



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

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### **AGENDA**

**Wednesday, May 18, 2022 at 2:30 P.M.**

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

#### **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 – April 20, 2022**
  - Recommendation: ATBID Board approve the April 20, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

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

1. **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.
2. **Marketing Services Contract Renewal**
  - Recommendation: Review proposed marketing plan and provide staff direction for the one-year contract extension (2 out of 4 one-year extensions) of the Verdin Marketing Services for the 2022/2023 fiscal year. [Verdin]
  - Fiscal Impact: \$206,000

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

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

### **4. 2022-2023 ATBID Annual Assessment**

- Recommendation: ATBID Board receive and file the 2022-2023 Annual Assessment for Visit Atascadero. [City]
- Fiscal Impact: None.

## **C. UPDATES:**

1. Visit SLO CAL Updates from May meeting (Note: Marketing Committee meets every other month) – Camille Silvera
2. Marketing Update – Verdin Marketing
3. 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. Atascadero Equity Mural Project & Mural Trail Map Update (June).
2. Political/Action Topics Presentation by the Mayor and/or County Supervisor.
3. Space Port Presentation by Mayor Martin & Mayor Moreno.
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

## **F. ADJOURNMENT**



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

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## DRAFT MINUTES

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

**Video Conference:**

<https://us02web.zoom.us/j/87614155013?pwd=TEpneE5JMINzbis1cWdVL0JNc3kvdz09>

Meeting ID: 876 1415 5013

Passcode: 726091

**CALL TO ORDER:**

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

**ROLL CALL:**

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

Absent: Board Member Sohi and Vice Chairperson Ketchum

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, Deputy City Clerk Dillon James and Deputy City Clerk Amanda Muther

**APPROVAL OF AGENDA:**

**MOTION:** By Board Member Alexander and seconded by Board Member O'Malley to approve the agenda.

*Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)*

**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 – March 16, 2022

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

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve the consent calendar.  
*Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)***

## 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.

Tom Keffury gave the presentation and answered questions from the Board. Deputy City Manager Banish also spoke on this item 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.***

Deputy City Manager Banish clarified that the City would like to split the sponsorship for this item. The City and TBID would each pay \$3,750 to meet the full sponsorship request of \$7,500. Twelve single day admissions tickets, 2 season photo passes and 750 VIP passes would go to the TBID for Verdin to use in promoting out of the area through VisitAtascadero.com. TBID would receive all of the hospitality package with a promotion to be coordinated with Tom Keffury. The sponsorship would include a promotion and signage for the Apple Pie Contest, and name ownership of the California Craft Spirits Competition with extra logo exposure.

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to adopt staff's recommendation.  
*Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)***

### 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.

Deputy City Manager Banish 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 Board reviewed this item and took no action.**

In the interest of addressing Item B-4, before Board Member O'Malley had to leave the meeting and quorum was lost, Item B-4 was taken before Item B-3.

**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.

Deputy City Manager Banish 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 go to in-person meetings at City Hall, and have further research on whether we can do hybrid in the future that can be a future discussion.**

***Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)***

**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.

Deputy City Manager Banish 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 Alexander and seconded by Board Member O'Malley to go ahead with a sponsorship of \$5,000.**

***Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)***

## ADJOURNMENT

Following the motion for the Central Coast Craft Beer Festival, Board Member O'Malley advised he needed leave the meeting. The meeting was adjourned at 3:11 pm due to a lack of quorum.

The following agenda items were not discussed.

### 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.

## MINUTES PREPARED BY:

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Dillon James  
Deputy City Clerk

## APPROVED:



**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 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 "Pal-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 5:30-9pm at the @charlespaddockzoo for a night all party animals will remember! With over 15 craft beers,...

