



Board of Directors Meeting

Thursday, October 16, 2025

2:00 p.m.

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

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

CEO Report July – September 2025

Sidoriak

Financial Update

Sidoriak

Independent Auditor's Report for Fiscal Year 2025

Sidoriak

Beach Bathroom Funding

Sidoriak

Action Items

1. Approval of August 5, 2025 Meeting Minutes

Stripe

Board members will review and consider for approval the minutes of the prior meeting.

2. Engage Civitas Advisors to Pursue CTBID Renewal

Sidoriak

Board members will discuss and consider engaging Civitas to begin the CTBID renewal process.

3. Grant Application – Stocking Full of Christmas

Sidoriak

Board members will discuss and consider the grant application from Royal Entertainers for Stocking Full of Christmas 2025.

4. Grant Approval Process Change

Sidoriak

Board members will discuss and consider changing the process for approving grant requests.

5. Adjournment

Stripe

Future meeting date: January 22, 2026, April 23, 2026, July 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.



Board of Directors Meeting Minutes

Meeting Details

Date: August 5, 2025

Time: 2:00 p.m.

Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following four members in attendance in person:

Board Members

Tim Stripe, Chair

Chad Eding, Member

Geoffrey Parkford, Member

Kurt Stocks, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Director of Finance & Administration, Visit Carlsbad

Absence

Randal Chapin, Member

Craig Martin, Member

Call to Order

Meeting called to order by Chair Stripe at 2:07 p.m.

Self-Introductions

Self-introductions were made by all in attendance.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

Sidoriak presented the quarterly (April – June 2025) CEO report which included destination performance (STR report) and a final update on the fiscal year 2025 four areas of focus.

Chair Stripe reported on the CEO goals for fiscal year 2025 and indicated all were fully achieved. The Board congratulated Sidoriak on her accomplishments. The goals were primarily metric-driven, and metrics for the new fiscal year are currently being prepared. Chair Stripe asked for board member input on future goals and metrics.



Sidoriak then presented preliminary financial information for the year ended June 30, 2025, including the balance sheet, budget to actual revenues and expenses, Group Incentive Program summary, and golf-related assessment summary.

Action Items

1. Approval of April 24, 2025 Meeting Minutes

Chair Stripe presented the April 24, 2025 board meeting minutes for approval.

Motion to approve the April 24, 2025 board meeting minutes was made by Parkford; seconded by Stocks.

Vote: All in favor.

Motion passed.

2. Board of Directors Appointment

Chair Stripe explained a board seat is open due to the departure of Rob Stirling and presented candidates for board appointment.

Members discussed the merits of the candidates who completed applications. Chair Stripe asked if any other candidates should be considered; there were none. Chair Stripe recommended Thomas Lee.

Motion to appoint Thomas Lee as a board member was made by Parkford; seconded by Eding.

In favor: All

Motion passed.

3. Board Officer Elections

Chair Stripe opened the nominations for Board Chair, Vice Chair and Secretary/Treasurer.

Stocks nominated Stipe for Chair; seconded by Parkford. There were no other nominations for Chair.

Vote:

In favor: Eding, Parkford, Stocks

Abstain: Stripe

Stripe confirmed as Chair.



Parkford nominated Stocks for Vice Chair; seconded by Eding. There were no other nominations for Vice Chair.

Vote:

In favor: Eding, Parkford, Stripe

Abstain: Stocks

Stocks confirmed as Vice Chair.

Sidoriak stated that Craig Martin expressed interest in Secretary/Treasurer.

Stocks nominated Martin for Secretary/Treasurer; seconded by Eding. There were no other nominations for Secretary/Treasurer.

Vote: All in favor.

Martin confirmed as Secretary/Treasurer.

4. Grant Application – Bike MS

Sidoriak presented a "Room Night Driving" grant application from the National Multiple Sclerosis Society for the Bike MS: Bay to Bay event for \$25,000.

Motion to approve a grant to the National Multiple Sclerosis Society for the Bike MS: Bay to Bay event for \$25,000 was made by Parkford; seconded by Stocks.

Vote:

In favor: Eding, Parkford, Stocks

Abstain: Stripe

Motion passed.

