



## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

In accordance with City Council Resolution No. 2022-001 and the requirements of AB 361, the ATBID Meeting will not be physically open to the public and Board Members will be teleconferencing into the meeting.

### **HOW TO OBSERVE THE MEETING:**

To maximize public safety while still maintaining transparency and public access, the meeting will be available for public participation through the following link <https://us02web.zoom.us/j/81654417690?pwd=eWp2cHpUc29FTDdSSzhpVXhUQkIGQT09.>

### **HOW TO SUBMIT PUBLIC COMMENT:**

Members of the public are highly encouraged to use the link above or may call **1(669) 900-6833** (Webinar ID: 816 544 17690; Passcode: 265250) to listen and provide public comment via phone or submit written public comments to [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) by 9:00 am on the day of the meeting. Such email comments must identify the Agenda Item Number in the subject line of the email. The comments will be forwarded to the ATBID Board and be made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the but will be forwarded to the ATBID Board following the meeting. **Please note, email comments will not be read into the record.**

### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID agendas and minutes may be viewed on the City's website: [www.atascadero.org](http://www.atascadero.org).

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts and Resolutions will be allocated a number once they are approved by the ATBID Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **AGENDA**

**Wednesday, January 19, 2022 at 2:30 P.M.**

#### **Video Conference:**

<https://us02web.zoom.us/j/81654417690?pwd=eWp2cHpUc29FTDdSSzhpVXhUQklGQT09>

Meeting ID: 816 5441 7690

Passcode: 265250

#### **CALL TO ORDER:**

#### **ROLL CALL:**

Chairperson Patricia Hardin, SpringHill Suites by Marriott  
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton  
Board Member Deana Alexander, The Carlton Hotel  
Board Member, Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express and Suites

#### **APPROVAL OF AGENDA:**

**PUBLIC COMMENT:** This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take-action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

#### **A. CONSENT CALENDAR**

1. **ATBID Draft Action Minutes – Monthly ATBID Meeting, November 17, 2021**
  - Recommendation: ATBID Board approve the Draft Action Minutes of the Monthly Meeting, November 17, 2021. [City Staff]

#### **B. BUSINESS ITEMS**

1. **Central Coast Craft Beer Festival Event Recap 2021 & Event Sponsorship Request 2022**
  - Recommendations:
    1. Receive recap of the marketing results of the October 23<sup>rd</sup> Central Coast Craft Beer Festival and new special event request for March 2022.
    2. Provide staff direction on the sponsorship request for the March 2022 Central Coast Craft Beer Festival event. [CC Brewer's Consortium]
  - Fiscal Impact: \$5,000.

## **2. Atascadero Fall Festival Event Recap & Event Sponsorship Request 2022**

- Recommendations:
  1. Receive recap of marketing results from the first Atascadero Fall Fest and new special event request for November 2022.
  2. Provide staff direction on the sponsorship request for the November 2022 Atascadero Fall Festival event. [En Fuego Events]
- Fiscal Impact: \$10,000.

## **3. New Bovine Classic Event for Sponsorship Review**

- Recommendation: ATBID Board discuss and provide staff direction on sponsorship of the new Bovine Classic and investment level. [City]
- Fiscal Impact: Up to \$10,000.

## **4. TOT Collection Software Billing & Short-Term Rental Platform Review**

- Recommendations:
  1. Review next steps for the TOT Collection Software Billing platform and how the short-term rental works with that program. [City]
    - Fiscal Impact: Approx.\$17,000 Annually
  2. Review the current Short-Term Rental program and provide staff direction on renewal given the opportunity with the new billing software. [City]
    - Fiscal Impact: \$5,135 Annually

## **5. Scope of Work for City Administrative Services for ATBID**

- Recommendation: ATBID Board receive and file the City's "Scope of Work" for Administrative Services for ATBID starting January 2022. [City]
- Fiscal Impact: \$27,500 Annually

## **6. Marketing Plan Summary & Detailed Quarterly Marketing Report**

- Recommendation: ATBID Board receive and file the Marketing Plan Summary and detailed Quarterly Marketing Report. [Verdin]
- Fiscal Impact: None

## **7. Budget Overview & Monthly Report**

- Recommendation: ATBID Board receive and file Budget Report. [City/Verdin]
- Fiscal Impact: None.

## **C. UPDATES**

1. Visit SLO CAL Updates – Restaurant Month & SLO Cal Crafted – Camille Silvera
2. Marketing Update – Verdin Marketing
3. City Business & Administrative Update – City Manager's Office
4. Chamber & BID (Downtown) Update – Josh Cross

## **D. BOARD MEMBER COMMENTS**

#### **D. FUTURE AGENDA ITEMS**

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor
2. Update on the status of the Visit SLO CAL Events & Festivals MOU
3. Economic Development Update for the City of Atascadero.
4. Space Port Presentation by Mayor Martin & Mayor Moreno.
5. Atascadero Lakeside Wine Festival Passport Update & 2022 Event Presentation.
6. Garagiste Festival Event Recap & 2022.

#### **F. ADJOURNMENT**



**ADVISORY BOARD FOR THE ATASCADERO TOURISM  
BUSINESS IMPROVEMENT DISTRICT**

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# DRAFT MINUTES

Wednesday, November 17, 2021 at 2:30 P.M.

**Video Conference:**

<https://us02web.zoom.us/j/89516162242?pwd=aXVXTjZ0Yi9pYmhoRXNRQmZqaTZadz09>

Meeting ID: 895 1616 2242; Passcode: 162977

**Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California**

## CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:32 p.m.

Present: **By Teleconference** - Chairperson Harden, Vice Chairperson Ketchum, and Board Members Alexander, O'Malley and Sohi

Absent: Marketing Consultant Akers

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish and Deputy City Clerk Amanda Muther

## APPROVAL OF AGENDA:

**MOTION:** By Board Member O'Malley and seconded by Board Member Alexander to approve the agenda.  
*Motion passed 5:0 by a roll call vote.*

## PUBLIC COMMENT:

*Chairperson Harden opened public comment.*

The following citizens spoke by telephone or through the webinar on this item: None.

## A. CONSENT CALENDAR

### 1. ATBID Draft Action Minutes – Monthly ATBID Meeting, October 20, 2021

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 20, 2021 meeting. [City Staff]

**MOTION:** By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the consent calendar.  
*Motion passed 5:0 by a roll call vote.*

## **B. BUSINESS ITEMS**

### **1. Bovine Classic Event Sponsorship Proposal**

- Recommendation: ATBID Board review sponsorship proposal for a new event opportunity, Bovine Classic, and provide staff direction for approval of the event to take place in Atascadero. [Chamber/ Locomotive Event Organizer]
- Fiscal Impact: Up to \$10,000.

Bryan Yates, of Locomitiv, gave the presentation and answered questions from the Board. Deputy City Manager Terrie Banish also answered questions from the Board.

Marketing Consultant Akers arrived at 2:48 p.m.

### **PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

*Chairperson Harden closed the Public Comment period.*

*The Board expressed interest in hearing more about the event.  
There was Board consensus to receive additional details on the cost analysis of the event, following the City's feasibility review, tentatively at the next ATBID regular meeting.*

### **2. Destination Management - Administrative Services Proposal Review**

- Recommendation: ATBID Board review Administrative Service proposals from the Chamber of Commerce and the City of Atascadero, discuss and provide staff direction. [Chamber/City]
- Fiscal Impact:
  - a. Chamber of Commerce - \$30,000 annually.
  - b. City of Atascadero - \$27,500 annually.

Atascadero Chamber of Commerce CEO & President, Josh Cross & Deputy City Manager, Terrie Banish both gave presentations and answered questions from the Board.

### **PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

*Chairperson Harden closed the Public Comment period.*

Atascadero Chamber of Commerce CEO & President, Josh Cross & Deputy City Manager, Terrie Banish left the teleconference at 3:48 p.m. to allow the Board to discuss the proposals.

Atascadero Chamber of Commerce CEO & President, Josh Cross & Deputy City Manager, Terrie Banish rejoined the meeting at 4:01 p.m.

**PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

***Chairperson Harden closed the Public Comment period.***

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to accept the City's proposal.  
*Motion passed 4:1 by a roll call vote. Sohi "NO"***

**3. Budget Report**

- Recommendation: ATBID Board receive and file the updated Budget Report. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Banish and Marketing Consultant Akers gave presentations and answered questions from the Board.

**PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

***Chairperson Harden closed the Public Comment period.***

***The Budget Report was received and filed.***

**C. UPDATES**

1. Visit SLO CAL Updates – Camille Silvera provided updates on the Events and Festival Strategy and the Customer Service Training Initiative. Deputy City Manager Banish and Marketing Consultant Akers also provided updates on Restaurant Month and House of Brands.
2. Administrative Services Update – Deputy City Manager Banish advised that the City's Finance Department would be providing the Board with a presentation in January to review the budget and next steps to the monthly platform and short term rental contract with Host Compliance.
3. Marketing Update – None.
4. City Business Update – Deputy City Manager Banish provided a brief update on various upcoming events.
5. Chamber & BID (Downtown) Update – Deputy City Manager Banish, on behalf of Atascadero Chamber of Commerce CEO & President, Josh Cross, provided a brief update on the success of the Downtown Trick or Treat event, and BID discussions

about lighting and beautification in the Downtown. Board Member Alexander noted there was an upcoming Art & Wine Tour event.

**D. BOARD MEMBER COMMENTS– None.**

**E. FUTURE AGENDA ITEMS**

1. Short Term Rental Contract & Program Review.
2. Presentation from City's Finance Department to provide a review of the ATBID budget and next steps to the monthly platform.
3. Update on the status of the Visit SLO CAL Events & Festivals MOU.
4. Economic Development Update for the City of Atascadero.
5. Space Port Presentation by Mayor Martin & Mayor Moreno.
6. Political/Action Topics Presentation by the Mayor and/or County Supervisor.

**F. ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 4:27 p.m.

**MINUTES PREPARED BY:**

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Amanda Muther  
Deputy City Clerk

**APPROVED:**





## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **Staff Report**

## **Central Coast Craft Beer Festival Event Recap 2021 & Event Sponsorship Request 2022**

### **RECOMMENDATIONS:**

ATBID Board:

1. Receive recap of the marketing results of the October 23<sup>rd</sup> Central Coast Craft Beer Festival and new special event request for March 2022.
2. Provide staff direction on the sponsorship request for the March 2022 Central Coast Craft Beer Festival event.

### **DISCUSSION:**

On October 23, 2021 the Central Coast Craft Beer Festival event took place, making the 3<sup>rd</sup> Annual Craft Beer Festival come to life after being rescheduled from March 2020 due to COVID-19. The event had been approved by the ATBID Board and ended up being a virtual event, after going through a series of date changes (i.e., initial date 3.28.20 to 6.20.20 to again on October 24, 2020 hosted as a virtual event).

The Central Coast Craft Beer Festival event team will provide an update of the event with the number of tickets sold, marketing efforts and the geography of attendees.

In addition, the Central Coast Craft Beer Festival will be placing a new special event request for March 26, 2022 to take place again in the Sunken Gardens.

### **FISCAL IMPACT:**

Committed to \$5,000 sponsorship from the 2019/20 budget for the October 23, 2021 event; submitting for event sponsorship of the 2021/22 budget for the March 26, 2022 event of \$5,000.

### **ATTACHMENT:**

ATBID Event Support Application – CCCBF 2022



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

**Our Mission:** Encourage overnight travel to experience Atascadero's beautiful and authentic outdoor recreation, culinary adventures, and welcoming hospitality.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

**Please submit application and all additional documents by email to Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com) in PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30

ITEM NUMBER: B-1  
DATE: 01/19/22  
ATTACHMENT: 1

p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

The following requirements must ALL be met in order to qualify for sponsorship and receive funding. Please be sure to carefully read and submit all necessary documentation and information.

- Complete application and submit at least 6 months prior to event
- Include requested sponsorship amount in application
- Select eligible event tier and describe how your event meets qualification
- Provide event budget with line items detailing how sponsorship funding will be used
- Provide a detailed marketing plan
- Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- Describe all sources of event income and additional sponsorships that have been secured
- If requested, attend an ATBID Board Meeting to provide event presentation
- If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
  - Provide planning progress update at least two months prior to event
  - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans



## **Event Support Application Form**

**Requesting Organization:** Central Coast Brewers Guild

**Contact:** Andres Nuno **Phone Number:** 805-448-7070

**Email:** info@surfbeerfest.com **Mailing Address:** 1072 Casitas Pass Rd. #232, Carpinteria, CA

**City, State, Zip:** \_\_\_\_\_

**Name of Event:** Central Coast Craft Beer Fest 2022

**Event Description:** The Central Coast Craft Beer Festival is a premiere craft beer festival on the Central Coast and continues to become a destination craft beer festival for guests all over California. It also includes street faire vendors, food trucks and live entertainment.