**Total Engagements** 98

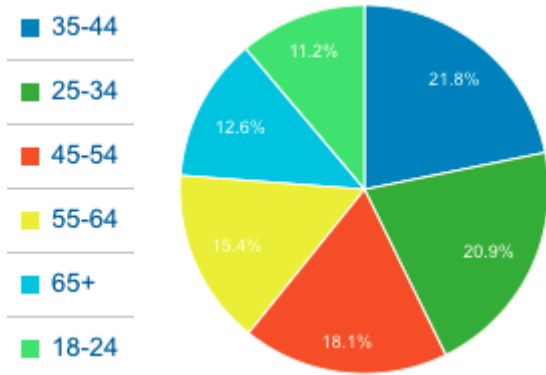
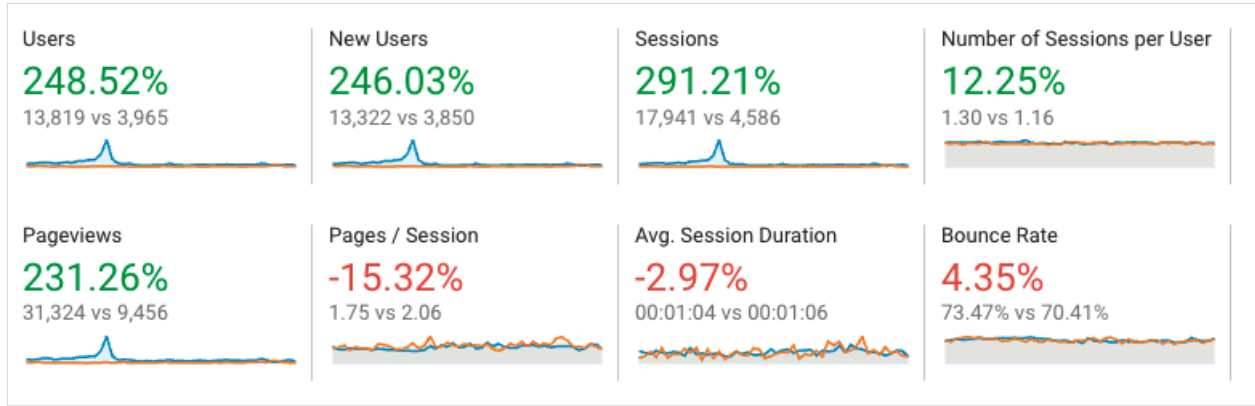
Likes 95

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***

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### ***Staff Report***

#### **Marketing Services Contract Renewal**

#### **RECOMMENDATION:**

Review proposed marketing plan and provide staff direction for the one-year contract extension (2 out of 4 one-year extensions) of Verdin Marketing Services for the 2022/2023 fiscal year.

#### **DISCUSSION:**

The ATBID Board appointed Verdin in 2015 for marketing services. These services include varied activities within the areas of creative development, media hard costs, planning and placement, social media, e-newsletter, contest management, public relations, web updates, and strategy and project management. The ATBID Board went out to RFP (Request for Proposal) at the end of 2020 towards the end of the five-year contract and a new contract was awarded to Verdin Marketing Services. The current contract timeline is 3/10/20-6/30/21, with the first one-year extension in place that expires 6/30/22.

The contract provides the option of up to four one-year extensions after the main contract timeline expires for up to five years. The ATBID Board has the opportunity to renew the contract for up to five years without going out to RFP.

Looking back at the 2021/2022 fiscal year, Verdin has successfully navigated through the COVID-19 pandemic and the recovery plan. The agency has continued to work on updated asset development to help with ongoing creative with the introduction of new travel itineraries and new advertising campaigns, like the “all in” Atascadero campaign. In addition, Verdin continues to utilize strategic advertising methods to entice targeted visitors to Atascadero, provide added support coordinating social media and electronic communications for selected event partnerships, provide support related to updating, and informing the ATBID Board about Visit SLO CAL Marketing Committee Meetings, as well as pursuing co-op and reactive opportunities offered.

Following is a recap of the current contract timeline and one-year extension:

**Verdin Contract:**

**Year 1:**

Contract End Date March 10, 2021: \$274,667.00  
(3/10/2020-6/30/21; approx.15 month)

**Year 1 Actual: \$122,877.58**

**Contract Amendment #1: \$206,000**

July 1, 2021-June 30, 2022

**Contract Amendment #1 (Estimate) \$181,500**

**Plus two out of scope projects under ATBID budget \$ 10,452**

**Total \$191,952**

**Contract Amendment #2: \$206,000 (Proposed)**

July 1, 2022-June 30, 2023

A presentation will be provided at the meeting that will review the new Scope of Work for 2022/2023 fiscal year and the proposed budget.

**FISCAL IMPACT (GL Varied):**

Annually \$206,000 based on scope of work proposal.