5. Grant Application – Walk MS

Sidoriak presented a "Placemaking" grant application from the National Multiple Sclerosis Society for the Walk MS: Southern California event for \$5,000.

Motion to deny a grant to the National Multiple Sclerosis Society for the Walk MS: Southern California was made by Stripe; seconded by Stocks.

Vote: All in favor.

Motion passed.

6. Grant Application – Carlsbad Marathon



Sidoriak presented a “Brand Positioning” grant application from In Motion for the Carlsbad Marathon for \$50,000.

Motion to approve a grant to In Motion for the Carlsbad Marathon for \$20,000 was made by Eding; seconded by Stripe.

Vote:

In favor: Eding, Stripe, Stocks

Abstain: Parkford

Motion passed.

7. Grant Application – St. Michael’s Jazz Fest

Sidoriak presented a “Placemaking” grant application from St. Michael’s by-the-Sea Jazz Fest event for \$5,000.

Motion to approve a grant to the St. Michael’s by-the-Sea Jazz Fest event for \$2,500 was made by Stocks; seconded by Parkford.

Vote: All in favor.

Motion passed.

8. Adjournment

Chair Stripe called to adjourn the meeting at 3:08 p.m.

Tim Stripe, Chair

CIVITAS PROPOSED SCOPE OF SERVICES & SCHEDULE

Step 1

Initiation & Infrastructure Development

Civitas shall lead the renewal of a comprehensive project framework in coordination with VC, local government officials, and key lodging business industry stakeholders. This includes forming a steering committee that will serve as the project's leadership body. Civitas shall provide ongoing technical support and strategic guidance to ensure the committee is equipped to carry out defining the renewed district parameters, petition circulation, represent the effort publicly, and advocate at local government meetings during the renewal process.

Step 2

Stakeholder Engagement & Consensus Building

Civitas shall advise on the development of a stakeholder engagement plan in partnership with the steering committee, which may include scheduling one-on-one meetings, stakeholder briefings, community presentations, and outreach to elected officials. Civitas shall prepare tailored messaging, talking points, and visual aids to educate stakeholders as needed about the benefits of the proposed renewed CTBID.

Step 3

Document Preparation & Revision

Civitas shall draft all required legal documents for the renewal of the CTBID, including the Management District Plan (MDP), resolutions, staff report language, and the petition. Civitas shall collaborate with the steering committee and local government staff to review and revise documents as needed to ensure legal sufficiency and stakeholder alignment.

Step 4

Petition Preparation & Petition Drive

Civitas shall prepare all petition materials and advise on the design of a petition strategy. In close coordination with VC and the steering committee, Civitas shall assist in identifying high-priority stakeholders and assigning petition circulation roles. Civitas shall provide ongoing training, messaging guidance, and tracking tools to support effective and efficient petition gathering efforts.

Step 5

Local Government Hearing Process

Civitas shall provide end-to-end support to VC and local government throughout the public approval process, including the required local government hearings. This includes drafting required staff reports and resolutions, preparing presentation materials, and attending public hearings to present expert testimony. Civitas shall also assist in coordinating with local counsel, local government staff, and other relevant departments to ensure procedural compliance and advancement of the renewal process.



EVENT GRANT APPLICATION

July 1, 2025 - June 30, 2026

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Federal Tax ID #: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

_____ Placemaking Event _____ Brand Positioning Event _____ Room Night Driving Event

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

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 marquee recurring event for Carlsbad.*

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

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

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

Describe how grant funds would be used:

Applicant Background

This applicant is a (an):

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

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

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

Marketing Requirement

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

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: Brittany Skipper

Title: CEO - Royal Entertainers

Date: 9/10/2025

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

July1,2025 - June30,2026



Applicant Information

Name of Proposed Program/Event: Stocking Full of Christmas

Name of Applicant/Organization: Brittany Skipper/ Royal Entertainers, Inc.