**Event Dates/Times:** Saturday, March 26th • 12 - 4 p.m.

**Is event located in Atascadero?**  **Yes**  **No**

**Venue Name:** Sunken Gardens and surrounding area

**Venue Location:** Sunken Gardens

**Event Website:** www.centralcoastcraftbeerfest.com

**Are you receiving in-kind or financial support from the City of Atascadero?**

**Yes**  **No**

**Total Anticipated Attendees:** 2,500+ **Portion From Outside SLO County:** 35 %

**Is this the first year the event will take place?**  **Yes**  **No**

**If this event has taken place previously, please provide historical data including**

**attendance numbers:** This will be the fourth annual Central Coast Craft Beer Festival  
and we have continued to increase our attendance, as well as participating breweries, wineries,  
cideries and seltzer companies joining us.

**Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.**

\$60 for VIP (hour early admission) and \$50 for General Admission.

We will reach out to local hotels to setup VIP Ticket Packages.

**Crowd Control Safety Plan Details:**

We will work with a licensed and insured security company.

**Will the event require an ABC Permit?**  Yes  No

**Has a City permit been issued for your event or contracted the venue for your event date?**  Yes  No Not as of now.

**Describe how the event supports Visit Atascadero's mission and goals:**

The Central Coast Craft Beer Festival's goal is to increase awareness of the independently owned  
craft breweries along the Central Coast (Monterey to Ventura counties). This event was created to  
have guests from all over California be able to join us. With its central location between  
San Francisco and Los Angeles, we are excited to help promote a true craft beer destination.

**Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):**

|                                     |   |  |                                   |
|-------------------------------------|---|--|-----------------------------------|
| <input checked="" type="checkbox"/> | <br>Tier 1 | <ul style="list-style-type: none"><li>• Attracts 1,500+ attendees</li><li>• At least 35-40% of target market is out-of-town visitors</li><li>• Marketing campaigns reach at least 1,000 subscribers</li><li>• Event encourages multi-night stay in Atascadero</li></ul>  | Total Support =<br>Up to \$10,000 |
| <input type="checkbox"/>            | <br>Tier 2 | <ul style="list-style-type: none"><li>• Attracts 750+ attendees</li><li>• At least 25-30% of target market is out-of-town visitors</li><li>• Marketing campaigns reach at least 500 subscribers</li><li>• Event encourages overnight stay in Atascadero</li></ul>  | Total Support =<br>Up to \$7,500  |
| <input type="checkbox"/>            | <br>Tier 3 | <ul style="list-style-type: none"><li>• Attracts 750 or less attendees</li><li>• Marketing message encourages visiting Atascadero</li><li>• Marketing campaigns reach at least 500 subscribers</li><li>• Event encourages overnight stay in Atascadero</li><li>• Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2</li></ul> | Eligible for<br>In-kind Support   |

**Additional details about eligible event tier qualification:**

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**Support Request (desired monetary amount or in-kind marketing support):**

We are hoping to obtain \$5,000 to help with marketing and glassware in 2022.

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**Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).**

| <b>Event Item</b>           | <b>Amount</b>  |
|-----------------------------|----------------|
| <i>Ex. Social Media Ads</i> | <i>\$2,000</i> |
| Marketing (Social Media)    | \$750          |
| Marketing (Print and Radio) | \$2,000        |
| Glassware                   | \$3,500        |
|                             |                |
|                             |                |
|                             |                |
|                             |                |

**Please include all sources of income that have been secured and those that are being solicited to support event (feel free to attach additional sheets as needed).**

| <b>Income Source</b>          | <b>Amount</b>                            |
|-------------------------------|--|
| <i>Ex. City of Atascadero</i> | <i>\$2,500 in-kind venue sponsorship</i> |
| Visit Atascadero              | \$5,000                                  |
|                               |  |
|                               |  |
|                               |  |
|                               |  |
|                               |  |
|                               |  |



**Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.**

| <b>Media Outlet &amp; Geographic Location of advertising</b> | <b>Type &amp; Frequency</b> | <b>Cost of Advertising</b> |
|--|-----------------------------|----------------------------|
| New Times  | Print / Weekly              | \$1,000                    |
| Santa Maria Sun  | Print / Weekly              |                            |
| American General Media                                       | Radio (several stations)    | \$1,000                    |
|  |                             |                            |
|  |                             |                            |
|  |                             |                            |
|  |                             |                            |
|  |                             |                            |

**Please share your intended public relations outreach.**

We will be sending a press release prior to the event and have a good relationship with several news outlets (print / radio) that will help us secure more air space and print leading up to the event.

**How will your organization recognize Visit Atascadero’s support (including but not limited to promotional materials, website, and at the event)?**

Visit Atascadero will be prominently displayed on all marketing, posters, coasters, social media and our website.

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**What opportunities do you plan to offer that specifically promote lodging in Atascadero?**

We hope to work with several hotels to setup VIP Packages. The VIP Packages will consist of a 2-night stay and 2 VIP passes. We will discount the VIP Passes sold to the hotels for these packages.

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**Additional Details:**

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## **Rules and Regulations for Event Coordinators**

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website ([www.slocal.com](http://www.slocal.com)) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page ([www.visitatascadero.com/lodging](http://www.visitatascadero.com/lodging)) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

\*\*\*Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.

\*\*\*You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.

You must acknowledge and agree to the rules and regulations on Page 10.

**IMPORTANT:** Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

**Cancellation Policy:** Should the event not take place as presented and scheduled; event coordinators are required to reimburse the ATBID for sponsorship support. If the event is cancelled by the Event Coordinator because of sickness, accidents, riots, strikes, epidemics, inclement weather, acts of God, or any other legitimate conditions beyond either party's control, the Event Coordinator agrees to provide a financial report showing the current status of funds used. The ATBID Board will follow the official event cancellation protocol and will determine the fund quantity to either be refunded or rolled forward to future events based on the financial report.

**Applicant Signature** Andres Nuño **Date** 1/12/21

**In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com).**



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **Staff Report**

### **Atascadero Fall Festival Event Recap 2021 & Event Sponsorship Request 2022**

#### **RECOMMENDATIONS:**

ATBID Board:

1. Receive recap of marketing results from the first Atascadero Fall Fest and new special event request for November 2022.
2. Provide staff direction on the sponsorship request for the November 2022 Atascadero Fall Festival event.

#### **DISCUSSION:**

The Atascadero Fall Festival Event was held in the Sunken Gardens on November 19<sup>th</sup> through November 21<sup>st</sup> with a variety of musical entertainment from local community entertainment to major bands, like reggae legend, Pato Banton. The event included carnival rides, games, food vendors, a craft beer event on Saturday, merchandise vendors and more! The event created a fantastic backdrop that was shared among many across many social media pages. A family-fun event that created many memories for those who attended.

The Atascadero Fall Festival event recap will provide an update to the marketing dollars invested, the number of people that came to enjoy the event and where they came from. In addition, En Fuego Events will be providing a special event sponsorship request to bring the event back in 2022.

#### **FISCAL IMPACT:**

Committed to \$5,000 sponsorship for 2021/22. For 2022/23, \$10,000 request.

#### **ATTACHMENT:**

2022 Special Event Sponsorship Request



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

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1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

**Please submit application and all additional documents by email to Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org) in PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

The following requirements must ALL be met in order to qualify for sponsorship and receive funding. Please be sure to carefully read and submit all necessary documentation and information.

- Complete application and submit at least 6 months prior to event
- Include requested sponsorship amount in application
- Select eligible event tier and describe how your event meets qualification
- Provide event budget with line items detailing how sponsorship funding will be used
- Provide a detailed marketing plan
- Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- Describe all sources of event income and additional sponsorships that have been secured
- If requested, attend an ATBID Board Meeting to provide event presentation
- If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
  - Provide planning progress update at least two months prior to event
  - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans



## **Event Support Application Form**

**Requesting Organization:** \_\_\_ En Fuego Events \_\_\_\_\_

**Contact:** \_\_\_ Andres Nuno \_\_\_ **Phone Number:** \_\_\_ 805-448-7070 \_\_\_

**Email:** \_\_\_ info@surfbeerfest.com \_\_\_\_\_ **Mailing Address:** 1072 Casitas Pass Rd. #232

**City, State, Zip:** \_\_\_ Carpinteria, CA 93013 \_\_\_\_\_

**Name of Event:** \_\_\_ Atascadero Fall Festival 2022 \_\_\_\_\_

**Event Description:** \_\_\_\_\_ The Atascadero Fall Festival is a 3-day, free admission event that is "Fun for the Whole Family." It features carnival games and rides, 30+ bands on 2 stages, and over 60 street faire and food vendors.

**Event Dates/Times:** \_\_\_\_\_ Friday, Nov. 18<sup>th</sup> – Sunday, Nov. 20<sup>th</sup>, 2022 \_\_\_ Friday: 4-10 pm  
/ Saturday & Sunday: 12 pm – 11 pm \_\_\_

**Is event located in Atascadero? Yes**

**Venue Name:** \_\_\_ Sunken Gardens \_\_\_\_\_

**Venue Location:** \_\_\_ Downtown Atascadero \_\_\_\_\_

**Event Website:** \_\_\_ www.AtascaderoFallFest.com \_\_\_\_\_

**Are you receiving in-kind or financial support from the City of Atascadero?**

**Yes**

**Total Anticipated Attendees:** \_\_\_ 20,000 over 3 days \_\_\_

**Portion From Outside SLO County:** \_\_\_ 35 \_\_\_%



**Is this the first year the event will take place? No**

**If this event has taken place previously, please provide historical data including attendance numbers:** \_\_\_\_ In our inaugural event in 2021, we had over 17,000 guests over 3 days. The community and visitors thoroughly enjoyed the event, and those in the community that weren't able to join us will hear about it through other community members. We believe that the Atascadero Fall Festival can be one of the top events not only in San Luis Obispo County, but throughout the Central Coast.

**Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.**

\_\_\_\_ This is a free admission event. \_\_\_\_\_

**Crowd Control Safety Plan Details:** \_\_\_\_ We will work with a licensed and insured security company that has worked large events in California.

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**Will the event require an ABC Permit? Yes**

**Has a City permit been issued for your event or contracted the venue for your event date? Yes**

**Describe how the event supports Visit Atascadero's mission and goals:** The Atascadero Fall Festival is able to attract guests from all over California to join us a free admission, 3-day event that includes a little bit of something for everyone.

The Atascadero Fall Festival was an event that locals, and travelers, enjoyed and will mark on their calendars for years to come.

**Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):**



**Additional details about eligible event tier qualification:**

We truly believe that we will top 20,000 guests in 2022. 2021 was such a huge success, we now have the images and video to promote the event for an entire year and make sure that the Atascadero Fall Festival and the City of Atascadero continue to be destinations that Californians can't miss.

**Support Request (desired monetary amount or in-kind marketing support):**

We are hoping that we can ask for \$20,000 in 2022. We received \$5,000 in 2021 during our inaugural event but are hoping that because this event is 3-days and our budget is over \$105,000, we can secure more funding to continue to market and bring guests from all over California. This signature event has the makings of being one of the top events not only in San Luis Obispo County, but throughout the Central Coast. We also can give the City of Atascadero an exclusive event that will not be duplicated by En Fuego Events anywhere in San Luis Obispo County.

**Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).**

| <b>Event Item</b>             | <b>Amount</b>  |
|-------------------------------|----------------|
| <i>Ex. Social Media Ads</i>   | <i>\$2,000</i> |
| <b>New Times</b>              | <b>\$2,500</b> |
| <b>Santa Maria Sun</b>        |                |
| <b>American General Media</b> | <b>\$2,000</b> |
| <b>Social Media</b>           | <b>\$1,000</b> |
| <b>Spotify</b>                | <b>\$500</b>   |
| <b>Pandora</b>                | <b>\$500</b>   |
|                               |                |

**Please include all sources of income that have been secured and those that are being solicited to support event (feel free to attach additional sheets as needed).**

| <b>Income Source</b>                | <b>Amount</b>                            |
|-------------------------------------|--|
| <i>Ex. City of Atascadero</i>       | <i>\$2,500 in-kind venue sponsorship</i> |
| <b>Visit Atascadero</b>             | <b>\$20,000</b>                          |
| <b>Firestone Walker Brewing Co.</b> | <b>In-Kind Donation</b>                  |
| <b>Cali Squeeze Seltzer</b>         | <b>In-Kind Donation</b>                  |
| <b>Santa Maria Brewing Co.</b>      | <b>In-Kind Donation</b>                  |
| <b>Porch Pounder Wine</b>           | <b>In-Kind Donation</b>                  |
|                                     |  |
|                                     |  |

**Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.**

| <b>Media Outlet &amp; Geographic Location of advertising</b> | <b>Type &amp; Frequency</b>       | <b>Cost of Advertising</b> |
|--|-----------------------------------|----------------------------|
| <i>New Times</i>   | <i>Print / Weekly</i>             | <i>\$2,500</i>             |
| <b>Santa Maria Sun</b>                                       | <b>Print / Weekly</b>             |                            |
| <b>American General Media</b>                                | <b>Several Stations / 2 Weeks</b> | <b>\$2,000</b>             |
| <b>Atascadero News</b>                                       | <b>Weekly</b>                     | <b>\$1,000</b>             |
|  |                                   |                            |
|  |                                   |                            |
|  |                                   |                            |
|  |                                   |                            |

**Please share your intended public relations outreach.**

\_\_\_\_\_ We will send out several Press Releases that include information about the overall event, our entertainment schedule and other happenings.

**How will your organization recognize Visit Atascadero’s support (including but not limited to promotional materials, website, and at the event)?**

\_\_\_\_\_ All marketing material will include the Visit Atascadero logo, including posters, social media content and we will continue to call our main stage the Visit Atascadero

Main Stage and have your banner hanging on it. This is the premier banner location that the Atascadero Fall Fest has to offer.

**What opportunities do you plan to offer that specifically promote lodging in Atascadero?**

\_\_\_\_\_We already have 2 lodging partners in place, The Holiday Inn Express and the SpringHill Suites. Both lodging partners commented on selling out on the weekend of Fall Fest, and having significant increase in stays during that time period. \_\_\_\_

**Additional Details:** \_\_\_\_\_We would like to increase our footprint in 2022 so that we can bring in more rides and games for the Carnival. The Carnival is very important to the guest experience, and our carnival partners have told us that more rides and games, lead to guests spending more time at the event.

In addition, we would like to see if we can extend our Friday and Saturday night to 11 p.m. Our proposed schedule would be 4 – 11 p.m. on Friday, 12 – 11 p.m. on Saturday and 11 a.m. – 10 p.m. on Sunday.

\_\_\_\_\_

## **Rules and Regulations for Event Coordinators**

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website ([www.slocal.com](http://www.slocal.com)) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page ([www.visitatascadero.com/lodging](http://www.visitatascadero.com/lodging)) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

\*\*\*Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.

\*\*\*You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.

You must acknowledge and agree to the rules and regulations on Page 10.

**IMPORTANT:** Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

**Cancellation Policy:** Should the event not take place as presented and scheduled; event coordinators are required to reimburse the ATBID for sponsorship support. If the event is cancelled by the Event Coordinator because of sickness, accidents, riots, strikes, epidemics, inclement weather, acts of God, or any other legitimate conditions beyond either party's control, the Event Coordinator agrees to provide a financial report showing the current status of funds used. The ATBID Board will follow the official event cancellation protocol and will determine the fund quantity to either be refunded or rolled forward to future events based on the financial report.

**Applicant Signature** \_\_\_\_\_ **Andres Nuño** \_\_\_\_\_ **Date** \_\_1/12/21\_\_

**In case of questions or the need for clarification, please contact Administrative Services, Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org).**



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **Staff Report**

### **New Bovine Classic Event for Sponsorship Review**

#### **RECOMMENDATION:**

ATBID Board discuss and provide staff direction on sponsorship of the new Bovine Classic and investment level.

#### **DISCUSSION:**

In November 2021 ATBID meeting, the event organizer presented the details of the Bovine Classic mixed-surface cycling event targeted to avid cyclists at a state and national level. This event is designed to become an annual marquee gravel cycling event. The race is a single-day event, but the entire Bovine Classic experience spans several days. It will attract riders who will spend between one and three nights in Atascadero & Paso Robles and be marketed as a North County event.

The dates being considered for this event are Friday, October 7, 2022 from 4-8 pm and Saturday, October 8, 2022 from 7 am – 6 pm. (Note: Recently, there has been discussion to move it to the first weekend in November 2022) The location of the event will be in Sunken Gardens with roughly 750-1000 in attendance with 85% from outside of SLO County. Recently, the event organizer also provided a November 4<sup>th</sup> & 5<sup>th</sup> dates to consider.

#### **Summary from prior staff report**

The Bovine Classic mission is to showcase world-class cycling in the north SLO county region. It is also intended to promote Atascadero as a gateway community to that cycling and celebrate what Atascadero and Paso Robles have to offer. This event would create a model for how agricultural, ranching, and cycling communities can co-exist and support one another. The long-term goal is to make north SLO county a recognized and sought-after destination for cycling tourism. This event will encourage participants to stay, eat, play and shop in Atascadero. It will support, and be supported by, local businesses before and during the actual event. The Bovine Classic will impact local hotels, restaurants, bars, product suppliers, printers, and other general business service providers.

#### **FISCAL IMPACT:**

Up to \$10,000.



ITEM NUMBER:  
DATE:

B-3  
01/19/22

**ATTACHMENT:**

Bovine Classic ATBID Event Support Application



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

**Our Mission:** Encourage overnight travel to experience Atascadero's beautiful and authentic outdoor recreation, culinary adventures, and welcoming hospitality.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

**Please submit application and all additional documents by email to Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com) in PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30

ITEM NUMBER: B-3  
DATE: 01/19/22  
ATTACHMENT: 1

p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

The following requirements must ALL be met in order to qualify for sponsorship and receive funding. Please be sure to carefully read and submit all necessary documentation and information.

- Complete application and submit at least 6 months prior to event
- Include requested sponsorship amount in application
- Select eligible event tier and describe how your event meets qualification
- Provide event budget with line items detailing how sponsorship funding will be used
- Provide a detailed marketing plan
- Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- Describe all sources of event income and additional sponsorships that have been secured
- If requested, attend an ATBID Board Meeting to provide event presentation
- If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
  - Provide planning progress update at least two months prior to event
  - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans



## Event Support Application Form

**Requesting Organization:** Locomotiv Performance Coaching

**Contact:** Bryan M. Yates **Phone Number:** 213-926-1520

**Email:** bryan@locomotivcoaching.com **Mailing Address:** 7250 Cortez Ave

**City, State, Zip:** Atascadero, CA 93422

**Name of Event:** The Bovine Classic

**Event Description:**  
The Bovine Classic is a mixed-surface cycling event target to avid cyclists at a state and national. It is being designed to become an annual marquee gravel cycling event. The race is a single-day event, but the entire Bovine Classic experience spans several days. It will attract riders who will spend between one and three nights in Atascadero & Paso Robles.

**Event Dates/Times:** 10/7/22 4-8pm. 10/8/22 7am -6pm

**Is event located in Atascadero?**  **Yes**  **No**

**Venue Name:** Sunken Gardens

**Venue Location:** Sunken Gardens

**Event Website:** www.thebovineclassic.com

**Are you receiving in-kind or financial support from the City of Atascadero?**

**Yes**  **No**

**Total Anticipated Attendees:** 750-1000 **Portion From Outside SLO County:** 85 %

**Is this the first year the event will take place?**  **Yes**  **No**

**If this event has taken place previously, please provide historical data including attendance numbers:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.**

Race registrations are sold for this event. The approximate registration fee will be \$250/rider.  
\_\_\_\_\_

**Crowd Control Safety Plan Details:**

We are in the early phases of planning the detailed production of this event. Much of the experience will happen on course for riders. In that case, we'll have appropriate permits, safety teams, mechanics, food stops in place. There are events that will take place in Sunken Gardens: Friday evening movie, Saturday race start/finish, post-race rider party. As the details are sorted, we will have a better idea of crowd safety requirements.

**Will the event require an ABC Permit?**  Yes  No At the moment we don't, but that may change.

**Has a City permit been issued for your event or contracted the venue for your event date?**  Yes  No Not yet.

**Describe how the event supports Visit Atascadero's mission and goals:**

The Bovine Classic mission is to showcase the world-class cycling in the north SLO county region. It is also intended to promote Atascadero as a gateway community to that cycling. This is about celebrating what Atascadero and Paso Robles have to offer. I want to create an event that is a model for how agricultural, ranching, and cycling communities can co-exist and support one another. The long-term goal is to make north SLO county a recognized and sought-after destination for cycling tourism. This event will encourage participants to stay, eat, play and shop in Atascadero. It will support, and be supported by, local businesses before and during the actual event. The Bovine Classic will impact local hotels, restaurants, bars, product suppliers, printers, and other general business service providers.

**Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):**

|                                     |   |  |                                   |
|-------------------------------------|---|--|-----------------------------------|
| <input checked="" type="checkbox"/> | <br>Tier 1 | <ul style="list-style-type: none"> <li>Attracts 1,500+ attendees</li> <li>At least 35-40% of target market is out-of-town visitors</li> <li>Marketing campaigns reach at least 1,000 subscribers</li> <li>Event encourages multi-night stay in Atascadero</li> </ul>   | Total Support =<br>Up to \$10,000 |
| <input type="checkbox"/>            | <br>Tier 2 | <ul style="list-style-type: none"> <li>Attracts 750+ attendees</li> <li>At least 25-30% of target market is out-of-town visitors</li> <li>Marketing campaigns reach at least 500 subscribers</li> <li>Event encourages overnight stay in Atascadero</li> </ul>   | Total Support =<br>Up to \$7,500  |
| <input type="checkbox"/>            | <br>Tier 3 | <ul style="list-style-type: none"> <li>Attracts 750 or less attendees</li> <li>Marketing message encourages visiting Atascadero</li> <li>Marketing campaigns reach at least 500 subscribers</li> <li>Event encourages overnight stay in Atascadero</li> <li>Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2</li> </ul> | Eligible for<br>In-kind Support   |

**Additional details about eligible event tier qualification:**

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Most cyclists will choose to stay as close as possible to the main event grounds. This means they will seek to stay in Atascadero first. We estimate the Bovine Classic will result in 1000 booked room nights booked, 1000+ meals sold, 2200 beers purchased, 1500+ coffee drinks sold. We are looking for ways to specifically incorporate Negranti Ice Cream, Backporch Bakery, and local taco restaurants as providers for the post-race experience for our visiting riders. This event is designed as long-term booster and economic driver for Atascadero. This is will be annual event with national name recognition. It will grow year over year in the number of riders, number of ride events, and in the expo/festival experience.

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**Support Request (desired monetary amount or in-kind marketing support):**

\$10,000 towards the production and direct marketing costs

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Also, requesting for a larger regional cycling tourism campaign.

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\$10,000 for a "Ride North SLO County" micro site with Peloton magazine. Costs should be split between the various regional travel entities. This will begin to create brand recognition for our area as a cycling destination. See the Atascadero + Paso x Peloton Magazine slide in the presentation for description. This is a recommendation for a larger campaign to brand our entire region as a cycling destination at the national and international level.

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**Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).**

| <b>Event Item</b>   | <b>Amount</b>  |
|---|----------------|
| <i>Ex. Social Media Ads</i>   | <i>\$2,000</i> |
| Cycling Travel Micro Site on Peloton Magazine + newsletter and social media placements. | \$10,000       |
| Bovine Classic Event Website + Photography  | \$2000         |
| Bovine Classic Promotional Video  | \$3000         |
| Bovine Classic Influencer Marketing   | \$3000         |
| Bovine Classic Logo Incentives for Early Registrants.                                   | \$1000         |
| Advertising on Dedicated Endurance Event Sites  | \$1000         |
|   |                |

**Please include all sources of income that have been secured and those that are being solicited to support event (feel free to attach additional sheets as needed).**

Type text here

| <b>Income Source</b>          | <b>Amount</b>   |
|-------------------------------|---|
| <i>Ex. City of Atascadero</i> | <i>\$2,500 in-kind venue sponsorship</i>                      |
| City of Atascadero            | \$2500 + in-kind venuesponsorship (to be solicited)           |
| Specialized Bicycles          | \$10,000 Co-Presenting Sponsorship (to be solicited)          |
| Lezyne                        | \$4000 sponsorship (to be solicited)                          |
| Firestone Walker              | \$10,000 Co-Presenting Sponsorship (to be solicited)          |
| Whalebird Kombucha            | \$4000 sponsorship (to be solicited)                          |
| All Good                      | \$2000 in-kind gift bag sponsorship (to be solicited)         |
| SRAM                          | \$4000 sponsorship + \$2500 in-kind product (to be solicited) |



**Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.**

| <b>Media Outlet &amp; Geographic Location of advertising</b>                                   | <b>Type &amp; Frequency</b>   | <b>Cost of Advertising</b> |
|--|---|----------------------------|
| Peloton Magazine Print + Digital Full-Page AD. International with a heavy California presence. | 1 Full-Page Print + Digital AD  | \$4000                     |
| Peloton Magazine Social Post - International with strong California following.                 | 2-6 FB/IG/Twitter Posts. Amount depends on if municipal entities also agree to fund the recommended Ride Nori SLO County microsite. | \$1000 each post           |
| Peloton Magazine Newsletter Placements. 50k Subscribers.                                       | 2 Newsletter Sponsor Placements   | \$2000 each                |
| GrandFondoGuide.com California + National  | Featured Event Spot. 10 months  | \$200                      |
| GranFondoGuide.com Geo Targetted to California + West Coast + Southwest.                       | Leaderboard Ad  | \$1000                     |
|  |   |                            |
|  |   |                            |
|  |   |                            |

**Please share your intended public relations outreach.**

At the local level, I will be reaching out to businesses and community influencers directly (in person, letters, and email) to introduce myself and the event. I will also be speaking at local cycling club events.

