



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

In accordance with City Council Resolution No. 2022-010 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/87614155013?pwd=TEpneE5JMINzbis1cWdVL0JNc3kvdz09>

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: 876 1415 5013; Passcode: 726091) to listen and provide public comment via phone or submit written public comments to 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 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.

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. 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

AGENDA

Wednesday, April 20, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/87614155013?pwd=TEpneE5JMINzbis1cWdVLOJNc3kvdz09>

Meeting ID: 876 1415 5013

Passcode: 726091

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 – March 16, 2022

- Recommendation: ATBID Board approve the March 16, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS

1. Mid-State Fair Sponsorship Opportunities

- Recommendation: ATBID Board review and provide staff direction on 2022 Mid-State Fair Sponsorship Opportunity. [City]
- Fiscal Impact (GL 2801): Up to \$3,750.

2. Atascadero Lakeside Wine Festival 2022 Sponsorship Marketing Request

- Recommendations: ATBID Board review and provide staff direction on second part of the Atascadero Lakeside Wine Festival Sponsorship Request for 2022. [Atascadero Chamber]
- Fiscal Impact: \$3,000.

3. Central Coast Craft Beer Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendations: ATBID Board:
 1. Receive recap of marketing results of the March 26, 2022 Central Coast Craft Beer Festival.
 2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival. [Central Coast Brewers Consortium]
- Fiscal Impact: Up to \$5,000.

4. In-Person Meetings

- Recommendation: ATBID Board discuss and provide staff direction on option of in-person meetings or to continue virtual meetings starting May 2022. [City]
- Fiscal Impact: None.

5. Marketing Plan Summary & Detailed Quarterly Marketing Report

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

6. Budget Overview & Monthly Report

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

C. UPDATES

1. Visit SLO CAL Updates (Note: Marketing Committee meets every other month, next meeting in May) – Camille Silvera
2. City Business & Administrative Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS (This section is set aside for open discussion on future agenda items)

1. Results of Lodging Owners meeting for upcoming board terms (May).
2. Notice 2022-2023 Visit Atascadero Annual Report and Budget (May).
3. Destination Marketing Services contract renewal (May).
4. Guest experience vs. events with the recent increase in TOT.
5. Itemized budget item discussion for reserves.
6. Elks Lodge RV regarding TOT.
7. Quarterly check in on HdL STR compliance program beginning July 1.
8. Political/action topics presentation by Mayor Moreno and/or County Supervisor.
9. Space Port presentation by Mayor Martin & Mayor Moreno.

F. ADJOURNMENT



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

MINUTES

Wednesday, March 16, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/85892017864?pwd=cG5XL2kzUzhIRjZQMEhuZmhCczBCUT09>

Meeting ID: 858 9201 7864

Passcode: 337037

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:31 p.m.

ROLL CALL:

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

Absent: None

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, City Manager Rachelle Rickard, Administrative Services Director Jeri Rangel and Deputy City Clerk Amanda Muther

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum 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 – February 16, 2022

- Recommendation: ATBID Board approve the February 16, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

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

B. BUSINESS ITEMS

1. Ad Hoc Committee Report for TOT Collection Software Billing & Short-Term Rental Platform Review

- Recommendations: ATBID Board:
 1. Receive report from Ad Hoc Committee about the TOT Collection Software costs program comparison along with a recap of the Short-term Rental Platform.
 2. Discuss and provide staff direction or direct the Committee to explore further. [City Staff]
- Fiscal Impact:
 - If the ATBID is interested in moving to monthly TOT collection, it's estimated that the ATBID will incur \$10,000-\$20,000 in costs annually per the current number of short-term rentals.
 - If the ATBID desires to continue to have a Short-Term Rental compliance program, the cost will vary depending on the compliance program selected: \$3,000 annually with Host Compliance/ Granicus or \$90 per property with the current HdL software platform.

Deputy City Manager Banish, Chairperson Harden & Board Member Sohi gave the presentation 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.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to:

1. **Accept the City taking over the HdL payments, at the amount for quarterly, and should the Board wish to entertain going to monthly it will be discussed down the road, and;**
2. **To not renew Host Compliance going forward.**

Motion passed 5:0 by a roll call vote.

Following the Board's decision not to renew Host Compliance services, there was a brief discussion on whether to implement the HdL services available to monitor vacation rentals. The Board expressed that they were not interested in pursuing such service at this time and Deputy City Manager Banish advised she would check in with the Board on the compliance topic quarterly.