**ATTACHMENTS:**

1. Visit Atascadero Marketing Budget 2022-2023
2. Scope of Work 2022-2023

# Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-2  
05/18/22  
1



## Detailed Spending

	Budget	Proj. Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$21,600	\$0
Marketing Plan	\$5,000	\$2,500	\$2,500	-	-	-	-	-	-	-	-	-	-	\$5,000	\$0
Creative Development	\$36,000	\$8,000	\$5,000	\$2,000	\$2,000	\$2,000	\$5,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$36,000	\$0
Website Updates	\$5,000	\$500	\$2,500	\$500	-	-	\$500	-	-	\$500	-	-	\$500	\$5,000	\$0
Social Media	\$19,200	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200	\$0
Email Marketing	\$12,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Public Relations	\$5,000	-	\$1,500	-	-	\$1,000	-	-	\$1,500	-	-	\$1,000	-	\$5,000	\$0
Media Planning	\$4,200	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200	\$0
Media Buy	\$98,000	\$5,000	\$5,000	\$10,500	\$10,500	\$10,500	\$5,000	\$5,000	\$10,500	\$10,500	\$10,500	\$10,000	\$5,000	\$98,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$206,000	\$20,750	\$21,250	\$17,750	\$17,250	\$18,250	\$15,250	\$11,750	\$18,750	\$17,750	\$17,250	\$17,750	\$12,250	\$206,000	
Added Value															

# SCOPE OF WORK

## *Atascadero TBID (ATBID)*

### **BUDGET ALLOCATION: JULY 2022 THROUGH JUNE 2023 - \$206,000**

Below is a general breakdown of budget and marketing services for a twelve-month ATBID partnership. Categories are based on the past contract and discussions with the City and ATBID board.

### **CREATIVE DEVELOPMENT: \$36,000**

Verdin will develop marketing campaigns targeting behavioral demographics to showcase Atascadero's key assets as well as refresh and enhance the overall brand.

Estimate includes:

- Concept creation and copywriting
- Brand identity evolution
- Design of all advertising based on approved media plan (TBD)
- Asset coordination, management, and hard costs

### **MEDIA HARD COSTS, PLANNING & PLACEMENT: \$102,200**

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through June 2023
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs

### **SOCIAL MEDIA AND E-NEWSLETTER: \$31,200**

Verdin will manage ATBID's Facebook, Twitter, Instagram, monthly e-newsletter and promotions.

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images
- Scheduling, monitoring and responding
- Monthly subscription cost for Mail Chimp

## **PUBLIC RELATIONS: \$5,000**

This will consist of content submissions, pitching and FAM coordination with Visit SLO CAL, CCTC and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL, CCTC, Visit California PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL

## **WEBSITE UPDATES: \$5,000**

Verdin will updated the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation

## **STRATEGY, MARKETING PLAN & PROJECT MANAGEMENT: \$26,600**

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Development of FY 2023 Marketing Plan
- Research, strategy, consulting and project management
- Monthly meetings and quarterly reporting
- Monthly Visit SLO CAL Marketing Committee report presented to ATBID. Atascadero representative will capture notes at SLO CAL meeting and provide to Verdin
- Staff report for Visit SLO CAL opportunities that require board approval

## **TOTAL: \$206,000**



## ***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 March 2022 ATBID summary and expenditure report shows the expenditures that have been submitted through March 2022. Special event detail has been provided for the sponsorships that the ATBID Board has invested in and can be found at the bottom of the summary report. The FY 2021-22 report has not been finalized and will continue to be updated as the City is on an accrual basis. The Tourism TOT Report is included showing the TOT revenues to date. In addition, the Verdin Marketing budget summary is also attached that provides detailed expense information found in the ATBID Summary & Expenditure Detail Report.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

1. ATBID Summary FY 2021-22
2. ATBID Expenditure Detail report FY 2021-22
3. Tourism TOT Report (5.5.22)
4. Verdin Marketing Budget Summary 2021-2022



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 03/31/2022	BUDGETED 2021-2022
<b>REVENUES</b>								
41530.6300 Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 284,320	\$ 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>284,320</u>	<u>299,270</u>
<b>EXPENSES</b>								
6050000 Office Expense	5,164	-	-	-	-	-	264	250
6070000 Advertising	86,914	91,005	144,521	178,720	120,110	43,142	98,602	165,000
6400000 Operating Supplies	1,217	120	-	-	-	-	-	-
6500000 Contract Services **	105,314	138,414	172,938	143,482	120,525	106,295	105,628	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	2,843	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>152,211</u>	<u>207,337</u>	<u>308,540</u>
<b>NET INCOME/(LOSS)</b>	40,516	35,592	(46,761)	(37,593)	(7,419)	127,103	76,982	(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>400,770</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>\$ 400,770</u>	<u>\$ 477,752</u>	<u>\$ 247,560</u>