In the greater state and national cycling , I will be working with the influencers in my network to promote the event. This includes: entertainment industry executives (film/tv/music), former cycling pros, cycling industry leaders. The colleagues and advisers who have helped guide the idea of the Bovine Classic are incredibly enthusiastic at the event's potential to be both an amazing experience for cyclists AND a strong and unique attractor for this area.

**How will your organization recognize Visit Atascadero’s support (including but not limited to promotional materials, website, and at the event)?**

There are several factors. It will depend on who comes in as a presenting sponsor and the level of financial & logistical participation Visit Atascadero can make. There will be many ways we can recognize the support. This include: linking logo placement on the website, a page on the website, logo placement on the rider gift bag, signage on a specific timed segment of the route, presented by logo on an event informational video, logo placement in one or more event e-blasts, logo image on some event signage (tbd), logo placement on the rider results page, "sponsored by" mention in Bovine Classic social mediaposts. As the event design becomes more solidified, there will be other branding opportunities.

**What opportunities do you plan to offer that specifically promote lodging in Atascadero?**

We will work with several local hotels to secure preferred rates for the event. These preferred hotels will be listed on the event website. We will also list them in multiple Bovine Classic email blasts. Our primary event hotels will be in Atascadero. Given the scope of riders, we will also work with a couple Paso properties to ensure everyone has a place to stay that suits their needs and tastes.

**Additional Details:**

The Bovine Classic will be 100% funded through registrations, sponsorships, expo participation, and merchandise sales.

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## **Rules and Regulations for Event Coordinators**

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website ([www.slocal.com](http://www.slocal.com)) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page ([www.visitatascadero.com/lodging](http://www.visitatascadero.com/lodging)) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

\*\*\*Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.

\*\*\*You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.

You must acknowledge and agree to the rules and regulations on Page 10.

**IMPORTANT:** Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

**Cancellation Policy:** Should the event not take place as presented and scheduled; event coordinators are required to reimburse the ATBID for sponsorship support. If the event is cancelled by the Event Coordinator because of sickness, accidents, riots, strikes, epidemics, inclement weather, acts of God, or any other legitimate conditions beyond either party's control, the Event Coordinator agrees to provide a financial report showing the current status of funds used. The ATBID Board will follow the official event cancellation protocol and will determine the fund quantity to either be refunded or rolled forward to future events based on the financial report.

**Applicant Signature** *Bryan M. Gates* **Date** 11/4/2021

**In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com).**



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **Staff Report**

#### **TOT Collection Software Billing & Short-Term Rental Platform Review**

#### **RECOMMENDATIONS:**

ATBID Board:

1. Review next steps for the TOT Collection Software Billing platform and how the short-term rental works with that program.
2. Review the current Short-Term Rental program and provide staff direction on renewal given the opportunity with the new billing software.

#### **DISCUSSION:**

The City of Atascadero presented the TOT Collection Software billing program at the May ATBID meeting in 2021. The program was approved by the ATBID Board to move forward with a cost that would be approximately \$10,000 or more based on the number of lodging partners. The total number of properties in May of 2021 was 119 and the current number of properties at this time is 162 (153 STR's & 9 hotels), bringing the cost of the program to approximately \$17,000 annually.

The new collection software billing program was rolled out this month, January 2022 with letters going out to the properties along with a link for filling out the TOT Return Form. At this time, the form is to be completed quarterly. There is a help phone number and an email link on the bottom of the form to assist lodging owners with the transition to the new program and form. Next steps are to transition to monthly reporting, targeted to be July 1, 2022 for the new fiscal year. This transition includes bringing the change to the municipal code from quarterly reporting to monthly reporting at an upcoming City Council meeting, targeted for March 2022.

The Short-Term Rental (STR) program with Host Compliance, now Granicus, runs \$5,153 per year and renews in March 2022. With the new software billing program, the cost is \$45 per STR property that offers the same program that runs through Deckard, who is an established STR vendor. Since we launched Granicus, we have identified many of the STR's not paying TOT. There would not be nearly as many STR's to identify, like we had when we launched the program in October 2015 and therefore, it doesn't make sense to renew under the current price and contract arrangement.

**FISCAL IMPACT:**

- TOT Collection Software Billing Platform: Approx. \$17,000 Annually
- Host Compliance/ Granicus Contract Renewal: \$5,135 Annually

**ATTACHMENT:**

January 2022 Letter to Lodging Establishments Introducing the City's Partnership with HdL Companies



# CITY OF ATASCADERO

Dear Lodging Establishment:

The City of Atascadero is pleased to announce a partnership with HdL Companies for Transient Occupancy Tax services. This partnership allows streamlined filing and payment of TOT returns.

The HdL Companies is a pioneer and leader of auditing, operations, and revenue solutions for public agencies. HdL partners with over 500 government agencies in 11 states. HdL maintains a unique government perspective and dedication to supporting clients.

Beginning January 1, 2022, lodging establishments will be able to file their TOT returns and make payments online. Credit cards and e-checks will be accepted when filing a TOT return online. Filing online is quick, convenient, and safe, and can help insure timely and accurate filing. TOT returns and payments may still be mailed along with a check payment to the address below:

Tax Support Center  
8839 N. Cedar Avenue #212  
Fresno, CA 93720

An introductory letter was mailed to all lodging establishments in December 2021. This letter advised lodging establishments that TOT returns, payments, compliance and general support will now be managed by HdL Companies directly. The introductory letter also included the account number and pin required to access your online account. For assistance with filing your TOT returns, you may contact the Tax Support Center by email at [atascaderotot@hdlgov.com](mailto:atascaderotot@hdlgov.com) or by phone at (805) 242-4395.

The City of Atascadero is excited to offer this option to all lodging establishments and look forward to a successful partnership.

Best Regards,

City of Atascadero  
Administrative Services



## ***ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT***

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### ***Staff Report***

#### **Scope of Work for City Administrative Services for ATBID**

#### **RECOMMENDATION:**

ATBID Board receive and file the City's "Scope of Work" for Administrative Services for ATBID starting January 2022.

#### **DISCUSSION:**

At the November 2021 ATBID Meeting, the Board approved the City's proposal to conduct Administrative Services for the ATBID starting January 1, 2022. A "Scope of Work" has been created from the proposal that provides a summary of the nature of the work being completed. The cost is based on 20 hours per month of administrative service duties from agenda creation, coordination of agenda items, meeting minutes, holding elections, notifying lodging owners, event coordination and ongoing administrative support outlined in the scope of work document.

#### **FISCAL IMPACT:**

Flat rate: \$27,500 Annually, invoiced monthly.

#### **ATTACHMENT:**

Scope of Work for the City of Atascadero Destination Management Administrative Services.





## City of Atascadero Scope of Work for the Atascadero Tourism Business Improvement District Destination Management Administrative Services

The City will provide the following services in the areas of ATBID administration, event sponsorship program oversight, Board management and coordination, ATBID financial management, tour and travel outreach, and participate in strategic planning efforts. The Scope of Work below is a flat fee based on an average of 20 hours per month, however, the City will not be tracking time.

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### SCOPE OF WORK

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The City of Atascadero will provide administrative support for the ATBID with focus to the following:

#### **Communication & Administrative Support**

Communication and administrative support with the ATBID Advisory Board, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed. The City will provide strong internal and external communication to support the mission of the ATBID and continue to work that communication through the variety of distribution platforms (i.e., Visit Atascadero lodging database through email Chimp, etc.) and one-on-one calls.

The City would be providing administrative support to the ATBID Advisory Board. Makes recommendations to the ATBID Board to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID in its annual marketing plan. Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction.

The City would also make sure to represent the ATBID and its members by attending appropriate events and related tourism meetings (i.e., Central Coast Tourism Council Workshop, Visit SLO CAL, ATBID sponsored events, etc.). The City would also manage timelines for the ATBID's annual contract renewal process.

In addition, the City would continue to develop and implement communication tools to inform all lodging owners of ATBID progress and programs and continue communicating to lodging owners. Code enforcement complaints provided from the STR contractor on the status of short-term rentals will be submitted to code enforcement to make sure all short-term rentals are covered and make sure the ATBID is continually updated on that progress.

#### **On-going Administrative Support**

The City will assist with the following:

- Assure that the monthly ATBID agenda and packet post before deadline and email to the press with links to the online copies of the agenda/agenda packet.
- Assist with COVID agenda cover page updates, as needed.
- Submit Minutes on a monthly basis and assure those files are formatted for printing on archival paper.
- Assure that the exhibits listed in body of the Minutes are logged as digital copies for the archival files.

- City would continue to coordinate signatures on approved Minutes and Resolutions once they are printed on archival paper. This would include scanning signed Minutes and Resolutions, merge scanned documents and upload them to the repository and website, as well as file originals in the archival files. The City will also draft, and later code for processing, legal ads for the annual ATBID assessment.
- The City will work with new Board Members on their requirements: Oath of Office, Form 700, training requirements, and provide Advisory Board Handbook. Email existing Board Members reminders regarding annual Form 700 filing and ongoing training requirements.
- The City will continue to update the Visit Atascadero website to add new businesses and assure all areas are updated with outgoing businesses, new incoming businesses and closing businesses. In addition, the City will continue to update the event calendar on the Visit Atascadero website.

### **Meeting Coordination**

The City will assure that the ATBID Advisory Board is attending monthly board meetings so that there is a quorum. The City will also notify lodging owners of all meetings and things that relate to tourism opportunities.

The ATBID Advisory Board agenda will be developed for each Board meeting including development of the staff reports. The City will also provide copies for posting and distribution in accordance with Brown Act requirements. In addition, digital copies of the agenda and agenda packet will be distributed to the ATBID Advisory Board along with hard copies to the Board Members for each Board Meeting.

The City will record and report Regular and Special ATBID Board Meeting Minutes and will follow and implement the ATBID By-Laws at all times. The City will also continue to present the itemized budget monthly report, share the Annual Report and coordinates with the marketing firm to assure the budget reflects all expenses. The City will also provide the monthly invoice for City services and expenses.

When there is a vacancy or a need for a lodging owner meeting, the City will make those arrangements and hold elections. The City will also notify lodging owners when the term of a Board Member is up for renewal. The City will coordinate interested board member candidates for those meetings so that terms are renewed in a timely manner. The City will also coordinate lodging owner meetings when there is a vacancy in between an office term.

### **Event Coordination**

The City will manage event partnerships approved by the ATBID Board and will be the primary point of contact for proposed events along with the presentation of funding opportunities for ATBID's consideration. This also includes coordinating event organization updates before the event and a recap of the event for the ATBID Board to see how their investment in that event is being allocated for tourism purposes.

The City would also attend tour and travel related conferences or Tradeshows as needed on behalf of Visit Atascadero. This would also include working with the Marketing consultant to manage follow-up, including surveys and leads generated from tour and travel related conferences or trade shows. The City would have the Destination Manager to attend and present to the Atascadero City Council Meetings with ATBID related agenda items when necessary.

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**Cost Summary: \$27,500 Annual Flat Rate, billed monthly**

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**ADVISORY BOARD FOR THE ATASCADERO TOURISM  
BUSINESS IMPROVEMENT DISTRICT**

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**Staff Report**

**Marketing Plan Summary &  
Detailed Quarterly Marketing Report**

**RECOMMENDATION:**

ATBID Board receive and file the Marketing Plan Summary and detailed Quarterly Marketing Report.