2. Budget Overview & Monthly Report

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

Deputy City Manager Banish & Administrative Services Director Rangel gave the presentation 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 Overview and Monthly Report was received and filed.

3. Garagiste Festival Event Recap 2021 & Event Sponsorship Renewal 2022

- Recommendations: ATBID Board:
 1. Receive recap of the marketing results of the November 12th Garagiste Festival and new special event request for November 2022.
 2. Provide staff direction on the sponsorship request for the November 2022 Garagiste Festival event. [Garagiste]
- Fiscal Impact: Up to \$10,000.

Stewart Clennan, with the Garagiste Festival, gave the presentation 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.

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to fund [Garagiste Festival] at \$7,500.
*Motion passed 5:0 by a roll call vote.***

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera provided updates from the Marketing Committee Retreat on the House of Brands revised phases and media trends. Marketing Consultant Akers also spoke briefly on the Marketing Committee meeting.
2. Marketing Update – Marketing Consultant Akers advised Verdin would provide a quarterly report in April.
3. City Business & Administrative Update – Deputy City Manager Banish provided an update on the Spartan booth, At Her Table, and the Central Coast Beer Festival. She also provided an update on the City's contribution to the costs of her attendance at IPW and the upcoming Lodging Owners Meeting.

D. BOARD MEMBER COMMENTS – None.

E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by Mayor Moreno and/or County Supervisor.
2. Space Port presentation by Mayor Martin & Mayor Moreno.
3. California Mid-State Fair sponsorship proposal.
4. Atascadero Wine Festival Event Sponsorship Part 2: marketing proposal.
5. Guest experience vs. events with the recent increase in TOT.
6. Itemized budget item discussion for reserves.
7. Elks Lodge RV regarding TOT.
8. Quarterly check in on HdL STR compliance program beginning July 1.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:22 p.m.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair Sponsorship Opportunity

RECOMMENDATION:

ATBID Board review and provide staff direction on 2022 Mid-State Fair Sponsorship Opportunity.

DISCUSSION:

The California Mid State Fair has provided their annual sponsorship opportunity—similar to the 2021 sponsor program that the ATBID and City were a part of—with the exception of the busses. They are continuing to build on the fair offerings post COVID to what they are able to provide. The fair itself is bringing back more of a regular fair experience this year, from the carnival rides, live entertainment, local bands, concerts, contests, awards, food, merchants and the livestock program, all while continuing to practice COVID-19 safety guidelines.

Similar to last year, following are some of the things that are still slowly coming back and reformatted:

- Busses operating for Paso Robles for major locations only.
- Wine & Craft Beer Concert evenings are still on hold at this time due to the table layout, and trying to accommodate the former demand before COVID.
- Working to build on the main concerts with more to come.
- Showcase of Cities not returning.

In the past, the sponsorship has been shared with the City, and this year, like last year, will be the same dollar amount since the busses are not an option. The sponsorship will continue to be the \$7,500 vs. the \$15,000 it was pre-COVID. The City would like to continue sharing that expense.

FISCAL IMPACT:

Up to \$3,750

ATTACHMENT:

Mid State Fair Sponsorship 2022

**CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447
TOM KEFFURY TK@MIDSTATEFAIR.COM 805-459-5530**

SPONSORSHIP DETAILS (not official agreement)

**CITY OF ATASCADERO/VISIT ATASCADERO
6500 PALMA AVENUE, ATASCADERO, CA 93422
TERRIE BANISH – (805) 235-2539 – tbanish@atascadero.org**

Scope of Work

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

Contractor agrees to:

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than JUNE 1, 2022**.
- 2.) Term of this agreement is **JAN 1, 2022 – DEC 31, 2022.**
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

In exchange for the above, State agrees to provide the Contractor with the following:

- 1.) Advertising & Exposure
 - a. Business Listing in Official Daily Schedule.
 - b. Business Logo/Link on CMSF Website (www.midstatefair.com).
 - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
 - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
 - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
 - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
 - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
 - d. **Access** to our outdoor Sponsor Reception Area, which features light appetizers, complimentary water/soda, and a full no-host bar (concert ticket required).
 - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
 - a. Contractor to be sponsor of **Apple Pie Baking Contest** taking place THU JULY 28, 2022, and as such shall receive:
 - i. Name/logo on all marketing and promotional materials
 - ii. Name/logo on print ads purchased in Atascadero News & PR Press
 - iii. Opportunity to have up to five (5) celebrity judges of the contest
 - iv. Press release before the contest
 - v. Photo opportunity after the contest

INSURANCE

In the event Sponsorship includes display space or physical access to the fairgrounds, Sponsor shall be responsible to provide proof of insurance set forth in State of California Standard Agreement.