Address: 7100 Aviara Resort Dr. Carlsbad, CA 92011 Mailing: 9950 Scripps Lake Dr. Suite 105 San Diego, CA 92131

Contact Name: Brittany Skipper Title: CEO

Email: info@royalentertainers.com Phone: 619-654-9321

Federal Tax ID #: 39-4235506

Amount of Grant Request:

\$100,000

Total Event Budgeted Expenses:

\$ 460,000

This application is for:

☐ Placemaking Event

☐ Brand Positioning

☒ Room Night Driving Event

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

Proposed date or timeframe of event: December 10-28th 2025

Is the date firm? Yes (more dates can be added)

STOCKING
FULL OF
CHRISTMAS



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.*



Stocking Full of Christmas is an immersive holiday experience debuting at the Park Hyatt Aviara Resort in Carlsbad. This is a one-of-a-kind indoor holiday experience designed by world-renowned event designer, Alberto Fonseca. Guests are guided through a series of elaborately designed themed lands, each filled with live performances, interactive crafts, and whimsical character encounters- while collecting festive treats in a custom holiday stocking. San Diego's popular entertainment company and licensed Carlsbad business, Royal Entertainers will be providing the entertainment. The journey concludes with a community gathering on the grand lawn featuring cocoa, seasonal refreshments, and photo opportunities. This family-friendly event is designed to create lasting memories, celebrate the magic of the holiday season, and position Carlsbad as a premier destination for holiday experiences in Southern California.

The event aligns with the City of Carlsbad's key experience pillars by enhancing community connection (bringing families and visitors together in a shared holiday tradition), supporting arts and culture (featuring original costumes, live music, and theatrical performances), and contributing to economic vitality (attracting regional visitors who will also support Carlsbad's hotels, restaurants, and businesses).

As a new event, Stocking Full of Christmas has been designed with the infrastructure, partnerships, and creative vision to become a signature annual holiday celebration for Carlsbad. With its unique blend of luxury hospitality, theatrical production, and interactive family experiences, it will establish itself as a marquee recurring event that grows year after year, drawing visitors from across the nation, while giving local residents a beloved holiday tradition in their own community.

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



Stocking Full of Christmas will attract thousands of attendees to Carlsbad during the holiday season, creating meaningful overnight tourism opportunities. The host venue, Park Hyatt Aviara, has a limited number of guest rooms (327 total). Based on projected attendance and regional interest, we anticipate overnight stays generated by the event will exceed the hotel's capacity. To accommodate this demand, we plan to extend partnerships with other Carlsbad hotels, particularly budget- and family-friendly properties, by offering special ticket promotions and overnight packages for their guests. Advertising efforts will be strategically focused on Los Angeles, Orange County, and Arizona markets to ensure that the majority of attendees are traveling from outside the immediate area, increasing the likelihood of overnight stays and extended visits in Carlsbad.

Community and Business Partnerships

In addition to supporting local hotels and restaurants, we are actively integrating Carlsbad businesses into the event itself. For example, we are working on partnerships with existing partners such as LEGOLAND® California, Carlsbad Premium Outlets, TaylorMade Golf and Bitchin' Sauce to include stocking stuffers and brand activations that highlight their contributions to Carlsbad's unique identity (for example a Lego builder Elf gives mini lego packs to guest in the ToyShop room. We plan to open this opportunity to all Carlsbad businesses—whether restaurants, shops, or local makers—providing a platform for them to reach thousands of families in a festive, memorable way. Their contribution can be as small as 1 night "Lego night" or the entire event run. By spotlighting Carlsbad-based brands within Stocking Full of Christmas, we create a direct link between holiday visitors and the businesses that make Carlsbad a vibrant destination.

Through this combination of regional advertising, hotel partnerships, promotional ticketing, and local business integration, Stocking Full of Christmas is positioned not only to fill rooms and generate visitor spending but also to strengthen Carlsbad's reputation as a community-driven, marquee holiday destination for years to come.

Projected number of out-of-town visitors: 10,000

Projected number of hotel room nights utilized: 4,000

Describe the estimated media coverage of the event:

Describe the estimated media coverage of the event:



Stocking Full of Christmas is positioned to generate significant media attention on both regional and international levels. Through our partnership with Fox 5 San Diego and other new outlets, we anticipate multiple segments leading up to the event, including live morning show appearances, local women-owned business feature stories, and on-site coverage during opening week. This ensures consistent exposure, creating momentum and early ticket sales. Park Hyatt is also utilizing their PR team for press releases and opportunities surrounding the event.