**DISCUSSION:**

Quarter 2 (October - December) stat summary of the success of the fall campaign. Verdin has updated the plan from last year to include some of the new research from Visit SLO CAL as well as the current environment with the pandemic. The research findings done to develop, update and enhance the destination's marketing plan can be seen in the attached Fall campaign.

Verdin will take us through the Marketing plan summary and review performance found in the stat summary.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. ATBID Marketing Plan
2. October 2021 – December 2021 Stat Summary Report

ITEM NUMBER: B-6  
DATE: 01/19/22  
ATTACHMENT: 1



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Please call (805) 541-9005  
with any questions. **Thank you!**



*Marketing Plan*  
**2021-2022**

VISIT  
*Atascadero*  
CALIFORNIA



# MARKETING PLAN OVERVIEW

A distinct sense of genuine realness and simplicity breathes life into Atascadero. Travelers fall in love with the slow and refreshing pace of the city, the picturesque downtown and the authentic California feel.

2

The journey to recovery from this challenging time is difficult to navigate. Developing clear strategies for the 2021–2022 marketing year is imperative. The Atascadero Tourism Business Improvement District is committed to driving tourism recovery within the city and promoting safe, local experiences and travel.

## WHO WE ARE

The Atascadero Tourism Business Improvement District (ATBID) Advisory Board is made up of representatives from lodging or hospitality-related businesses in Atascadero appointed by the City Council. The TBID helps to promote Atascadero as a travel destination and is funded by a 2% assessment charged by hotels for this purpose. The Advisory Board meets regularly to make decisions on funding and tourism promotions with a strategic goal to get travelers to come, sleep and spend.

## Vision

Atascadero is a beautiful and authentic city of outdoor recreation, culinary adventures, and welcoming hospitality. It's a safe place where the arts & history thrive, and the diversity of experience, generosity of spirit, and small-town ambiance are here to be enjoyed by visitors and residents alike.

## Mission

To brand, market and promote Atascadero, CA as the classic California Americana destination of choice on the Central Coast to a regional, national and global audience targeting leisure, family, business and group travelers, resulting in more frequent visitation, longer stays and increased lodging revenue.

## Value Proposition

For both domestic and international visitors traveling Highway 101, Atascadero is a unique waypoint that offers notable events, historic significance, gorgeous recreation areas, and a garden-to-table artisan ethos— just off the freeway for all to enjoy. Our visitors include food and wine enthusiasts, active retirees, families, and outdoor enthusiasts.



# WHY TOURISM MATTERS

San Luis Obispo County



Travel Spending  
**\$1.19B**

\$3.3M a day | \$136K an hour | \$2.3K a minute | \$38 a second

Tourism puts  
 **10,450**  
people to work each day

Tourism contributed  
**\$35.9M**    **15.6%**  
in transient occupancy tax revenue YOY DECREASE

4

WITHOUT STATE AND LOCAL TAX REVENUE  
generated by travel & tourism  
each SLO CAL household  
would pay an additional **\$1,113** in taxes

Travel spending created  
**\$66M**  
in local tax revenue

WHICH WOULD COVER THE EXPENSES FOR  
 **614** police officers' salaries  
OR  
 **760** firefighters salaries  
OR  
 **1,401** teachers salaries  
OR  
 **106** miles of 2-lane resurfaced roads

\*Source: Visit SLO CAL

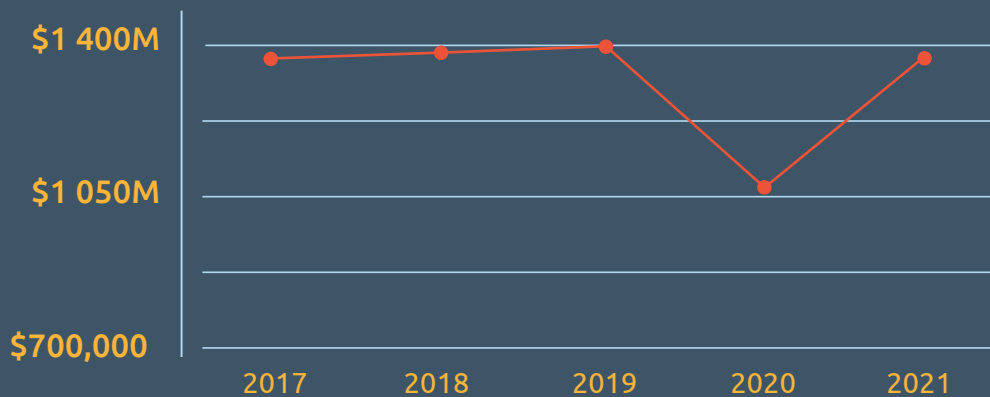




## Our Local Impact

Prior to 2020 Visit Atascadero saw consistent growth in travel and tourism. Due to the impact of COVID-19 and the California gateway (LA and SF) destination decline, rural areas such as the Central Coast have reaped the benefits and are recovering quicker than other regions of the state. Below is the TOT trend over the past five years.

### Transient Occupancy Tax





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## RESEARCH AND TRENDS

According to research from Visit California, consumers are increasingly ready to return to travel, with growing excitement, optimism and lowering concerns about safety. Likewise, California residents are more comfortable with welcoming visitors back, recognizing the value of tourism to their local economy.

Approximately two thirds of Californians are excited to travel and want to learn about new travel destinations or experiences. Three quarters of Californians are actively dreaming about, researching, planning or booking travel experiences right now. These numbers will continue to grow once all COVID restrictions are lifted on June 15.

Statewide travel revenue is expected to grow in FY21–22 due to an anticipated increase in rental car collections and the potential approval of one-time funding from the State of California to help the tourism industry recover from the effects of the pandemic.

Visit California is currently focused on rebuilding the state’s tourism workforce and refreshing national campaigns for Calling all Californians, What if, California, and California Road Trip Republic scheduled for spring 2022. These campaigns will focus on authentic experiences for state residents and U.S. travelers, centered around California’s unique attractions, including natural resources, culinary expertise, shopping, and arts and culture.

*\*Data from Visit California’s COVID-19 Research Dashboard Report*

*\*Projections from Visit California*





## TRAVEL TRENDS

Visit Atascadero will align with tourism partners Visit SLO CAL and Visit California on tourism trends and opportunities identified for the year ahead.

### 1. *Meaningful Travel*

Connection and purpose is motivating travelers to choose destinations that align with their values. They are seeking places where they can learn about the local culture, community and slow down to fully experience everything the region has to offer. *Source: SLO CAL*

### 2. *The New Good Life*

Long are the days where money, consumerism and status define what is to have a good and fruitful life. People are shifting their focus to pursue a more balanced lifestyle, one that is simple and rich with connections to people, community and environment. *Source: SLO CAL*

### 3. *California Road Trips*

Shifts in travel planning due to the pandemic include ease of transportation and close to home destinations. Atascadero is perfectly situated for those seeking an ultimate road trip experience.

## WHO WE WANT TO MEET

To foster a strong connection with Atascadero’s target audience, we will look beyond demographics such as gender, age, education level, etc. and learn more about what motivates and inspires individuals to travel. Based on the significant day-to-day changes in people’s lives and behaviors due to the pandemic, we have selected two of Visit California’s trip motivators—Recharge and Immerse—which cater to the unique personality and attractions of Atascadero.

### RECHARGE THROUGH NATURE

Recharge trips are driven by JOMO—the joy of missing out—and characterized by the need to escape from everyday stress and take time to restore a sense of harmony and balance.

- *Nature and outdoor activities are seen as the solution to a hectic lifestyle*
- *Often involves taking a road trip to off-the-beaten-path destinations*
- *People who take these trips appreciate “green” activities and accommodations*
- *They see wellness holistically and place mindfulness and well-being activities as a priority when they travel.*

### IMMERSE

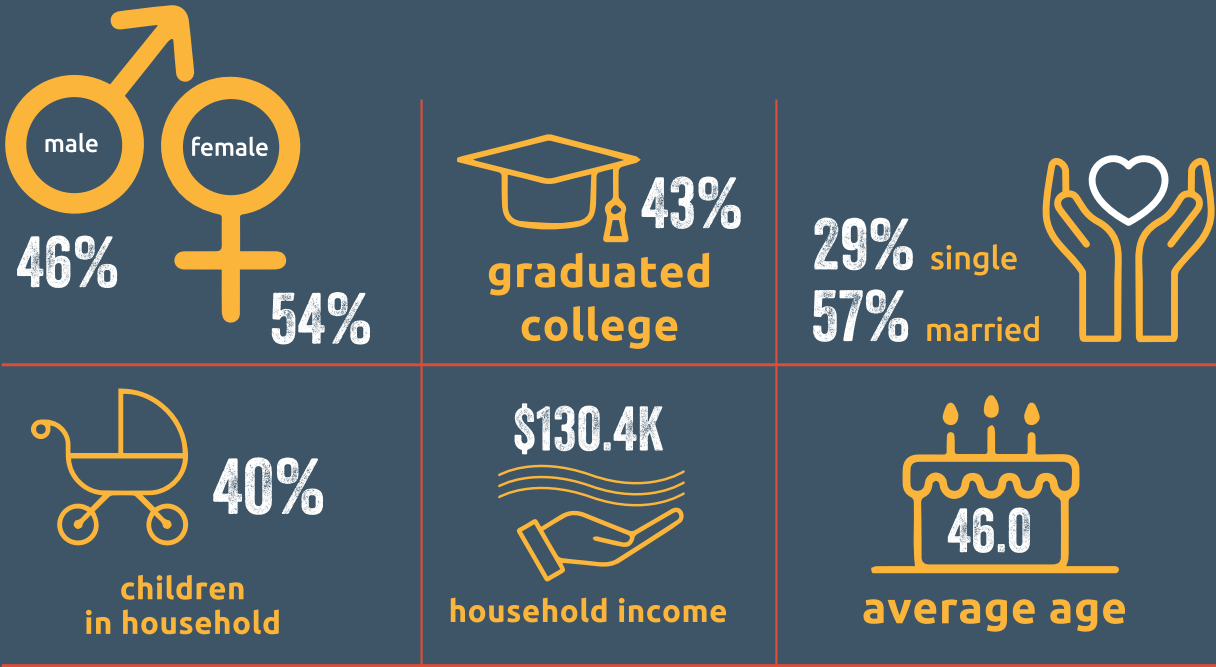
Immerse trips are characterized by a desire to live like a local and find enrichment through local lifestyle. This motivator is divided by those traveling with or without kids.

- *Memories are shaped by the new people they meet and unique experiences*
- *People who take this kind of trip are drawn to the charm and authenticity of a small town as opposed to touristy, over-developed locations*
- *They enjoy traveling somewhere different every time they plan a leisure trip*
- *Often involves visiting unique local businesses and restaurants, wineries and breweries, farmer’s markets, and historical sites*

# THE PURPOSEFUL TRAVELER

Who is this audience? Through extensive research, our partners at Visit SLO CAL have identified a key audience that are seeking an escape that Atascadero can deliver here in SLO County. We call them the Purposeful Travelers. They value simplicity while working hard to keep the life and mind uncluttered. Being authentic is important to these visitors as they are curious, open-minded and are looking to explore new things while staying connected to the ones they love. They are active and find fulfillment by learning something new.

## THE PURPOSEFUL TRAVELER DEMOGRAPHIC AND PROFILE



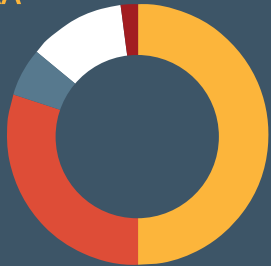
### GENERATIONS

- 7% Gen Z | 1997-2010
- 39% Millennial | 1977-1996
- 22% Gen X | 1965-1976
- 25% Bommers | 1946-1964
- 7% Pre Boomers | <1946



### ETHNICITY

- 50% White/Cauc.
- 30% Hispanic
- 6% Black/AA
- 12% Asian
- 2% Other





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## GEOGRAPHIC MARKETS

As travel improves throughout the pandemic, we find staying close to home is an aspect travelers are looking for. Traveling by car continues to be a predominant mode of transportation which aligns with the strategy of focusing on drive markets throughout California. These geographic markets include Los Angeles, Central Valley and the San Francisco Bay Area. We will continue to leverage destination partnerships and cooperative opportunities to extend our reach into 2022 when applicable.