SPECIAL TERMS AND CONDITIONS

EVACUATION ORDER

The California Mid-State Fair, along with all other large venue public gathering places and events around the country have been advised by Federal, State and Local Authorities that an emergency evacuation of the premises may be ordered by any of these authorities at any time. This decision would be driven by information available to those authorities that:

- (1) May not be available to the California Mid-State Fair, or may be classified by those authorities, and therefore the California Mid-State Fair would not be able to share it with our exhibitors, contractors, participants, guests, or renters;
- (2) Could arise out of an actual or threatened act of terrorism;
- (3) Could arise from any number of natural disasters, or other public safety concerns the authorities have for the safety of the general public at our Fair or at our facility, property, grounds, or parking areas.

If an evacuation order occurs, you will be asked to leave the premises immediately. The law does not only require your cooperation, but for your own safety and the safety of others, common sense demands your full cooperation. The Paso Robles Police Department and/or Fair staff/security personnel will direct the evacuation. We are further advised that any evacuation order given will be for personnel only! No other property, animals, trailers, merchandise, equipment, etc. will be allowed off the premises. This is to allow the most efficient and speedy evacuation of the public from the threatened area. If an evacuation order is given, do not attempt to remove anything other than yourselves and, if applicable, your immediate means of transportation.

The evacuation plan calls for designated law enforcement personnel, California Mid-State Fair management, staff, or volunteers to remain on the grounds to secure the facility and premises.

In the unlikely case an evacuation occurs, the California Mid-State Fair will exercise every reasonable effort to care for property, animals, commercial exhibits, merchandise, etc. until the authorities remove the evacuation order and the public is allowed back into the facility. No one will be allowed back on the grounds until the authorities have given the approval to return. The California Mid-State Fair staff/security personnel along with the Paso Robles Police Department will enforce the order in strict accordance with instructions from the authorities.

The State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its directors, officers, agents, servants, nor employees cannot, and will not, be held liable or responsible for any loss or damage to any Contractor's, exhibitor's, or patron's personal property, equipment, merchandise, animals, exhibits, etc. during or after any such event.

By entering into this agreement Contractor hereby agrees to indemnify, defend and save harmless the State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, participant, exhibitor, and any other person, firm or corporation attending, or participating in, any activity or event covered under this agreement and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged in the performance of this Agreement.

RIGHT TO TERMINATE

The State reserves the right to terminate this agreement subject to 30 days' written notice to the Contractor. Contractor may submit a written request to terminate this agreement only if the State should substantially fail to perform its responsibilities as provided herein.

However, the agreement can be immediately terminated for cause. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of the contract. In this instance, the contract termination shall be effective as of the date indicated on the State's notification to the Contractor.

This agreement may be suspended or cancelled without notice, at the option of the Contractor, if the Contractor or State's premises or equipment are destroyed by fire or other catastrophe, or so substantially damaged that it is impractical to continue service, or in the event the Contractor is unable to render service as a result of any action by any governmental authority.

FORCE MAJEURE

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of god such as earthquakes, floods, and other natural disasters such that performance is impossible.

PREPARED BY TOM KEFFURY ~ 805-459-5530 ~ TK@MIDSTATEFAIR.COM



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Lakeside Wine Festival 2022 Sponsorship Request

RECOMMENDATIONS:

ATBID Board review and provide staff direction on second part of the Atascadero Lakeside Wine Festival Sponsorship Request for 2022.

DISCUSSION:

The Chamber and the Atascadero Lakeside Wine Festival Committee have been busy working on the 25th Annual Atascadero Lakeside Wine Fest planned for June 25, 2022. This event will involve all of the things that event-goers have come to expect, plus the addition of experience-driven activities to promote the event as a “can’t miss” festival that will inspire attendees to return to Atascadero again and again.

The Atascadero Lakeside Wine Festival sponsorship presentation was initially provided to the ATBID Board at the February meeting with a request for \$10,000 for the 2022 Wine Festival Sponsorship. At that time, the ATBID Board approved \$2,000 to support the marketing work that the social media consultant is doing to promote the event out of the area. The ATBID Board also set aside \$3,000 for future consideration for other marketing outreach outside the area if the Chamber is interested in bringing back options. This sponsorship request is the second part of the request to bring back options for the remaining \$3,000 for the ATBID Board to consider.