In addition, we have retained AAMP Marketing (Las Vegas) to drive a comprehensive national influencer and social media campaign. Their network of family, lifestyle, and travel influencers will provide coast-to-coast coverage across Instagram, TikTok, YouTube, and Facebook, reaching millions of households and positioning Carlsbad as a holiday destination. These campaigns are designed to not only highlight the event but also encourage followers to book overnight stays and experience Carlsbad's hotels, restaurants, and attractions.

A unique aspect of our media story is the involvement of internationally renowned designer Alberto Fonseca, who is making his U.S. debut by creating the large-scale immersive décor for this event. Alberto is bringing a team of 10 additional designers from Peru, Spain, Portugal, Venezuela, and Brazil, each celebrated for their contributions to global holiday design. This international collaboration is expected to capture worldwide media attention in lifestyle, travel, and design publications. Momentum on Instagram @albertofonsecaa has already begun! We anticipate coverage in outlets such as travel magazines, international holiday blogs, and regional news features that highlight Carlsbad as the host of a first-of-its-kind global holiday production.

Combined, these efforts will result in millions of media impressions across television, print, and digital platforms. With its blend of local news visibility, national influencer engagement, and international design interest, Stocking Full of Christmas has the potential to become one of the most widely covered holiday events in Southern California, shining a spotlight on Carlsbad as a premier holiday destination.

Experience with Proposed Program/Event

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

2025 will be the debut year for Stocking Full of Christmas and we plan for this to be Carlsbad's Marquee Holiday Event with the help of Visit Carlsbad.

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

With over 15 years of experience producing large-scale holiday entertainment, Royal Entertainers has become one of San Diego's most trusted names in creating immersive seasonal event entertainment. Our team has successfully produced entertainment for some of the region's most prestigious venues and holiday celebrations, including Petco Park's Holiday Market, Coastal Christmas in Del Mar, Westfield UTC's Peppermint Beach Club and Snow Globe Collection, activations across all Westfield malls in San Diego County, and holiday programs for top-tier private clubs such as the La Jolla Beach & Tennis Club, La Valle Country Club, and Bressi Ranch Association. Our productions have also elevated signature shopping destinations such as the Carlsbad Premium Outlets and The Forum Carlsbad, where we contributed to unforgettable tree lightings and holiday extravaganzas that brought in thousands of guests each season.

This extensive history has given us unparalleled insight into what truly resonates with families and communities during the holidays. We have refined our expertise in logistics, compliance, performer management, and guest experience, ensuring every event is not only magical but also smooth, safe, and professional. Over the years, we've learned what works, and just as importantly, what doesn't, allowing us to design Stocking Full of Christmas with the highest standards of operational excellence and creativity.

Stocking Full of Christmas was specifically curated to fill a gap we have recognized over the past decade: the need for a spectacular, high-quality indoor holiday event in North County that can draw audiences from across Los Angeles, Orange County, Arizona, and beyond, while also giving Carlsbad residents a marquee tradition in their own backyard. With our proven track record of executing successful events across San Diego and our deep understanding of holiday tourism and entertainment, we are uniquely positioned to ensure that Stocking Full of Christmas will not only thrive but grow into a nationally recognized holiday destination event for years to come.



Financial Capabilities/Budget

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

Stocking Full of Christmas is being fully financed by Royal Entertainers with 100% cash funding and no loans. Our company has built a strong reputation for financial responsibility and sustainability, and we are proud to operate as a debt-free business. We only commit to events where we invest our own resources and ensure that all expenses are fully covered in advance. This approach demonstrates our confidence in the success of the event and ensures there is no financial risk to the City of Carlsbad in supporting us.

The City grant would not be used as a lifeline for the event but rather as a catalyst to elevate and expand its impact.

Describe how grant funds would be used:

- Expand Marketing Efforts: Increase advertising in key drive-in markets (Los Angeles, Orange County, and Arizona) to drive overnight stays and tourism revenue in Carlsbad.
- Invest in Local Partnerships: Purchase stocking stuffers and branded items directly from Carlsbad businesses, creating meaningful collaborations that showcase the city's unique local products.
- Enhance Community Visibility: Develop joint promotions with Carlsbad hotels, restaurants, and attractions to ensure that the event directly supports and uplifts the broader community.