## BRAND MESSAGING

| AUDIENCE                    | RECHARGE  | IMMERSE  |
|-----------------------------|---|--|
| <b>They know/<br/>think</b> | They know the importance of health and wellness and recognize the outdoors as an important factor for physical and mental health; they are open to new experiences that meet their needs and values; they think traveling within California is the best option based on current circumstances | They know immersing themselves in a destination’s history, arts and culture is a worthwhile experience; they are open to new experiences that meet their needs and values; they think traveling within California is the best option based on current circumstances  |
| <b>They need</b>            | Engaging messaging and creative that shows all the outdoor adventures Atascadero has to offer; to see Atascadero as an accessible and affordable location that’s safe to visit  | Engaging messaging and creative that shows Atascadero’s down-to- earth spirit with appealing culinary and artistic attractions; to see Atascadero as an accessible and affordable location that’s safe to visit  |
| <b>We need to</b>           | <p>Serve content that inspires travel to Atascadero based on their desire for outdoor/relaxing activities</p> <p>Use messaging that speaks to their interests (outdoor/relaxing) and current experience</p> <p>Highlight safety, accessibility and affordability</p>                          | <p>Serve content that inspires travel to Atascadero based on their interest in an authentic experience.</p> <p>Use messaging that speaks to their interests (local lifestyle) and current experience, while integrating a tone that reflects the personality of locals they will encounter in the destination</p> <p>Highlight safety, accessibility and affordability</p> |
| <b>They care about</b>      | <p>Getting away from it all</p> <p>Connecting with nature</p> <p>Safety, accessibility and affordability</p>  | <p>Having a new experience</p> <p>Being with loved ones</p> <p>Safety, accessibility and affordability</p>   |



# GAME PLAN



## IMPERATIVES

### 1. Drive tourism recovery within the city of Atascadero

#### OBJECTIVES

- *Restore 2019 occupancy by 2023*
- *Grow subscriber database and social following by 10%*
- *Improve website traffic to pre-pandemic metrics*

#### INITIATIVES

- *Develop and Implement destination programs through owned channels*
- *Proactive public relations pitching*
- *Collaborate with partners to extend reach through co-op programs when applicable*

### 2. Amplify local experiences that placemake Atascadero as a desirable destination

#### OBJECTIVES

- *Continue to build asset library with a focus on diversity and inclusivity*
- *Develop a marketing program that drives demand*
- *Increase length of stay*

#### INITIATIVES

- *Deploy two brand campaigns through paid media*
- *Execute a local businesses feature twice per month through social media*
- *Enhance and deploy monthly email marketing campaigns*
- *Build robust content through website to encourage longer stays in Atascadero*



## PAID MEDIA

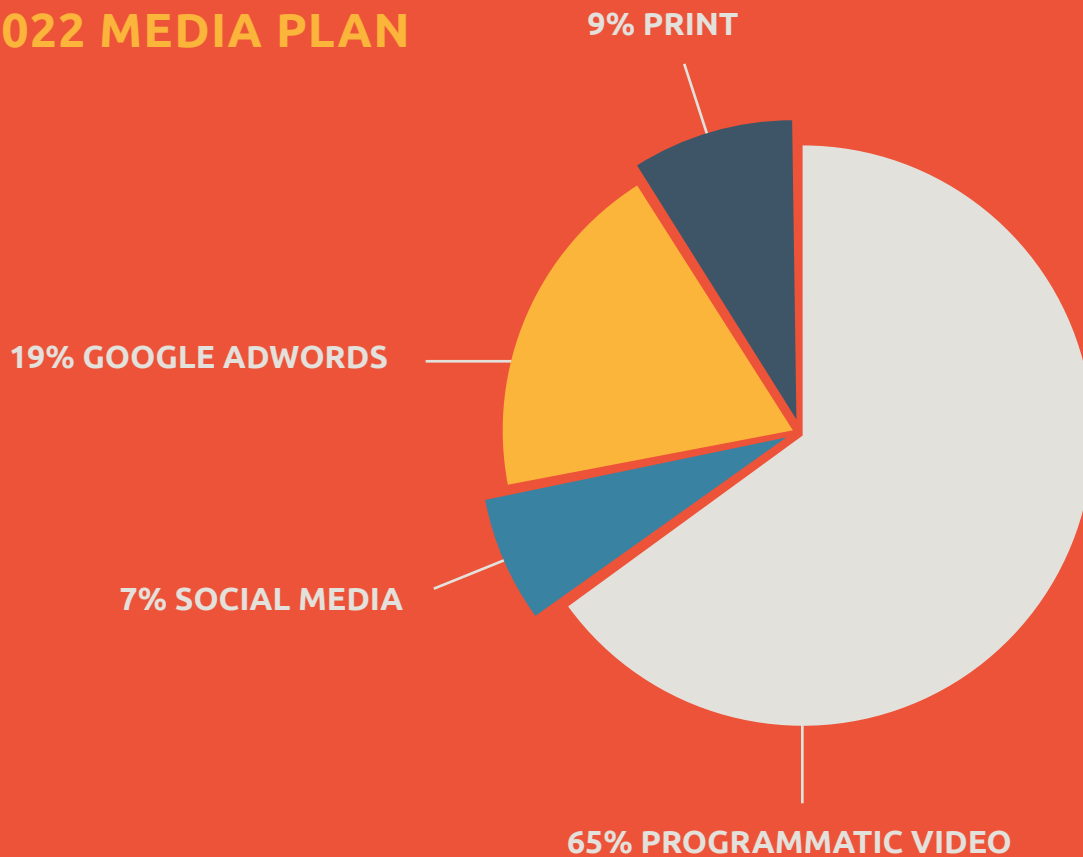
### Strategy

Successful advertising campaigns have significant crossover of media types and platforms, using digital and social media to complement traditional media. We recommend spending the largest portion of the budget in the shoulder season. With a highly personalized and engaging approach, our messaging and choice of media will draw visitors to Atascadero.

### Tactics

1. *Develop and refine the Atascadero story and capture new assets for all marketing channels*
2. *Programmatic Advertising*—15-second videos
3. *Social Media Advertising*—boosted posts to engage new audiences
4. *Search campaign through Google Adwords*
5. *Expanded media reach through partnership opportunities*

## 2022 MEDIA PLAN





## EARNED MEDIA

### Strategy

Over the next year, Visit Atascadero will activate a recovery public relations effort as well as leverage our partnership with Visit SLO CAL to gain exposure through public relations opportunities. We will follow our partner's lead in supporting visitors in the shoulder season.

### Tactics

1. *Develop, pitch and conduct a FAM tour of Atascadero, focusing specifically on local artisans, chefs and one-of-a-kind experiences/offerings through the "All in. Atascadero" campaign.*
2. *Create a FAM tour of the "Eat Your Way Through Atascadero" road trip itinerary that includes interviews with chefs, brewers, winemakers, etc.*
3. *Pitch stories to local and industry media about how Atascadero tourism is recovering from the pandemic, including written online profiles and videos of industry workers. This could be organized in a landing page to be promoted through owned media as well.*
4. *Develop and design a downloadable press kit that distinguishes Atascadero from other Central Coast locations with local history, story ideas, and a list of upcoming events.*



## OWNED MEDIA

### Strategy

Social media and email marketing will help Visit Atascadero continue to connect and engage with our audiences to build valuable relationships, create brand ambassadors and tell the story of this unique destination.

### Tactics

- 1. Deploy a monthly e-newsletter that will focus on a seasonal theme, keep subscribers aware of the current travel conditions, feature local businesses and activities.*
- 2. Enhance website content to include new itineraries, experience highlights and travel stories.*
- 3. Partner with local travel influences to develop original, user-generated content that gives an authentic perspective of Atascadero. This content would be repurposed for email marketing and our website.*
- 4. Create a series of videos showcasing our local artisans through the "All in. Atascadero." campaign to be used in all owned channels.*





*California as it used to be.*

VISIT  
*Atascadero*  
CALIFORNIA

January 7, 2022  
 Visit Atascadero

# Quarter 2 Stat Report

## Summary of Performance

Quarter two was full of various activities, including the “All In. Atascadero” video shoot and campaign development. Website enhancements were made to align with the paid media plan and visually connect with the new assets. Thanks to new creative sets, the December paid campaign had a CTR that was almost two times higher than previous blueprinting campaigns. Open rates for email marketing were strong, hitting an all time high of 44.5% for the December e-newsletter. Social media continues to be a great way to provide information about local events and promote Atascadero businesses.

## Paid Media

### Digital Media Results:

| Channel      | Creative       | Impressions | Clicks | CTR   |
|--------------|----------------|-------------|--------|-------|
| Programmatic | All In Video 1 | 99,265      | 436    | 0.44% |
| Programmatic | All In Video 2 | 101,109     | 444    | 0.44% |
| Programmatic | All In Video 3 | 100,787     | 439    | 0.43% |
| Programmatic | SLO CAL        | 908,760     | 2,689  | 0.29% |

### Total Campaign Summary:

- Impressions: 1,209,921
- Clicks: 4,008
- Avg. CTR: 0.33%
- Visits: 197





**Owned Media**

*Email Marketing Campaign Results:*

Verdin developed and deployed three monthly e-newsletters in Q2. They included information on events, seasonal happenings, and pet friendly experiences. Below are the results:

**October 12:**

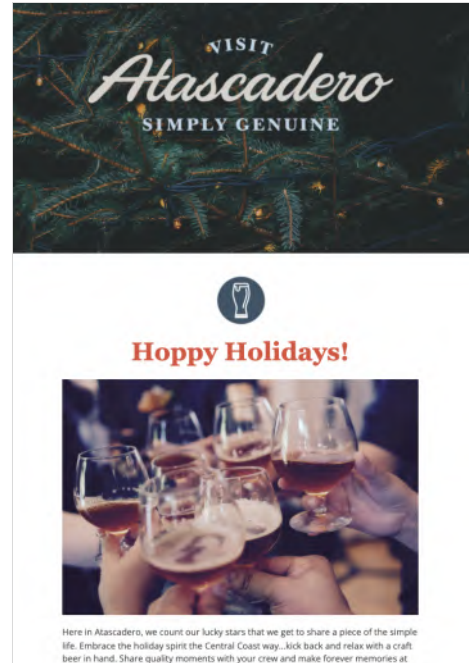
- Open rate: 32.7%
- Click rate: 3.3%
- Total clicks: 52