FISCAL IMPACT:

\$3,000.

ATTACHMENT:

Atascadero Lakeside Wine Festival Sponsorship Request 2022



April 6, 2022

Atascadero Tourism Business Improvement District (ATBID)

RE: Atascadero Lakeside Wine Festival Sponsorship

Dear ATBID Board,

The Atascadero Chamber of Commerce requests \$3,000 in funds to help promote the June 25, 2022, Atascadero Lakeside Wine Festival. These funds would be allocated to marketing efforts outside San Luis Obispo County to bring guests from other parts of California to Atascadero. We hope to create a memorable, fun experience for these out-of-town guests, which will encourage them to return to Atascadero again-and-again. Based on research conducted in the Fall by a team of Cal Poly marketing students who did their senior project with us for this event, we are targeting the following specific counties to draw a target segment of high-income wine enthusiasts: Marin, San Francisco, Santa Clara, Los Angeles, and Orange County. We are also exploring consumer interest specific media outlets that focus on wine. Responses on advertising details and pricing is forthcoming; however, it is our intent to purchase ads from a minimum of three publications. Typical advertising costs in these markets start around \$1,000. Magazines in which we are interested in advertising include: *Wine Enthusiast: Los Angeles*, *Los Angeles Magazine*, and *Orange Coast Magazine*. We are also looking at nationally ranked wine websites such as the following: LocalWineEvents.com, Gayot.com, WineCountry.com, Yelp.com, and TripAdvisor.com.

Your sponsorship of \$3,000, plus the \$2,000 already committed for out-of-market social media would help us reach a broader, yet targeted audience. We thank you for your consideration!



Atascadero
CHAMBER OF COMMERCE

ITEM NUMBER: B-2
DATE: 04/20/22
ATTACHMENT: 1

Sincerely,

Josh Cross

President/CEO

6907 El Camino Real · Atascadero, CA 93422
805-466-2044 · info@atascaderochamber.org

www.atascaderochamber.org

Empowering
OUR
BUSINESS
COMMUNITY



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Central Coast Craft Beer Festival Event Recap 2022 & Event Sponsorship Request 2023

RECOMMENDATIONS:

ATBID Board:

1. Receive recap of marketing results of the March 26, 2022 Central Coast Craft Beer Festival.
2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival.

DISCUSSION:

On March 26, 2022 the Central Coast Craft Beer Festival took place, making the 4th Annual Craft Beer Festival to take place in Downtown Atascadero. The event was approved in the January 2022 meeting and is now on track with the annual timeframe prior to the COVID-19 pandemic. This event is in conjunction with SLO Beer Fest week held the last week of March each year.

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 25, 2023 to take place again in the Sunken Gardens. This will mark the 5th Annual event held in the Sunken Gardens in Downtown Atascadero.

FISCAL IMPACT:

\$5,000.

ATTACHMENT:

ATBID Event Support Application – CCCBF 2023



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 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: 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 Festival 2023

Event Description: The Central Coast Craft Beer Festival is a premiere craft beer festival featuring independently owned craft breweries along the Central Coast and beyond. It has become a destination craft beer festival for guests all over California. It also includes street faire vendors, food trucks and live music.

Event Dates/Times: Saturday, March 25th, 2023

Is event located in Atascadero? Yes No

Venue Name: Sunken Gardens

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 is our 5th annual Central Coast Craft Beer Festival and we
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 / \$20 Designated Driver
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 Festivals 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"/>	 Tier 1	<ul style="list-style-type: none">• Attracts 1,500+ attendees• At least 35-40% of target market is out-of-town visitors• Marketing campaigns reach at least 1,000 subscribers• Event encourages multi-night stay in Atascadero	Total Support = Up to \$10,000
<input type="checkbox"/>	 Tier 2	<ul style="list-style-type: none">• Attracts 750+ attendees• At least 25-30% of target market is out-of-town visitors• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero	Total Support = Up to \$7,500
<input type="checkbox"/>	 Tier 3	<ul style="list-style-type: none">• Attracts 750 or less attendees• Marketing message encourages visiting Atascadero• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero• Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2	Eligible for In-kind Support

Additional details about eligible event tier qualification:

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

We are hoping to once again get \$5,000 to help with the marketing and glassware in 2023.

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).

Event Item	Amount
<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).

Income Source	Amount
<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.

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
New Times	Print / Weekly	\$1,000
Santa Maria Sun	Print / Weekly	
American General Media / KZOZ	2 weeks	\$1,000
Coasters	30 Days	\$500
Posters	30 Days	\$300

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.

