



Special Board of Directors Meeting

June 1, 2026

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

- | | |
|--|-----------------|
| 1. Welcome & Call to Order | Stripe |
| 2. Self-Introductions | Stripe |
| 3. Public Comment
<i>Members of the public are welcome to make comments on items on the agenda and not on the agenda.</i> | Stripe |
| 4. Informational Items | |
| 4.1 Carlsbad TBID Renewal Update | Sidoriak |
| 5. Action Items | |
| 5.1 Grant Application – Carlsbad Marathon
<i>Board members will discuss and consider the grant application from In Motion for the Carlsbad Marathon.</i> | Sidoriak |
| 5.2 Sponsorship Application – Bike MS
<i>Board members will discuss and consider the sponsorship application from the National Multiple Sclerosis Society for Bike MS: Bay to Bay 2026.</i> | Sidoriak |
| 5.3 Sponsorship Application – Omni La Costa Resort & Spa
<i>Board members will discuss and consider the sponsorship application from Omni La Costa for the Fourth of July Celebration Firework Show.</i> | Sidoriak |
| 5.4 Sponsorship Application – Park Hyatt Aviara Resort
<i>Board members will discuss and consider the sponsorship application from Park Hyatt Aviara Resort for July Fourth Firework Show.</i> | Sidoriak |
| 5.5 Approval of Ad Agency Contract
<i>Board members will discuss and consider approval of an ad agency contract for fiscal year 2027.</i> | Sidoriak |



6. Adjournment

Stripe

Future meeting dates: July 24, 2026, October 23, 2026

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

EVENT GRANT APPLICATION

November 1, 2025 - June 30, 2026

Note: Organizations cannot apply for both a grant and sponsorship in the same fiscal year (July 1 - June 30) for the same event

Applicant Information

Name of Proposed Program/Event: Carlsbad Marathon, Half Marathon, 5K & Kids Marathon Mile

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

Amount of Grant Request:

\$50,000

Total Event Budgeted Expenses:

\$500,000

This application is for:

Brand Positioning Event Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: January 16 & 17, 2027 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 marquee recurring event for Carlsbad.*

Please see attached Addendum Supplement under Addendum A

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

Please see attached Addendum Supplement under Addendum B

Projected number of out-of-town visitors: 4,500

Projected number of hotel room nights utilized: 400+

Describe the estimated media coverage of the event:

Please see attached Addendum Supplement under Addendum C

Experience with Proposed Program/Event

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

Yes, 2027 will be the 36th year the event has taken place in Carlsbad.

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

Please see attached Addendum Supplement under Addendum D

Financial Capabilities/Budget

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

Please see attached Addendum Supplement under Addendum E

Describe how grant funds would be used:

Please see attached Addendum Supplement under Addendum F

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 45 Number of Employees: 4 Number of Volunteers: 850

List any other organizations, agencies, or businesses partnered on this application.

N/A

Marketing Requirement


Explain how the Carlsbad brand identity would be featured in advertising and/or at the event. Please see attached Addendum Supplement under Addendum G

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 event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

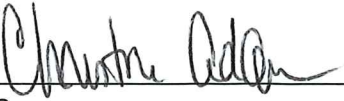
Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion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

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 funds are awarded, all requirements will be met.

Authorized Signature: 
Name: Christine Adasms
Title: CEO
Date: 3/25/2026

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Grant funds will be used to place strategic Facebook and Instagram ads. Direct emails will be sent through paid providers like RaceGrader, RacePlace, Texas Runner, and other strategic databases in key markets. Paid collaborations will be secured with running influencers and ambassadors with large followings who will promote the event to their followers. Lastly, funds will be used to pay for digital inserts in virtual race bags with other running events.	\$ 20,000
Print Advertising (Magazines, newspapers, billboards)	N/A	
Broadcast Advertising (Television, radio)	N/A	
Creative Production (Filming video content, creating a website, printing flyers)	Grant funds will be used to secure professional photographers and drone operator for images to be used on social media, and other promotions.	\$ 2,000
Direct Mail		
Media relations and marketing assistance	Grant funds will help pay for the services of Treat Public Relations (see Addendum C).	\$ 7,500
Operational Costs	Grant funds will help pay for operational costs which continue to rise between three and five percent year-over-year.	\$ 20,500
Total		\$ 50,000