**November 3:**

- Open rate: 37.1%
- Click rate: 2.8%
- Total clicks: 45

**December 16:**

- Open rate: 44.5%
- Click rate: 2.7%
- Total clicks: 44



*Social Media Results:*

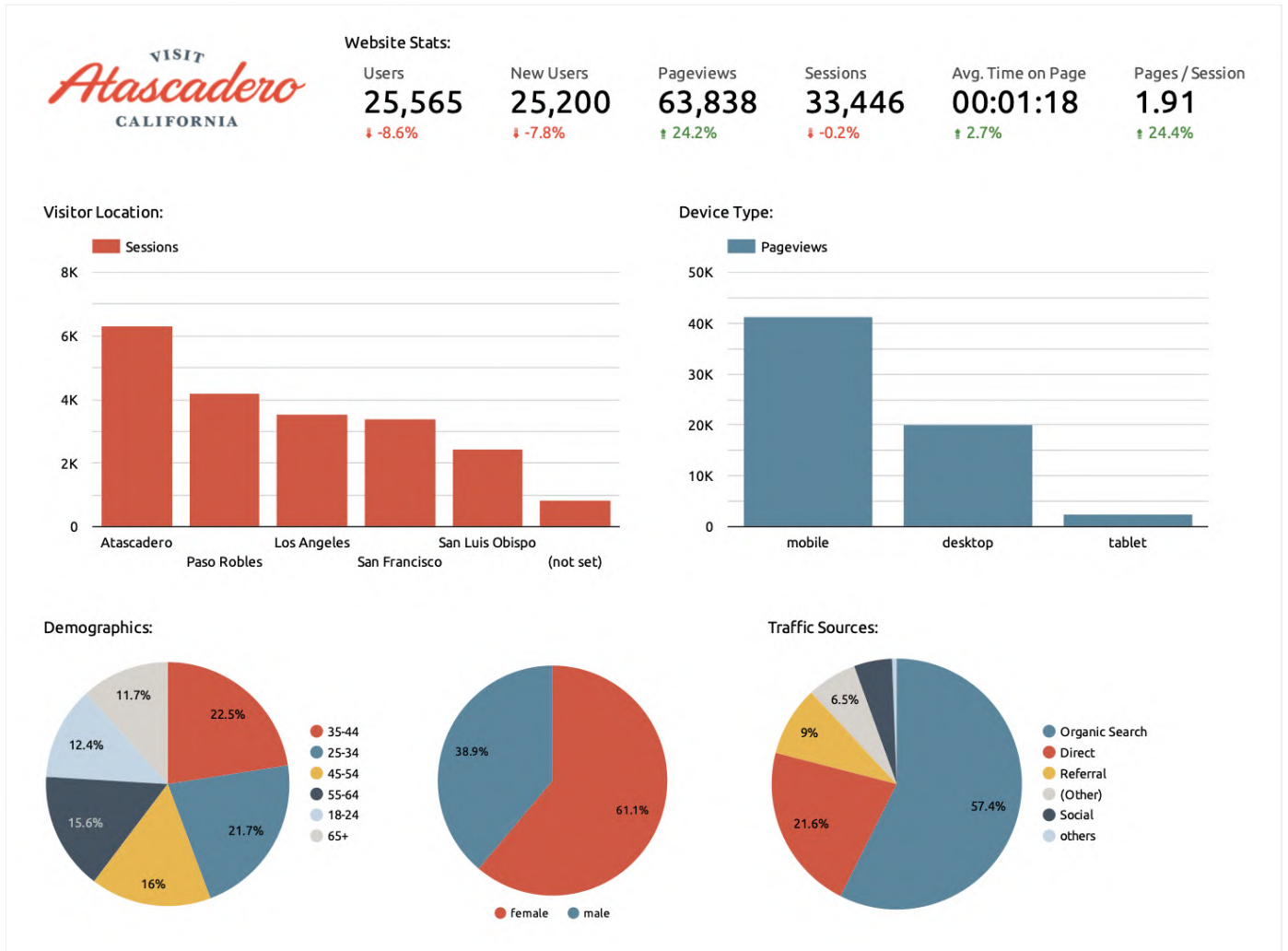
| Platform  | Impressions | Engagements | Followers | Demographics |
|-----------|-------------|-------------|-----------|--------------|
| Facebook  | 338,872     | 26,136      | 6,729     | Women 35-44  |
| Instagram | 62,924      | 3,251       | 3,409     | Women 35-44  |

*Top Posts:*

| Post Description   | Total Engagements | Likes | Comments | Saves |
|--|-------------------|-------|----------|-------|
| <p>visitatascadero<br/>Sat 10/9/2021 11:14 am ...</p> <p>The Historic Atascadero City Hall and Sunken Gardens sure are cool! Visit our website and</p> | 160               | 158   | 2        | 0     |
| <p>visitatascadero<br/>Sun 11/14/2021 8:15 am...</p> <p>See the Historic Atascadero City Hall like you've never seen it before—from the seat</p>       | 147               | 133   | 7        | 7     |
| <p>visitatascadero<br/>Fri 12/3/2021 10:55 am ...</p> <p>Let's light it up! 🌟 There's so much to do at the annual Light Up the Downtown</p>            | 126               | 120   | 4        | 2     |

Website Analytics:

Comparing 2021 v. 2019





## ***ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT***

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### ***Staff Report***

## **Budget Overview & Monthly Report**

### **RECOMMENDATION:**

ATBID Board receive and file Budget Overview and Monthly Report.

### **DISCUSSION:**

The November 2021 ATBID summary and expenditure report shows the expenditures that have been submitted through November 2021. The FY2021 has not been finalized, and will continue to be updated as the City is on an accrual basis. The ATBID/ Verdin Marketing Expenditure Report has also been included to show the expense detail summary for the marketing area. In addition, the Tourism TOT report is included showing the TOT revenues to date.

### **FISCAL IMPACT:**

None.

### **ATTACHMENTS:**

1. ATBID Summary 21-22
2. ATBID Expenditure Detail report FY 2022
3. ATBID Budget Spreadsheet - Verdin Marketing Tactics & Paid Media
4. Tourism TOT Report



Atascadero Tourism Business Improvement District (ATBID) Fund

FUND  
235

TYPE  
Special Revenue

|                                    | ACTUAL<br>2015-2016 | ACTUAL<br>2016-2017 | ACTUAL<br>2017-2018 | ACTUAL<br>2018-2019 | ACTUAL<br>2019-2020 | ACTUAL*<br>6/30/2021 | YTD ACTUAL*<br>2021-2022<br>through 11/30/2021 | BUDGETED<br>2021-2022 |
|------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|--|-----------------------|
| <b>REVENUES</b>                    |                     |                     |                     |                     |                     |                      |  |                       |
| 41530.6300 Taxes and Assessments   | \$ 241,078          | \$ 267,507          | \$ 275,295          | \$ 278,184          | \$ 224,609          | \$ 277,287           | \$ 114,674                                     | \$ 292,320            |
| 45920.0003 Assessment Penalties    | -                   | -                   | -                   | -                   | 133                 | -                    | -  | -                     |
| 46110.0000 Investment Earnings     | 5,458               | 724                 | 1,580               | 9,631               | 10,720              | 2,027                | -  | 6,950                 |
| Total Revenue                      | <u>246,536</u>      | <u>268,231</u>      | <u>276,875</u>      | <u>287,815</u>      | <u>235,462</u>      | <u>279,314</u>       | <u>114,674</u>                                 | <u>299,270</u>        |
| <b>EXPENSES</b>                    |                     |                     |                     |                     |                     |                      |  |                       |
| 6050000 Office Expense             | 5,164               | -                   | -                   | -                   | -                   | -                    | -  | 250                   |
| 6070000 Advertising                | 86,914              | 91,005              | 144,521             | 178,720             | 120,110             | 43,142               | 55,971   | 165,000               |
| 6400000 Operating Supplies         | 1,217               | 120                 | -                   | -                   | -                   | -                    | -  | -                     |
| 6500000 Contract Services          | 105,314             | 138,414             | 172,938             | 143,482             | 120,525             | 106,295              | 40,795   | 140,000               |
| 6600000 Professional Development   | -                   | 425                 | 425                 | 425                 | -                   | -                    | -  | 430                   |
| 6740000 Business Development       | 5,000               | -                   | 3,000               | -                   | -                   | -                    | -  | -                     |
| 6900000 Administration             | 2,411               | 2,675               | 2,753               | 2,782               | 2,246               | 2,773                | 1,147  | 2,860                 |
| Total Expenses                     | <u>206,020</u>      | <u>232,639</u>      | <u>323,636</u>      | <u>325,408</u>      | <u>242,881</u>      | <u>152,210</u>       | <u>97,913</u>                                  | <u>308,540</u>        |
| <b>NET INCOME/(LOSS)</b>           | 40,516              | 35,592              | (46,761)            | (37,593)            | (7,419)             | 127,104              | 16,761   | (9,270)               |
| <b>BEGINNING AVAILABLE BALANCE</b> | <u>289,333</u>      | <u>329,849</u>      | <u>365,441</u>      | <u>318,679</u>      | <u>281,086</u>      | <u>273,667</u>       | <u>400,771</u>                                 | <u>256,830</u>        |
| <b>ENDING AVAILABLE BALANCE</b>    | <u>\$ 329,849</u>   | <u>\$ 365,441</u>   | <u>\$ 318,679</u>   | <u>\$ 281,086</u>   | <u>\$ 273,667</u>   | <u>\$ 400,771</u>    | <u>\$ 417,532</u>                              | <u>\$ 247,560</u>     |

\*Actual numbers are unaudited, not yet finalized and are subject to change

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>                              | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6000000 Operating Services and Supplies       |                               |                     |                                  |                                  |                |                  |
| 0000.6050000 Office Expense                        |                               |                     |                                  |                                  |                |                  |
| 0000.6050000 Office Expense                        | 250.00                        | 0.00                | 0.00                             | 0.00                             | 250.00         | 0.00             |
| <b>Total Office Expense</b>                        | <b>250.00</b>                 | <b>0.00</b>         | <b>0.00</b>                      | <b>0.00</b>                      | <b>250.00</b>  | <b>0.00</b>      |
| 0000.6070000 Advertising                           |                               |                     |                                  |                                  |                |                  |
| 0000.6070000 Advertising                           | 165,000.00                    | 0.00                | 0.00                             | 0.00                             | 165,000.00     | 0.00             |
| 0000.6077025 Digital Media Advertising             | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 7/1/2021 ap IN 12784                               |                               | 47.95               |                                  |                                  |                |                  |
| Line Description: SECURE WEB HOSTING               |                               |                     |                                  |                                  |                |                  |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168159 |                               |                     |                                  |                                  |                |                  |
| 7/1/2021 po PO 02453                               |                               |                     |                                  | 100,000.00                       |                |                  |
| Line Description: DESTINATION MARKETING SERVICES   |                               |                     |                                  |                                  |                |                  |
| Vendor: 06479 VERDIN Check # 0                     |                               |                     |                                  |                                  |                |                  |
| 7/31/2021 ap IN 10360                              |                               | 1,128.43            |                                  |                                  |                |                  |
| Line Description: DESTINATION MARKETING SERVICES   |                               |                     |                                  |                                  |                |                  |
| Vendor: 06479 VERDIN Check # 168923                |                               |                     |                                  |                                  |                |                  |
| 7/31/2021 po LI 10360                              |                               |                     |                                  | -1,128.43                        |                |                  |
| Line Description: DESTINATION MARKETING SERVICES   |                               |                     |                                  |                                  |                |                  |
| Vendor: 06479 VERDIN Check # 0                     |                               |                     |                                  |                                  |                |                  |
| 8/5/2021 ap IN 12841                               |                               | 47.95               |                                  |                                  |                |                  |
| Line Description: SECURE WEB HOSTING               |                               |                     |                                  |                                  |                |                  |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168431 |                               |                     |                                  |                                  |                |                  |

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

ITEM NUMBER: B-7  
 DATE: 01/19/22  
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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>   | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077025 Digital Media Advertising  | (Continued)                   |                     |                                  |                                  |                |                  |
| 8/31/2021 ap IN 10420<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 168923    |                               | 616.77              |                                  |                                  |                |                  |
| 8/31/2021 po LI 10420<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0         |                               |                     |                                  | -616.77                          |                |                  |
| 9/1/2021 ap IN 12906<br>Line Description: SECURE WEB HOSTING<br>Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168702  |                               | 47.95               |                                  |                                  |                |                  |
| 9/30/2021 ap IN 10491<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 169068    |                               | 1,456.10            |                                  |                                  |                |                  |
| 9/30/2021 po LI 10491<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0         |                               |                     |                                  | -1,456.10                        |                |                  |
| 10/1/2021 ap IN 12976<br>Line Description: SECURE WEB HOSTING<br>Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168976 |                               | 47.95               |                                  |                                  |                |                  |
| 10/31/2021 ap IN 10550<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 169462   |                               | 11,383.90           |                                  |                                  |                |                  |

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>  | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077025 Digital Media Advertising   | (Continued)                   |                     |                                  |                                  |                |                  |
| 10/31/2021 po LI 10550<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0           |                               |                     |                                  | -11,383.90                       |                |                  |
| 11/1/2021 ap IN 13035<br>Line Description: SECURE WEB HOSTING<br>Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169253    |                               | 47.95               |                                  |                                  |                |                  |
| 11/30/2021 ap IN 10572<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 169685      |                               | 14,896.22           |                                  |                                  |                |                  |
| 11/30/2021 po LI 10572<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0           |                               |                     |                                  | -14,896.22                       |                |                  |
| 0000.6077025 Digital Media Advertising   | 0.00                          | 29,721.17           | 29,721.17                        | 70,518.58                        | -100,239.75    | 0.00             |
| 0000.6077060 Advertising   | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 7/1/2021 po PO 02453<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0             |                               |                     |                                  | 18,000.00                        |                |                  |
| 7/11/2021 ap IN 210120<br>Line Description: 2021 SPONSORSHIP<br>Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 168314 |                               | 3,750.00            |                                  |                                  |                |                  |

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**Expenditure Detail Report**