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

We hope to work with several hotels to setup event packages that offer discounts for stays and tickets to the event.

Additional Details:

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) 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) 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.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

In-Person Meetings

RECOMMENDATION:

ATBID Board discuss and provide staff direction on the option of in-person meetings or to continue virtual meetings starting May 2022.

DISCUSSION:

On February 8, 2022, Atascadero City Council adopted the Draft Resolution making findings consistent with the requirements of AB 361 to continue to allow for the conduct of virtual meetings. At the City Council meeting it was discussed that Council meetings would be able to offer a “hybrid” format that would be in person as well as virtual. For all other meetings, like ATBID, the decision would need to be either virtual or in-person. There would not be an opportunity to facilitate a hybrid meeting.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Marketing Plan Summary & Detailed Quarterly Marketing Report

RECOMMENDATION:

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

DISCUSSION:

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

Quarter 3 (January – March 2022) stat summary of the success of the Spring campaign. The stat report takes you through the performance of the continued “All In” ad campaign over the quarter that continues to utilize the new research from Visit SLO CAL’s EDI Initiatives along with information on events, seasonal happenings and outdoor experiences. The stat report highlights the successes of the attached Spring campaign.

FISCAL IMPACT:

None.

ATTACHMENT:

January 2022 – March 2022, Quarter 3 Stat Report

April 8, 2022
 Visit Atascadero

Quarter 3 Stat Report

Summary of Performance

Campaign performance remained high in Quarter 3, continuing to run the new “All In” creative sets. The digital programmatic ads had a combined total of 3,323 clicks and 298 visits to the destination. Google Adwords launched this quarter and had an extremely successful click rate of 12.17%. Open rates for email marketing continued to outperform the previous quarter reaching 49.6% in March. 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	Visits
Programmatic	All In Video 1	97,567	1,176	1.2%	298
Programmatic	All In Video 2	97,506	1,230	1.25%	
Programmatic	All In Video 3 - (30 sec)	69,215	917	1.35%	
Google Adwords	SEM - General brand	14,344	1,745	12.17%	N/A
Social	Boosted posts	176,585	13,520	7.65%	N/A

Total Campaign Summary:

- Impressions: 455,217
- Clicks: 18,588
- Avg. CTR: 4.08%
- Visits: 298

Owned Media

Email Marketing Campaign Results:

Verdin developed and deployed three monthly e-newsletters in Q3. They included information on events, seasonal happenings, outdoor experiences and supported EDI initiatives. Below are the results:

January 12:

- Open rate: 48.1%
- Click rate: 3.8%
- Total clicks: 63

February 9:

- Open rate: 39.8%
- Click rate: 2.6%
- Total clicks: 43

March 17:

- Open rate: 49.6%
- Click rate: 3.2%
- Total clicks: 55



Social Media Results:

Platform	Impressions	Engagements	Followers	Demographics
Facebook	274,671	20,164	6,767	Women 65+
Instagram	57,205	2,648	3,598	Women 35-44

Top Posts:

visitatascadero
Tue 2/1/2022 12:07 pm PST

In honor of Black History Month, this February we are shining the spotlight on Black-owned businesses. And we're kicking things off how we like to start our mornings—with Hush Harbor Artisan...

Total Engagements 233

Likes 212
Comments 19
Saves 2

visitatascadero
Fri 2/11/2022 12:06 pm PST

Gather your BFFs for a "Pai-entine's" outing—shop, sip and sup at the new @block.shops shipping container space. Find @ancientowlbeergarden pouring craft beers, @negranticreamer...