Addendum A

Describe your program or event:

The Carlsbad Marathon is an annual wellness event that includes a full marathon (26.2 miles), half marathon (13.1 miles), 5K (3.1 miles), Double Down Challenge (half marathon + 5K), Kids Marathon Mile at LEGOLAND and two-day pre-race expo/packet pick up event. Between all the events, there is something for all ages and abilities. Our January 2026 event attracted 9,493 registered participants, which was a growth of 10% over the previous year. In Motion, Inc., a second-generation, family-owned, and women-run corporation, produces the Carlsbad Marathon.

Addendum B

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

The Carlsbad Marathon is a well-respected, premier event that attracts runners to Carlsbad in January, an off-peak time of year for tourism but a time that has historically offered perfect racing weather. Runners come from all over the United States and, in 2026, from 18 countries. The full marathon is a Boston-qualifying event, and it and the half marathon are renowned for their beautiful coastal courses. Taking place on the three-day MLK weekend, we promote the race as the perfect winter "runcation" – a running event and vacation. Our website features a "Travel/Accommodations" page with links to hotels and information on other Carlsbad area attractions. Through the website, social media posts, and emails to registered participants, we encourage runners, even those residing in San Diego County, to make their race weekend memorable and relaxing by staying in Carlsbad and avoiding the stressful race morning drive.

Addendum C

Describe the estimated media coverage of the event:

We work with [TREAT Public Relations](#) to assist with strategic media outreach and public relations. Through their efforts, the 2026 Carlsbad Marathon secured 118 pieces of race coverage with an estimated 1.85 million views.

Addendum D

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

The Carlsbad Marathon has had the privilege of having been awarded funds from the CTBID in the past. We are familiar with the CTBID's grant objectives and requirements. We will again have room blocks with West Inn & Suites, Staybridge Suites, and Holiday Inn Carlsbad – the site of our two-day pre-race expo/packet pickup event. In 2026, we have verified that between our three room blocks and rooms booked at Homes2 Suites, 317 room nights were booked – up from 287 in 2025. We are confident that hundreds more rooms were booked at other Carlsbad area hotels/motels/Bed & Breakfasts, as well as vacation rental properties.

Addendum E

Describe other funding sources and amounts, including committed funds and potential matching funds:

The event receives the bulk of its funding from participant entry fees. In 2027, we are budgeting for \$1,100,00.00 in entry fees. In addition, we typically receive sponsorship funds from two Carlsbad-based companies, Lexus Carlsbad and The Columbia Employee Store. Their combined support totals \$17,000 annually.

Addendum F

Describe how grant funds will be used:

Grant funds will help grow event awareness through advertising, key influencer partnerships, and collaborations with strategic events (see attached Event Grant Application Supplement – Funds Detail). They will also help offset the operational costs.

Addendum G

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Carlsbad is featured in the event name and logo, so it appears whenever the event is mentioned in paid advertising, media coverage, social media posts, etc. In advertising the race, we use visually appealing race photography by our professional race photographer to powerfully illustrate Carlsbad as a vacation destination. The Carlsbad Marathon has user-friendly and informative web pages at www.inmotionevents.com. In January 2026, the page had 106,410 visitors and 500,000 views, both significant increases over 2025, where we saw 81,9706 visitors and 380,141 views.



