-2023

- Disclosure of other pending or granted public funding for the fiscal year in question
- Evaluation of the applicant's assumptions, past performance, marketing plan, business plan and projections for hotel room sales (both in room nights and ADR)
- Evaluation of the applicant's "capacity" to execute on the projected event
- Past performance of the organization's events and data collected
- Seasonality, day of week, etc.
- STR data (past occupancy and average daily room rate) by date to evaluate factors such as need, the capacity for more room sales, etc.

Subcommittee Review

The CTBID Grants subcommittee comprised of CTBID staff, Visit Carlsbad, and two CTBID Board members will review the staff report to ensure that the application appropriately projects ROI for the destination.

CTBID Advisory Board Review

Grants that meet all application requirements will be considered by the full CTBID Advisory Board at a regular Advisory Board meeting. These meetings are open to the public and applicants may be asked to present their application to the Advisory Board.

Schedule

Grant applications will be reviewed quarterly, with the deadline to apply being one month prior to the Regular CTBID Advisory Board meeting, each quarter.

Should a CTBID Advisory Board meeting be cancelled or moved, notice will be given to all active grant applicants and final consideration will be at the subsequent regular or special CTBID Advisory Board meeting.

FY 2022-2023 Grant Application Deadlines (remaining)

- Dec. 14, 2022 (considered at Jan. 11, 2023 meeting)
- Mar. 15, 2023 (considered at Apr. 12, 2023 meeting)

Distribution of Funds

Funds will be distributed upon final approval of the grant application pursuant to a mutually negotiated funding schedule. The CTBID reserves the right to hold a portion of awarded funds until after the event takes place and all reporting has been submitted.

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.

Contact

For any questions about the CTBID grant program, please reach out to business@carlsbadca.gov.

**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: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ **Title:** _____

Email: _____ **Phone:** _____

Federal Tax ID # or Social Security #: _____

Amount of Grant Request:

\$ _____

Total Event Budget:

\$ _____

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: _____ **Is the date firm?** _____

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.*

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

Carlsbad Tourism Business Improvement District

1635 Faraday Ave. • Carlsbad, CA 92008 • 760-607-2923 • business@carlsbadca.gov • carlsbadca.gov

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

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

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

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:

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

Applicant Background

This applicant is a (an):

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

Years in Business: _____ Number of Employees: _____ Number of Volunteers: _____

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

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.

_____ 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.

_____ 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: _____

Name: _____

Title: _____

Date: _____

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.