Total Engagements 107

Likes 103
Comments 2
Saves 2

visitatascadero
Fri 3/18/2022 4:20 pm PDT

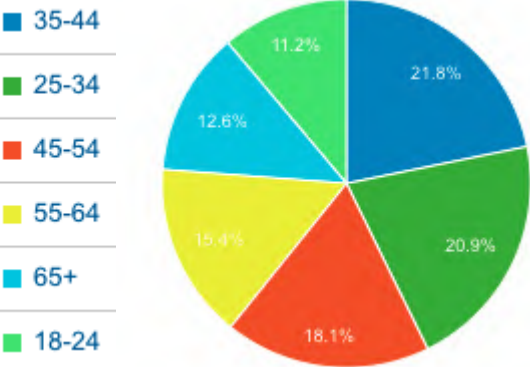
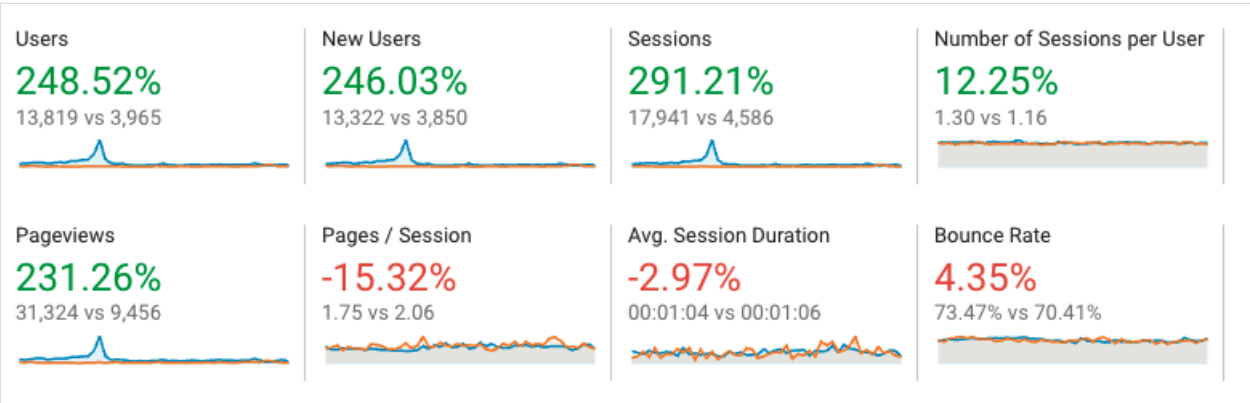
Our tickets for April's Brew at the Zoo are live! Join us on April 30th, 2022 from 5-9pm at the @charlespaddockzoo for a night all party animals will remember! With over 15 craft beers...

Total Engagements 98

Likes 95
Comments 3
Saves 0

Website Analytics:

Comparing 2022 v. 2021



1.	Atascadero	2,249
2.	Los Angeles	1,889
3.	Paso Robles	1,610
4.	San Francisco	1,585
5.	San Luis Obispo	1,562
6.	Fresno	603
7.	Bakersfield	467
8.	San Jose	441
9.	Arroyo Grande	245
10.	Sacramento	243



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview & Monthly Report

RECOMMENDATION:

ATBID Board receive and file Budget Overview and Monthly Report.

DISCUSSION:

The February 2022 ATBID summary and expenditure report shows the expenditures that have been submitted through February 2022. The FY 2021-22 report has not been finalized and will continue to be updated as the City is on an accrual basis. The ATBID/Verdin Marketing Expenditure Report shows 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 FY 2021-22
2. ATBID Expenditure Detail report FY 2021-22
3. ATBID Marketing Spreadsheet - Verdin
4. Tourism TOT Report (4.14.22)

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL 6/30/2021	YTD ACTUAL* 2021-2022 through 02/28/2022	BUDGETED 2021-2022
REVENUES								
41530.6300 Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 211,149	\$ 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	246,536	268,231	276,875	287,815	235,462	279,314	211,149	299,270
EXPENSES								
6050000 Office Expense	5,164	-	-	-	-	-	264	250
6070000 Advertising	86,914	91,005	144,521	178,720	120,110	43,142	86,969	165,000
6400000 Operating Supplies	1,217	120	-	-	-	-	-	-
6500000 Contract Services **	105,314	138,414	172,938	143,482	120,525	106,295	84,961	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	2,774	2,111	2,860
Total Expenses	206,020	232,639	323,636	325,408	242,881	152,211	174,305	308,540
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	127,103	36,844	(9,270)
BEGINNING AVAILABLE BALANCE	289,333	329,849	365,441	318,679	281,086	273,667	400,770	256,830
ENDING AVAILABLE BALANCE	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 400,770	\$ 437,614	\$ 247,560

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

** Contract Services	
Special Events	
Atascadero Fall Festival Sponsorship 2021	\$ 5,000
Atascadero Fall Festival Sponsorship 2022 (Payment 1 of 2; 2nd bill for 22/23 fiscal year)	10,000
Bovine Classic Sponsorship 2022	10,000
Destination Marketing Services	55,378
Administrative Services Fee	4,583
	<u>\$ 84,961</u>