Event Sponsorship Application November 1, 2025 – June 30, 2026

Note: Organizations cannot apply for both a sponsorship and a grant in the same fiscal year (July 1 – June 30) for the same event

Applicant Information

Name of Event: Bike MS: Bay to Bay 2026

Name of Organization: National Multiple Sclerosis Society, Pacific South Coast Chapter

Address: 9915 Mira Mesa Blvd Ste 325, San Diego, CA 92131

Contact Name: Renata Sahagian

Contact Email: Renata.Sahagian@nmss.org

Contact Phone: 619-895-7263

Sponsorship Amount Requested

\$25,000

Total Event Budgeted Expenses

\$575,000

Event Overview

Date(s) of event*: October 17-18, 2026

Location of event*: Irvine to Carlsbad to San Diego

Estimated attendance: 1300

Projected Room Nights Utilized 400

**Only confirmed events are eligible*

Briefly describe the event and its purpose, including how it aligns with Visit Carlsbad's experience pillars of wellness, outdoors, golf, arts/entertainment, culinary, and sustainability.

Bike MS: Bay to Bay is a two-day cycling event that starts in Irvine and Carlsbad, has an overnight celebration at the Omni La Costa Resort & Spa in Carlsbad, and ends in San Diego. It raises funds for research to find a cure for Multiple Sclerosis, as well as programs and services for those impacted by MS. Each year our ridership and revenue grow.

Briefly describe how the event will be marketed **outside** of San Diego County.

At least 80% of our event participants come from outside of Carlsbad, bringing significant tourism to the city. Of those participants most are either seniors or parents, many of whom bring their spouses and children with them to stay overnight. Not only does our event overnight in Carlsbad, we also ride through it. Regardless of which of our 4 available routes they choose, all 1,300 of our riders ride by views of iconic Carlsbad landmarks such as the Carlsbad Sign, the Sea Wall, and downtown.



Sponsorship Recognition

Describe how Visit Carlsbad will be recognized through marketing, media coverage, signage, social media, and/or on-site activation.

Bike MS: Bay to Bay has a media partnership with KTLA 5, which broadcasts to Los Angeles and the surrounding communities. KTLA is the #1 watched news channel in LA, with an estimated viewership of 196,000 per quarter hour. They film segments at the finish line and start line in Carlsbad. In addition, the Bike MS National series can spotlight our event through their social media, which has 18,000 followers nationwide. Carlsbad will also be recognized on our website, e-communications, and social media.

Certification

I hereby attest that the above information is true and correct to the best of my knowledge and any funds awarded will be used in support of the event as described.

Authorized Signature 

Name: Renata Sahagian

Title: Regional Vice President, West
Executive Director, Pacific South Coast

Date: April 30, 2026

Submission

Please email the completed application and any supporting materials, as well as any correspondence, to sponsorships@visitcarlsbad.com with subject line "Sponsorship Application – Your Event Name".

Applicants may include optional supporting materials such as a sponsorship deck, marketing plan, or event budget.



Event Sponsorship Application

November 1, 2025 – June 30, 2026

Note: Organizations cannot apply for both a sponsorship and a grant in the same fiscal year (July 1 – June 30) for the same event

Applicant Information

Name of Event Fourth of July Celebration- Firework Show
Name of Organization Omni La Costa
Address 2100 Costa Del Mar Road | Carlsbad, CA 92009
Contact Name Craig Martin
Contact Email craig.martin@omnihotels.com
Contact Phone 760-929-6300

Sponsorship Amount Requested

\$ 25,000

Total Event Budgeted Expenses

\$ 116,000 (full event)

Event Overview

Date(s) of event* July 4th, 2026
Estimated attendance 1500+ people for the event, 4000+ people for the Resort wide event
Projected Room Nights Utilized 1200
**Only confirmed events are eligible*

Briefly describe the event and its purpose, including how it aligns with Visit Carlsbad's experience pillars of wellness, outdoors, golf, arts/entertainment, culinary, and sustainability.

Omni La Costa's Annual Fourth of July Celebration invites guests and community members to celebrate Independence Day with family friendly activities, delicious food and an unforgettable firework show. The firework show will be the focal point of the event and will be set to music. The event is expected to drive 1200 plus room nights to the area. Additionally, homeowners across the valley count on this investment and plan their own backyard gatherings annually.