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CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>  | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077060 Advertising   | (Continued)                   |                     |                                  |                                  |                |                  |
| 7/21/2021 ap IN 13950<br>Line Description: AUGUST 2021 EDI STUDY~<br>Vendor: 00406 VISIT SLO CAL Check # 168505            |                               | 12,500.00           |                                  |                                  |                |                  |
| 9/27/2021 ap IN 21PR2<br>Line Description: SPONSOR 2021 NOVEMBER<br>Vendor: 07251 GARAGISTE EVENTS, INC. Check # 168998    |                               | 5,000.00            |                                  |                                  |                |                  |
| 10/1/2021 ap IN INV1021<br>Line Description: CCCBF SPONSORSHIP<br>Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 169250 |                               | 5,000.00            |                                  |                                  |                |                  |
| 0000.6077060 Advertising   | 0.00                          | 26,250.00           | 26,250.00                        | 18,000.00                        | -44,250.00     | 0.00             |
| <b>Total Advertising</b>   | 165,000.00                    | 55,971.17           | 55,971.17                        | 88,518.58                        | 20,510.25      | 87.57            |
| 0000.6400000 Operating Supplies  |                               |                     |                                  |                                  |                |                  |
| <b>Total Operating Supplies</b>  | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 0000.6500000 Contract Services   |                               |                     |                                  |                                  |                |                  |
| 0000.6500000 Contract Services   | 140,000.00                    | 0.00                | 0.00                             | 0.00                             | 140,000.00     | 0.00             |
| 0000.6501125 Promotions Consultants  | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 7/1/2021 po PO 02453<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0                 |                               |                     |                                  | 82,000.00                        |                |                  |
| 7/31/2021 ap IN 10360<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 168923           |                               | 5,785.90            |                                  |                                  |                |                  |

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>   | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6501125 Promotions Consultants   | (Continued)                   |                     |                                  |                                  |                |                  |
| 7/31/2021 po LI 10360<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0       |                               |                     |                                  | -5,785.90                        |                |                  |
| 8/31/2021 ap IN 10420<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 168923  |                               | 5,223.50            |                                  |                                  |                |                  |
| 8/31/2021 po LI 10420<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0       |                               |                     |                                  | -5,223.50                        |                |                  |
| 9/30/2021 ap IN 10491<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 169068  |                               | 6,944.30            |                                  |                                  |                |                  |
| 9/30/2021 po LI 10491<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0       |                               |                     |                                  | -6,944.30                        |                |                  |
| 10/31/2021 ap IN 10550<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 169462 |                               | 9,297.80            |                                  |                                  |                |                  |
| 10/31/2021 po LI 10550<br>Line Description: DESTINATION MARKETING SERVICES<br>Vendor: 06479 VERDIN Check # 0      |                               |                     |                                  | -9,297.80                        |                |                  |

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 11/30/2021

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 \*\*\* Title Not Found \*\*\*

| <u>Account Number</u>                                 | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6501125 Promotions Consultants                   | (Continued)                   |                     |                                  |                                  |                |                  |
| 11/30/2021 ap IN 10572                                |                               | 8,543.60            |                                  |                                  |                |                  |
| Line Description: DESTINATION MARKETING SERVICES      |                               |                     |                                  |                                  |                |                  |
| Vendor: 06479 VERDIN Check # 169685                   |                               |                     |                                  |                                  |                |                  |
| 11/30/2021 po LI 10572                                |                               |                     |                                  | -8,543.60                        |                |                  |
| Line Description: DESTINATION MARKETING SERVICES      |                               |                     |                                  |                                  |                |                  |
| Vendor: 06479 VERDIN Check # 0                        |                               |                     |                                  |                                  |                |                  |
| 0000.6501125 Promotions Consultants                   | 0.00                          | 35,795.10           | 35,795.10                        | 46,204.90                        | -82,000.00     | 0.00             |
| 0000.6509010 Other Professional Services              | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 9/27/2021 ap IN 653                                   |                               | 5,000.00            |                                  |                                  |                |                  |
| Line Description: ATASCADERO FALL FEST SPONSORSH      |                               |                     |                                  |                                  |                |                  |
| Vendor: 08621 EN FUEGO EVENTS Check # 168994          |                               |                     |                                  |                                  |                |                  |
| 0000.6509010 Other Professional Services              | 0.00                          | 5,000.00            | 5,000.00                         | 0.00                             | -5,000.00      | 0.00             |
| <b>Total Contract Services</b>                        | 140,000.00                    | 40,795.10           | 40,795.10                        | 46,204.90                        | 53,000.00      | 62.14            |
| 0000.6600000 Professional Development                 |                               |                     |                                  |                                  |                |                  |
| 0000.6600000 Professional Development                 | 430.00                        | 0.00                | 0.00                             | 0.00                             | 430.00         | 0.00             |
| <b>Total Professional Development</b>                 | 430.00                        | 0.00                | 0.00                             | 0.00                             | 430.00         | 0.00             |
| 0000.6740000 Business Development                     |                               |                     |                                  |                                  |                |                  |
| <b>Total Business Development</b>                     | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |
| 0000.6900000 Department Service Charges               |                               |                     |                                  |                                  |                |                  |
| 0000.6900000 Administration                           | 2,860.00                      | 0.00                | 0.00                             | 0.00                             | 2,860.00       | 0.00             |
| <b>Total Department Service Charges</b>               | 2,860.00                      | 0.00                | 0.00                             | 0.00                             | 2,860.00       | 0.00             |
| <b>Total Operating Services and Supplies</b>          | 308,540.00                    | 96,766.27           | 96,766.27                        | 134,723.48                       | 77,050.25      | 75.03            |
| 0000.7000000 Special Purchases, Projects, and Studies |                               |                     |                                  |                                  |                |                  |
| 0000.7600000 *** Title Not Found ***                  |                               |                     |                                  |                                  |                |                  |
| <b>Total Special Purchases, Projects, and Studies</b> | 0.00                          | 0.00                | 0.00                             | 0.00                             | 0.00           | 0.00             |

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### Expenditure Detail Report

CITY OF ATASCADERO  
07/01/2021 through 11/30/2021

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|  |            |           |           |            |           |       |
|--|------------|-----------|-----------|------------|-----------|-------|
| Total Atascadero Tourism Bus Improv Dist | 308,540.00 | 96,766.27 | 96,766.27 | 134,723.48 | 77,050.25 | 75.03 |
| <b>Grand Total</b>                       | 308,540.00 | 96,766.27 | 96,766.27 | 134,723.48 | 77,050.25 | 75.03 |



# VISIT ATASCADERO

MARKETING EXPENSES - FISCAL YEAR 2021-2022

Budget: \$200,000 | Updated 1/13/2022



## DETAILED SPENDING

| Description                      | Budget   | Actual July | Actual Aug | Actual Sept | Actual Oct | Actual Nov | Actual Dec | Projected Jan | Projected Feb | Projected Mar | Projected Apr | Projected May | Projected Jun | TOTAL       |
|----------------------------------|----------|-------------|------------|-------------|------------|------------|------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------|
| Strategy/Marketing Plan/Meetings | \$26,000 | \$2,075.50  | \$1,173.70 | \$1,125.70  | \$2,116.60 | \$2,719.90 | \$1,281.50 | \$3,000.00    | \$1,500.00    | \$1,500.00    | \$2,000.00    | \$3,000.00    | \$4,507.10    | \$26,000.00 |
| Creative Development             | \$30,000 | \$981.30    | \$1,122.98 | \$3,427.82  | \$4,028.70 | \$9,617.29 | \$1,456.62 | \$1,153.71    | \$2,000.00    | \$2,500.00    | \$2,500.00    | \$1,211.58    | \$0.00        | \$30,000.00 |
| Website Updates                  | \$3,000  |             |            |             |            |            | \$499.00   | \$1,251.00    | \$250.00      | \$250.00      | \$250.00      | \$250.00      | \$250.00      | \$3,000.00  |
| Social Media                     | \$18,000 | \$1,516.50  | \$1,509.30 | \$1,422.20  | \$1,549.00 | \$1,507.30 | \$1,465.50 | \$1,500.00    | \$1,500.00    | \$1,500.00    | \$1,500.00    | \$1,500.00    | \$1,530.20    | \$18,000.00 |
| E-Newsletter                     | \$12,000 | \$1,000.69  | \$1,217.59 | \$983.69    | \$998.09   | \$987.99   | \$988.19   | \$1,000.00    | \$1,000.00    | \$1,000.00    | \$1,000.00    | \$1,000.00    | \$823.76      | \$12,000.00 |
| Public Relations                 | \$5,000  |             | \$279.10   | \$380.00    | \$404.60   |            | \$131.50   |               | \$1,800.00    |               |               | \$2,004.80    |               | \$5,000.00  |
| Media Planning                   | \$4,000  | \$330.10    | \$112.60   | \$636.00    | \$319.00   | \$301.40   | \$297.70   | \$500.00      | \$300.00      | \$300.00      | \$300.00      | \$300.00      | \$303.20      | \$4,000.00  |
| Media Cost                       | \$82,000 | \$1,010.24  | \$425.00   | \$424.99    | \$7,320.00 | \$8,305.94 | \$8,888.60 | \$6,000.00    | \$10,000.00   | \$10,000.00   | \$10,000.00   | \$10,000.00   | \$9,625.23    | \$82,000.00 |
| Reactive Media                   | \$20,000 |             |            |             | \$1,482.35 |            |            |               | \$5,000.00    |               | \$5,000.00    | \$3,517.65    | \$5,000.00    | \$20,000.00 |

## SUMMARY: ACTUAL TO BUDGET

| Monthly               | Budget    | July       | Aug        | Sept       | Oct         | Nov         | Dec         | Jan         | Feb         | Mar         | Apr         | May         | June        | TOTAL        |
|-----------------------|-----------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Monthly Totals        | \$200,000 | \$6,914.33 | \$5,840.27 | \$8,400.40 | \$18,218.34 | \$23,439.82 | \$15,008.61 | \$14,404.71 | \$23,350.00 | \$17,050.00 | \$22,550.00 | \$22,784.03 | \$22,039.49 | \$200,000.00 |
| Added Value/No Charge |           |            |            |            |             |             | \$558       |             |             |             |             |             |             | \$558        |

## OUT OF SCOPE

| Description | Budget  | Actual July | Actual Aug | Actual Sept | Actual Oct | Actual Nov | Actual Dec | Projected Jan | Projected Feb | Projected Mar | Projected Apr | Projected May | Projected Jun | TOTAL      |
|-------------|---------|-------------|------------|-------------|------------|------------|------------|---------------|---------------|---------------|---------------|---------------|---------------|------------|
| Promo Items | \$5,000 |             |            |             | \$2,463.36 |            | \$2,488.80 |               |               |               |               |               |               | \$4,952.16 |

## SUMMARY: ACTUAL TO BUDGET

| Monthly               | Budget  | July | Aug | Sept | Oct     | Nov | Dec     | Jan | Feb | Mar | Apr | May | June | TOTAL      |
|-----------------------|---------|------|-----|------|---------|-----|---------|-----|-----|-----|-----|-----|------|------------|
| Monthly Totals        | \$5,000 | \$0  | \$0 | \$0  | \$2,463 | \$0 | \$2,489 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0  | \$4,952.16 |
| Added Value/No Charge |         |      |     |      |         |     |         |     |     |     |     |     |      |            |

City of Atascadero  
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|                  | Jul-Sep<br>1ST QTR | Oct-Dec<br>2ND QTR | Jan-Mar<br>3RD QTR | Apr-Jun<br>4TH QTR | <b>TOTAL</b>    |
|------------------|--------------------|--------------------|--------------------|--------------------|-----------------|
| Fiscal Year 2014 | \$ 254,557.46      | \$ 158,389.32      | \$ 134,033.44      | \$ 232,385.37      | \$ 779,365.59   |
| Fiscal Year 2015 | \$ 262,246.00      | \$ 171,527.07      | \$ 204,920.33      | \$ 261,362.41      | \$ 900,055.81   |
| Fiscal Year 2016 | \$ 387,196.75      | \$ 260,522.61      | \$ 234,591.13      | \$ 359,952.40      | \$ 1,242,262.89 |
| Fiscal Year 2017 | \$ 441,814.34      | \$ 259,716.23      | \$ 236,432.90      | \$ 399,564.75      | \$ 1,337,528.22 |
| Fiscal Year 2018 | \$ 446,835.24      | \$ 307,035.82      | \$ 237,705.86      | \$ 384,921.01      | \$ 1,376,497.93 |
| Fiscal Year 2019 | \$ 442,255.82      | \$ 305,426.85      | \$ 236,855.54      | \$ 406,434.26      | \$ 1,390,972.47 |
| Fiscal Year 2020 | \$ 454,062.15      | \$ 325,569.25      | \$ 207,088.63      | \$ 136,898.64      | \$ 1,123,618.67 |
| Fiscal Year 2021 | \$ 348,012.06      | \$ 275,644.27      | \$ 241,653.81      | \$ 503,542.34      | \$ 1,368,852.48 |
| Fiscal Year 2022 | \$ 571,548.43      |                    |                    |                    | \$ 571,548.43   |