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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
0000.6053012 Minute Book Filler	0.00	0.00	0.00	0.00	0.00	0.00
2/11/2022 ap IN 12807		263.94				
Line Description: TOURISM DISTRICT BOOK						
Vendor: 00258 LAUTZENHISER'S STATIONARY Check # 170698						
0000.6053012 Minute Book Filler	0.00	263.94	263.94	0.00	-263.94	0.00
Total Office Expense	250.00	263.94	263.94	0.00	-13.94	105.58
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						

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0000.6077025 Digital Media Advertising	(Continued)					
8/5/2021 ap IN 12841 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168431		47.95		0.00		
8/31/2021 ap IN 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 168923		616.77				
8/31/2021 po LI 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-616.77	
9/1/2021 ap IN 12906 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168702		47.95				
9/30/2021 ap IN 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169068		1,456.10		0.00		
9/30/2021 po LI 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-1,456.10	
10/1/2021 ap IN 12976 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168976		47.95		0.00		

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0000.6077025 Digital Media Advertising	(Continued)					
10/31/2021 ap IN 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169462		11,383.90				
10/31/2021 po LI 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,383.90		
11/1/2021 ap IN 13035 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169253		47.95				
11/30/2021 ap IN 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169685		14,896.22				
11/30/2021 po LI 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-14,896.22		
12/1/2021 ap IN 13109 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169605		47.95				
12/31/2021 ap IN 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169900		11,723.21				

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0000.6077025 Digital Media Advertising	(Continued)					
12/31/2021 po LI 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,723.21		
1/1/2022 ap IN 13169 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169833		47.95				
1/31/2022 ap IN 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170318		6,173.45				
1/31/2022 po LI 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,173.45		
2/1/2022 ap IN 13251 Line Description: WEB SITE MAINTENANCE,SECURE WE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 170105		117.95				
2/28/2022 ap IN 10718 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170620		11,607.12				
2/28/2022 po LI 10718 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,607.12		
0000.6077025 Digital Media Advertising	0.00	59,438.80	59,438.80	41,014.80	-100,453.60	0.00

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0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2021 po PO 02453				18,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/11/2021 ap IN 210120		3,750.00				
Line Description: 2021 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 168314						
7/21/2021 ap IN 13950		12,500.00				
Line Description: AUGUST 2021 EDI STUDY~						
Vendor: 00406 VISIT SLO CAL Check # 168505						
9/27/2021 ap IN 21PR2		5,000.00				
Line Description: SPONSOR 2021 NOVEMBER						
Vendor: 07251 GARAGISTE EVENTS, INC. Check # 168998						
10/1/2021 ap IN INV1021		5,000.00				
Line Description: CCCBF SPONSORSHIP						
Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 169250						
2/16/2022 ap IN 02162022		1,280.00				
Line Description: REGISTRATION FEE						
Vendor: 00406 VISIT SLO CAL Check # 170322						
0000.6077060 Advertising	0.00	27,530.00	27,530.00	18,000.00	-45,530.00	0.00
Total Advertising	165,000.00	86,968.80	86,968.80	59,014.80	19,016.40	88.47
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00

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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				82,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2021 ap IN 10360		5,785.90				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
7/31/2021 po LI 10360				-5,785.90		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/31/2021 ap IN 10420		5,223.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
8/31/2021 po LI 10420				-5,223.50		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
9/30/2021 ap IN 10491		6,944.30				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 169068						

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0000.6501125 Promotions Consultants	(Continued)					
9/30/2021 po LI 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-6,944.30	
10/31/2021 ap IN 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169462		9,297.80				
10/31/2021 po LI 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-9,297.80	
11/30/2021 ap IN 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169685		8,543.60				
11/30/2021 po LI 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-8,543.60	
12/31/2021 ap IN 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169900		5,774.20				
12/31/2021 po LI 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-5,774.20	

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0000.6501125 Promotions Consultants	(Continued)					
1/31/2022 ap IN 10683		7,779.90				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 170318						
1/31/2022 po LI 10683				-7,779.90		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
2/28/2022 ap IN 10718		6,028.60				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 170620						
2/28/2022 po LI 10718				-6,028.60		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
0000.6501125 Promotions Consultants	0.00	55,377.80	55,377.80	26,622.20	-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						
1/1/2022 je GJ JE22 01-07		2,291.67				
Line Description: ATBID Admin Service Fee - Jan						
2/1/2022 je GJ JE22 02-04		2,291.67				
Line Description: ATBID Admin Service Fee - Feb						
0000.6509010 Other Professional Services	0.00	9,583.34	9,583.34	0.00	-9,583.34	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2021 through 02/28/2022