Briefly describe how the event will be marketed **outside** of San Diego County.

Carlsbad, CA will be listed on print and digital materials as the host city for the event and Carlsbad receives recognition via the event being touted on potential television/online news publications. This event provides travelers with a reason to choose the city of Carlsbad for their holiday celebration. It will increase room revenue and sales tax spend. To encourage overnight stays prior to, during and post the event, hotel packages will be offered including event tickets. Additionally, there will be a minimum length of stay requirement associated with reservations booked during the Fourth of July holiday to drive additional room nights.



Sponsorship Recognition

Describe how Visit Carlsbad will be recognized through marketing, media coverage, signage, social media, and/or on-site activation.

Carlsbad as a destination would be listed which would drive TOT and marketing awareness.

Certification

I hereby attest that the above information is true and correct to the best of my knowledge and any funds awarded will be used in support of the event as described.

Authorized Signature _____

Name Craig Martin

Title Managing Director

Date 2/25/26

Submission

Please email the completed application and any supporting materials, as well as any correspondence, to sponsorships@visitcarlsbad.com with subject line "Sponsorship Application – Your Event Name".

Applicants may include optional supporting materials such as a sponsorship deck, marketing plan, or event budget.

OMNI LA COSTA

2026 Fourth of July Celebration



**Omni La Costa's
Annual Fourth of July
Celebration invites
guests and
community members
to celebrate
Independence Day
with family friendly
activities, delicious
food and an
unforgettable
firework show.**





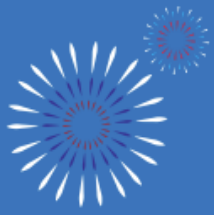
Year	Ticket Sales	Ticket Site Visits
2025	575	3,261
2024	359	5,368
2023	79	3,301





Instagram Post	Views	Reach	Interactions
06/20/25	29,613	15,284	1,457
06/12/25	12,408	8,269	415





HAPPY 4TH OF JULY

FRIDAY 7/4/25

- 10am Patriotic Wind Blowers, Plaza
- 11am Waterslide Races, Splash Pool
- 12pm MYO S'mores, Plaza
- 1pm Patriotic Jewelry, Hazel's Garden
- 2pm Edible Science, Parlor Ballroom \$
- 3pm Water Volleyball, Garden Pool
- 4-6pm Glitz and Glam Bar, Plaza \$
- 5pm Ice Cream Social, Plaza
- 5-9pm Tiki Social, Edge Pool \$
- 6-9pm Star-Spangled Spectacular
- 4th of July Event, Range View Lawn \$

SATURDAY 7/5/25

- 10am 4th of July Fireworks Craft, Plaza
- 10am Radical Reptile Show, Veranda Ballroom
- 11am Waterslide Races, Splash Pool
- 12pm Shaved Ice, Hazel's Garden \$
- 1pm Patriotic Suncatchers, Hazel's Garden
- 2pm Tiny Trendsetters, Parlor Ballroom \$
- 3pm Ride the Bull, Garden Pool

SATURDAY 7/5/25 CONT'D

- 5pm Ice Cream Social, Plaza
- 5-9pm Tiki Social, Edge Pool \$
- 5:30-8pm Dine-In Movie: Cars 3, Parlor Ballroom
- 6-8pm Killer Dueling Pianos, Valley Promenade
- 8-10pm Glow Golf, Range View Lawn \$

SUNDAY 7/6/25

- 9am Buzz & Bloom Walk, Hazel's Garden
- 10am Hazel's Gardening Club, Hazel's Garden
- 11am Waterslide Races, Splash Pool
- 12pm Frozen Lemonade, Hazel's Garden \$
- 12-2pm Tidepool Touch Tank Experience, Plaza
- 1pm Sand Art, Hazel's Garden \$
- 2pm Double Dutch Competition, Plaza Lawn
- 3pm Water Bucket Challenge, Garden Pool
- 5pm Ice Cream Social, Plaza
- 5:30-8pm Dine-In Movie: Descendants: The Rise of Red, Parlor Ballroom