With Royal Entertainers fully committed to funding the production and operational costs of Stocking Full of Christmas, the City's grant would directly magnify Carlsbad's tourism profile and economic benefit while building long-term partnerships that strengthen the event as a marquee holiday tradition.

Applicant Background

This applicant is a (an):

☐ NonProfit ☒ For-Profit ☐ Local Public Agency ☐ Individual ☐ Other

Years in Business: 15 Number of Employees: 67 Number of Volunteers: 0

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

No other agency or business is partnered on this application.



Marketing Requirement

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

stockingfullofchristmas.com

Carlsbad's brand as a luxury, family-friendly coastal destination will be at the heart of both the marketing and guest experience for Stocking Full of Christmas. All advertising will highlight Carlsbad as the home of Southern California's premier holiday experience, drawing visitors not just to the event, but to the city itself as a holiday getaway destination. Regional advertising in Los Angeles, Orange County, and Arizona is already in place and emphasizes Carlsbad's unique blend of coastal charm, world-class resorts, and vibrant community, encouraging visitors to extend their stay and explore the city's hotels, restaurants, and attractions.

Throughout the event, Carlsbad's identity will be woven into every detail. Local businesses will be featured in stocking stuffers and activations, ensuring guests take home a taste of Carlsbad. A "Holiday in Carlsbad" visitor guide will be provided to all attendees, highlighting local attractions, shopping, and dining. Event signage, influencer content, and press coverage will spotlight Carlsbad as the proud host city, helping to position it as a marquee holiday destination for years to come.

Sample Taglines for Advertising & Promotion

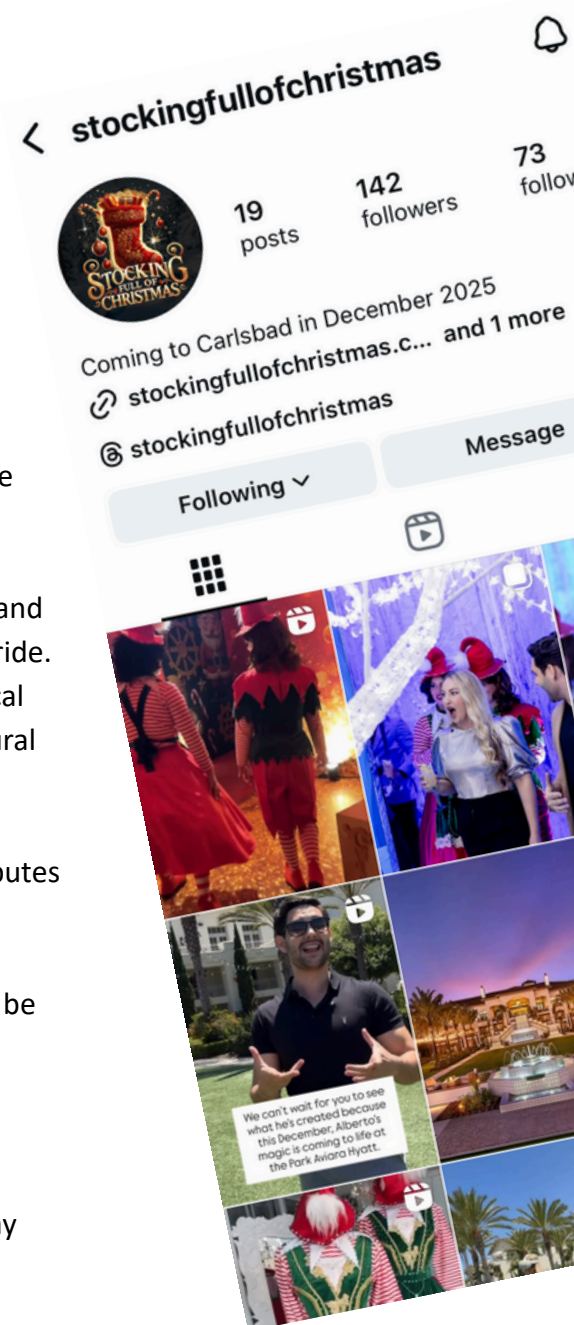
- "Luxury Holiday Magic in Carlsbad"
- "Christmas Comes to Carlsbad"
- "Experience the Magic of Carlsbad This Holiday Season"
- "Carlsbad's Marquee Holiday Tradition"