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>
0000.6509032 Additional Promotional Services	(Continued)					
2/7/2022 ap IN 666 Line Description: ATASCADERO FALL FEST GRANT Vendor: 08621 EN FUEGO EVENTS Check # 170390		10,000.00				
2/17/2022 ap IN 196 Line Description: BOVINE CLASSIC SPONSORSHIP Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 170269		10,000.00				
0000.6509032 Additional Promotional Services	0.00	20,000.00	20,000.00	0.00	-20,000.00	0.00
Total Contract Services	140,000.00	84,961.14	84,961.14	26,622.20	28,416.66	79.70
0000.6600000 Professional Development						
0000.6600000 Professional Development	430.00	0.00	0.00	0.00	430.00	0.00
Total Professional Development	430.00	0.00	0.00	0.00	430.00	0.00
0000.6740000 Business Development						
Total Business Development	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
Total Department Service Charges	2,860.00	0.00	0.00	0.00	2,860.00	0.00
Total Operating Services and Supplies	308,540.00	172,193.88	172,193.88	85,637.00	50,709.12	83.56
0000.7000000 Special Purchases, Projects, and Studies						
0000.7600000 *** Title Not Found ***						
Total Special Purchases, Projects, and Studies	0.00	0.00	0.00	0.00	0.00	0.00
Total Atascadero Tourism Bus Improv Dist	308,540.00	172,193.88	172,193.88	85,637.00	50,709.12	83.56
Grand Total	308,540.00	172,193.88	172,193.88	85,637.00	50,709.12	83.56

VISIT ATASCADERO

MARKETING EXPENSES - FISCAL YEAR 2021-2022

Budget: \$200,000 | Updated 4/12/2022



DETAILED SPENDING

Description	Budget	Actual July	Actual Aug	Actual Sept	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual 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	\$2,684.30	\$1,777.20	\$1,658.30	\$2,000.00	\$3,000.00	\$4,387.30	\$26,000.00
Creative Development	\$30,000	\$981.30	\$1,122.98	\$3,427.82	\$4,028.70	\$9,617.29	\$1,456.62	\$1,843.60	\$1,487.10	\$1,739.40	\$2,400.00	\$1,200.00	\$695.19	\$30,000.00
Website Updates	\$3,000						\$499.00	\$175.00	\$58.00		\$268.00	\$1,000.00	\$1,000.00	\$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	\$1,528.80	\$1,489.90	\$1,508.80	\$1,500.00	\$1,500.00	\$1,502.70	\$18,000.00
E-Newsletter	\$12,000	\$1,000.69	\$1,217.59	\$983.69	\$998.09	\$987.99	\$988.19	\$1,004.49	\$999.49	\$1,002.29	\$1,000.00	\$1,000.00	\$817.49	\$12,000.00
Public Relations	\$5,000		\$279.10	\$380.00	\$404.60		\$131.50	\$201.30		\$335.50	\$1,263.20	\$2,004.80		\$5,000.00
Media Planning	\$4,000	\$330.10	\$112.60	\$636.00	\$319.00	\$301.40	\$297.70	\$460.60	\$339.90	\$290.00	\$310.00	\$300.00	\$302.70	\$4,000.00
Media Cost	\$82,000	\$1,010.24	\$425.00	\$424.99	\$7,320.00	\$8,305.94	\$8,888.60	\$6,055.26	\$11,484.13	\$10,481.99	\$10,000.00	\$10,000.00	\$7,603.85	\$82,000.00
Reactive Media	\$20,000				\$1,482.35							\$10,000.00	\$8,500.00	\$19,982.35

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	\$13,953.35	\$17,635.72	\$17,016.28	\$18,741.20	\$30,004.80	\$24,809.23	\$199,982.35
Added Value/No Charge						\$558		\$1,262	\$435	\$1,559				\$3814

OUT OF SCOPE

Description	Budget	Actual July	Actual Aug	Actual Sept	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Projected Apr	Projected May	Projected Jun	TOTAL
Promo Items	\$5,000				\$2,463.36		\$2,488.80							\$4,952.16
IPW	\$6,000									\$944.48				\$944.48

SUMMARY: ACTUAL TO BUDGET

Monthly	Budget	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
Monthly Totals	\$11,000	\$0	\$0	\$0	\$2,463	\$0	\$2,489	\$0	\$0	\$944	\$0	\$0	\$0	\$5,896.64
Added Value/No Charge														

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
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	\$ 572,899.75	\$ 497,203.11			\$ 1,070,102.86