VIEW THE RESORT GUIDE



OMNI
LA COSTA



The firework show will be the focal point of the event and will be set to music. The event is expected to drive 1200 plus room nights to the area. Additionally, homeowners across the valley count on this investment and plan their own backyard gatherings annually. This event provides travelers with a reason to choose the city of Carlsbad for their holiday celebration. It will increase room revenue and sales tax spend.





Event Sponsorship Application November 1, 2025 – June 30, 2026

Note: Organizations cannot apply for both a sponsorship and a grant in the same fiscal year (July 1 – June 30) for the same event

Applicant Information

Name of Event Park Hyatt Aviara 4th of July Fireworks
Celebration _____

Name of Organization Park Hyatt Aviara Resort

Address 7100 Aviara Resort Drive, Carlsbad, CA 92011

Contact Name Chad Eding, General Manager

Contact Email chad.eding@hyatt.com

Contact Phone 760-603-6860

Sponsorship Amount Requested

\$25,000.00

Total Event Budgeted Expenses

\$67,480.00

Event Overview

Date(s) of event* Saturday, July 4, 2026

Location of event* Park Hyatt Aviara Resort

Estimated attendance 1,000-2,000

Projected Room Nights Utilized 650

**Only confirmed events are eligible*

Briefly describe the event and its purpose, including how it aligns with Visit Carlsbad's experience pillars of wellness, outdoors, golf, arts/entertainment, culinary, and sustainability.

This event honors the United States 250th Anniversary with a refined coastal celebration hosted at Park Hyatt Aviara. The purpose is to create a meaningful gathering that brings visitors and the community together to reflect on the nation's milestone in a setting that highlights Carlsbad's natural beauty and elevated hospitality. The experience is designed around open-air coastal spaces, thoughtful wellness minded programming, and culinary offerings that showcase the region's character. Sustainability and responsible operations are integrated throughout to respect the environment that defines our destination. The event positions Carlsbad as a distinguished place to commemorate this historic moment while reinforcing its appeal as a premier coastal getaway.



Briefly describe how the event will be marketed **outside** of San Diego County.

We will market this event beyond San Diego County by positioning it as a destination worthy coastal celebration of the United States 250th Anniversary, anchored by the elevated setting of Park Hyatt Aviara. Our outreach will focus on key drive and fly markets through targeted digital campaigns, curated influencer partnerships, and select regional lifestyle media. In collaboration with Visit Carlsbad, we will extend visibility to travelers seeking a refined holiday weekend getaway. Hotel and loyalty communications will further support overnight visitation by presenting the celebration as part of a seamless, elevated coastal escape. This approach ensures strong out of market reach while reinforcing Carlsbad's appeal as a premier destination.

Sponsorship Recognition

Describe how Visit Carlsbad will be recognized through marketing, media coverage, signage, social media, and/or on-site activation.

Visit Carlsbad will be recognized through dedicated social media mentions across Park Hyatt Aviara's channels, highlighting the partnership in a polished and intentional way. On site, Visit Carlsbad branding will be incorporated into an elevated step and repeat-style backdrop or similar refined visual element placed in a high visibility area, ensuring guests experience the partnership in a tasteful, luxury aligned manner.

Certification

I hereby attest that the above information is true and correct to the best of my knowledge and any funds awarded will be used in support of the event as described.

Authorized Signature 

Name Chad Eding

Title General Manager

Date 5/13/2026

Submission

Please email the completed application and any supporting materials, as well as any correspondence, to sponsorships@visitcarlsbad.com with subject line "Sponsorship Application – Your Event Name".

Applicants may include optional supporting materials such as a sponsorship deck, marketing plan, or event budget.