Alignment with Key Experience Pillars

Stocking Full of Christmas is designed to align with Carlsbad's core experience pillars, ensuring that it elevates the city while establishing a recurring marquee event:

- **Community Connection** – The event brings together local families, visitors, and businesses, creating a shared holiday tradition that strengthens community pride.
- **Arts & Culture** – Featuring international designers, elaborate décor, theatrical performances, and interactive storytelling, the event enriches Carlsbad's cultural landscape.
- **Economic Vitality** – By driving overnight tourism, showcasing Carlsbad businesses, and extending the city's tourism season, the event directly contributes to the local economy.
- **Destination Awareness** – Through regional and national media coverage, influencer partnerships, and international design collaborations, Carlsbad will be positioned as a holiday destination on the national stage.

By embedding Carlsbad's brand identity into every aspect of marketing and execution, Stocking Full of Christmas will grow into a signature annual holiday celebration that defines Carlsbad as the place where luxury, family, and holiday magic come together.





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: Brittany Skipper

Title: CEO, Royal Entertainers

Date: 9/1/2025

EXCLUSIVE HOLIDAY EXPERIENCE IN CARLSBAD

Royal Entertainers is San Diego's premier entertainment company, specializing in bringing beloved characters—such as princesses and superheroes—to life for children's parties and events of all ages. As the largest and most highly regarded entertainment company of its kind, we are proud to serve distinguished clients, including **The San Diego Padres, Fairmont Grand Del Mar, Loews Resorts, Marriott, Hyatt, and Westfield Malls.**

For over a decade, we have helped create unforgettable holiday experiences, contributing to some of San Diego's most cherished events, such as:

- Holiday Market at Petco Park (home of the San Diego Padres)
- Coastal Christmas at the Del Mar Fairgrounds
- Providing Santa for SeaWorld & Sesame Place
- Peppermint Beach Club
- The Snowglobe Collection at Westfield UTC
- And more—totaling over 1,000 holiday events each December!

With our extensive experience in curating extraordinary holiday productions and our vast network of designers and performers, we are now embarking on an exciting new endeavor: creating a premier holiday event in Carlsbad. We are seeking a luxury hotel or resort partner to collaborate in bringing this one-of-a-kind immersive Christmas experience to life.

Introducing: "Stocking Full of Christmas"

This immersive stocking-stuffer holiday trail is unlike anything currently available in the U.S. Guests will journey through enchanting, theatrical holiday worlds, stopping at various interactive spaces to enjoy performances, hands-on experiences, and festive surprises. Each guest receives a custom stocking satchel upon arrival to collect holiday treats and keepsakes along the way.

Highlights of the experience include:

- Live performances and interactive storytelling in magical holiday-themed rooms
- Engagements with beloved characters such as Elves, the Ice Queen, Ballerinas, Candy Characters, Buddy the Elf, The Grinch, Mrs. Claus, Santa, and more
- A breathtaking, immersive atmosphere designed by world-renowned Brazilian event artist Alberto Fonseca
- Spectacular handcrafted set designs, featuring large-scale prints, hand-carved scenic elements, and lush foliage, all crafted by skilled artists in Brazil

Marketing Resources:

- 10,000 emails for our Royal Entertainers Clients
- Possible Email list from Park Hyatt Aviara
- The City Of Carlsbad tourism board
- Royal Entertainers social media : 10k followers

VIP Add-On Ideas:

- A private guide (Buddy the Elf, Snow Queen, or similar).
- Premium treat upgrades (branded chocolates, handmade ornaments).
- Early entry + exclusive stocking design.
-

CONCEPT



What is a Stocking Stuffer Trail?

At “Stocking Full of Christmas”, guests walking through each holiday themed space, experiencing a performance or activity led by holiday characters. Guests collect holiday goodies in their stockings along the way.

As of 2025, this is the only indoor ticketed holiday event in San Diego County. The warm, indoor environment will allow guests to wear their “Christmas Best” and take photos in beautiful holiday spaces.

Our vision for this stocking-stuffer trail stems from Disneyland’s highly successful & sold-out trick or treat experience, where guests walk through pop up treat stations to see characters and collect goodies along the way. Our concept elevates this experience x10!

How Does it work?

Guests purchase tickets online and check-in 30mins before their journey starts. They will receive a stocking satchel to wear throughout their journey.

We will have a total of 4 lands and 4 in-between stations, where guests will collect gifts or candy in their stocking at each stop. There is an opportunity for “gift” sponsors to provide goodies. The decor and characters provide an immersive, theatrical holiday experience.

In one of our lands, guests will build a toy to put inside their stocking!

The full experience is estimated to be 1-2hrs.

STORYLINE



Overarching Storyline: "The Christmas Spirit"

Story Concept:

Every year, the North Pole creates a magical spark called Christmas Spirit—a radiant burst of joy and wonder that powers Santa’s sleigh and brings the holiday magic to life. But this year, the spark has dimmed, and the North Pole needs help from children and families around the world to reignite it.

Each guest’s stocking is enchanted with the ability to collect “pieces of the holiday spirit”—through moments of kindness, creativity, joy, and wonder. As guests move through each room and interact with characters, performances, and experiences, they collect magical “tokens” (the goodies) that represent parts of the Christmas Spirit (love, wonder, generosity, imagination, and sweetness). By the end, their full stocking symbolizes the reignited Christmas Spirit—restored just in time to power his sleigh.

Each group of up to 50 people is guided through the experience by a journey elf!

ROOM-BY-ROOM BREAKDOWN

Room-by-Room Breakdown

Arrival Hallway: "The Path of Wonder"

- Audio: A custom-recorded welcoming song (like a gentle holiday ballad or child choir-style melody).
- Narration (looped or overhead): "Welcome, dear traveler. You've been chosen to help restore the Spirit Spark. With every joyful moment and each magical gift you gather in your stocking, you're helping bring back the light of Christmas."

Room 1: The Red & Gold Ballroom – "Joy"

- Theme: Opulence and warmth. One half is regal red with gold accents, the other shimmering gold with crystal decor.
- - Main idea: Two ballerinas (Red and Gold) perform a mirrored duet symbolizing balance and harmony. The performance ends with the dancers gifting each guest a small "ornament of joy" (e.g. a glittery token or charm) for their stocking.

Room Activity: Children can mimic a simple movement or curtsy/bow and receive their token of joy.

Hallway 2: "Kindness"

- Character Idea: A Luminary Elf or Kindness Fairy who gently speaks to each child about one nice thing they've done this year. They receive a "Kindness Crystal" (small acrylic gem or token) for their stocking.

Room 2: The Frozen Forest – "Wonder"

- Ambience: Icy-blue lighting, snow-dusted trees, gentle snowfall effects, icicle decor.
- Character: Ice Queen (Elsa or original character like "Queen Nevara").
- Performance Ideas:
 - A song performance about winter wonder, followed by a "snow spell" where the Ice Queen "blows" magical snow into the room using a fan or effect.
- Activity Option:
 - Guests help her "gather winter wishes" by writing or drawing a wish on a sparkly snowflake card (pre-cut paper), which is then added to a glowing "Wishing Tree." Each child gets a snowflake charm or wand.

ROOM-BY-ROOM BREAKDOWN

Hallway 3: “Imagination”

- Character Idea: A whimsical Tinkerer Elf or Toy Inventor.
- Interaction: The elf shows off silly toy prototypes and gives guests an “imagination gear” token—a mini kaleidoscope.

Room 3: Santa’s Toy Shop – “Creativity”

- Setting: Busy and cheerful workshop with elves in aprons and tool belts.
- Activity: Guests assemble a small, simple toy:
 - Idea: Wooden spinning tops, mini jingle bell necklaces, or “build-a-buddy” mini plushes made from pre-sewn felt kits with velcro accessories.

Hallway 4: “Sweetness”

- Character: A Peppermint Pixie or Candy Cane Princess.
- Interaction: Guests are given a small wrapped candy wand or peppermint lollipop “infused with cheer.”

Room 4: Mrs. Claus’s Candy Confectionery “Togetherness”

- Setting: Cozy cottage kitchen with pastel candy decor and gingerbread scents.
- Activity: Decorating a holiday treat:
 - Ideas:
 - Pre-made sugar cookies they decorate with icing and sprinkles (quick and easy).
 - Chocolate-dipped pretzel wands rolled in sprinkles.
- Stocking Item: A wrapped version of their creation or a festive cookie cutter.

Final Room: Santa – “The Christmas Spirit Reignited”

- Santa welcomes each child by name, thanks them for their help, and shows a glowing crystal (the Spark) now fully lit thanks to their stocking full of tokens.
- Guests take a photo with Santa.
-
- Stocking Final Item: A golden bell, ornament, or Santa’s “Thank You” scroll tied with ribbon.

royal entertainers

SAN DIEGO, CA



designer alberto Fonseca

RIO, BRAZIL





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.

Event/Program Name:	Stocking Full of Christmas	
Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Funds will be invested in a comprehensive digital advertising campaign designed to maximize tourism impact and overnight stays in Carlsbad. Advertising will be placed across Google, Facebook, Instagram, and TikTok , targeting key drive-in markets (Los Angeles, Orange County, and Arizona) to ensure audiences are encouraged to book overnight stays as part of their event attendance. Campaign management will be led by AAMP Marketing , a nationally recognized agency, to monitor ad performance, provide data-driven metrics, and ensure every advertising dollar is spent effectively. This investment guarantees broad awareness and measurable returns in visitor traffic to Carlsbad during the holiday season.	\$55,000.00

Print Advertising (Magazines, newspapers, billboards)	Funds will be allocated to develop a “Holiday in Carlsbad” visitor guide and wayfinding map, distributed to every guest at the event. The guide will feature Carlsbad hotels, restaurants, attractions, and shopping destinations, encouraging visitors to explore beyond the event. To make the guide engaging for families, each map will also include a stocking stuffer toy designed to represent Visit Carlsbad, creating a fun and memorable keepsake for both adults and children. This initiative provides practical tourism information while reinforcing Carlsbad’s identity in a playful, family-friendly way.	\$7500.00
Broadcast Advertising (Television, radio)	Supplemental funds will be used to expand media outreach-we will send a holiday character on a media tour to give tickets to new stations and influencers and to invite media in OC and San Diego for a VIP night. This also includes hosting regional influencers, family lifestyle bloggers, and travel writers with hotel stays, meals, and event passes. By elevating Carlsbad as the proud host city of <i>Stocking Full of Christmas</i> , this initiative will generate additional regional and national press coverage, amplifying Carlsbad’s visibility as a marquee holiday destination . Media, influencers and Visit Carlsbad will be invited to an opening night media party.	\$7,500.00
Creative Production (Filming video content, creating a website, printing flyers)	Photography, Video Production, Website design- Carlsbad specific tab/page	\$4500.00

Hotel Partnerships & Transportation Accessibility	To maximize overnight stays and support Carlsbad's hospitality industry, we will partner with hotels to create <i>Stay & Play in Carlsbad</i> ticket bundles that include shuttle service directly to the event. Dedicated shuttles will also run from shopping destinations or hotels, making it convenient for guests to combine the event with dining and retail experiences. By tying hotel stays and shopping centers directly to <i>Stocking Full of Christmas</i> , this initiative drives measurable room nights, increases spending at Carlsbad businesses, and strengthens the city's identity as a holiday destination where guests can easily stay, shop, and celebrate.	\$5,500.00
Operational Costs	None	
Local Business Integration	To showcase Carlsbad's unique identity, funds will be used to purchase stocking stuffers directly from Carlsbad businesses such as Bitchin' Sauce, Chuao Chocolatier, Taylormade, and LEGOLand . These are just examples, but we would be happy to align with your suggested vendors. Each guest will leave with gifts that represent the city's culture, flavors, and attractions, reinforcing Carlsbad as a vibrant community worth returning to. This investment directly supports local businesses, creates meaningful partnerships, and gives thousands of attendees a personal connection to Carlsbad brands.	\$20,000.00
Total		\$ 100,000