\*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
Spartan Race Co-Sponsorship		5,000
Atascadero Lakeside Wine Festival		2,000
Destination Marketing Services		61,753
Administrative Services Fee		11,875
		<u>\$ 105,628</u>

expdetl.rpt  
 05/05/2022 6:17PM  
 Periods: 0 through 9

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2021 through 03/31/2022

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>
0000.6000000 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
<b>Total Office Expense</b>	<b>250.00</b>	<b>263.94</b>	<b>263.94</b>	<b>0.00</b>	<b>-13.94</b>	<b>105.58</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						

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CITY OF ATASCADERO  
 07/01/2021 through 03/31/2022

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>
0000.6077025 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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 07/01/2021 through 03/31/2022

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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 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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CITY OF ATASCADERO  
 07/01/2021 through 03/31/2022

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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)					
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	

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 07/01/2021 through 03/31/2022

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 635 Atascadero Tourism Bus Improv Dist Fund  
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<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)					
3/1/2022 ap IN 13314		47.95				
Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 170372						
3/31/2022 ap IN 10765		11,585.46				
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170886						
3/31/2022 po LI 10765				-11,585.46		
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0						
0000.6077025 Digital Media Advertising	0.00	71,072.21	71,072.21	29,429.34	-100,501.55	0.00
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						

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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)					
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
<b>Total Advertising</b>	165,000.00	98,602.21	98,602.21	47,429.34	18,968.45	88.50
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				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						

**Expenditure Detail Report**

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



**Expenditure Detail Report**

CITY OF ATASCADERO  
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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169685		8,543.60		0.00		
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		0.00		
12/31/2021 po LI 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-5,774.20	
1/31/2022 ap IN 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170318		7,779.90		0.00		
1/31/2022 po LI 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-7,779.90	
2/28/2022 ap IN 10718 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170620		6,028.60		0.00		

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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)					
2/28/2022 po LI 10718 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,028.60		
3/31/2022 ap IN 10765 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170886		6,375.30				
3/31/2022 po LI 10765 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,375.30		
0000.6501125 Promotions Consultants	0.00	61,753.10	61,753.10	20,246.90	-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 Line Description: ATASCADERO FALL FEST SPONSORSH Vendor: 08621 EN FUEGO EVENTS Check # 168994		5,000.00				
1/1/2022 je GJ JE22 01-07 Line Description: ATBID Admin Service Fee - Jan		2,291.67				
2/1/2022 je GJ JE22 02-04 Line Description: ATBID Admin Service Fee - Feb		2,291.67				
3/1/2022 je GJ JE22 03-02 Line Description: ATBID Admin Service Fee - Mar		2,291.67				
0000.6509010 Other Professional Services	0.00	11,875.01	11,875.01	0.00	-11,875.01	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00

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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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				
3/8/2022 ap IN 308 Line Description: CCCBF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 170369		5,000.00				
3/28/2022 ap IN 11458 Line Description: ATASCADERO LAKESIDE WINE FESTI Vendor: 00022 ATASCADERO CHAMBER OF COMMERCE Check # 170648		2,000.00				
3/28/2022 ap IN 14094 Line Description: SPARTAN RACE CO-SPONSORSHIP Vendor: 00406 VISIT SLO CAL Check # 170755		5,000.00				
0000.6509032 Additional Promotional Services	0.00	32,000.00	32,000.00	0.00	-32,000.00	0.00
<b>Total Contract Services</b>	140,000.00	105,628.11	105,628.11	20,246.90	14,124.99	89.91
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						

**Expenditure Detail Report**

CITY OF ATASCADERO  
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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<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>
0000.6900000 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	204,494.26	204,494.26	67,676.24	36,369.50	88.21
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
<b>Total Atascadero Tourism Bus Improv Dist</b>	308,540.00	204,494.26	204,494.26	67,676.24	36,369.50	88.21
<b>Grand Total</b>	308,540.00	204,494.26	204,494.26	67,676.24	36,369.50	88.21

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	<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	\$ 572,899.75	\$ 497,203.11	\$ 354,118.97		\$ 1,424,221.83

# VISIT ATASCADERO

MARKETING EXPENSES - FISCAL YEAR 2021-2022

Budget: \$200,000 | Updated 2/11/2022



## DETAILED SPENDING

Description	Budget	Actual July	Actual Aug	Actual Sept	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual 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	\$1,473.30	\$3,500.00	\$4,414.00	\$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	\$723.20	\$1,200.00	\$2,371.99	\$30,000.00
Website Updates	\$3,000						\$499.00	\$175.00	\$58.00		\$145.00	\$1,000.00	\$1,123.00	\$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	\$1,490.60	\$1,500.00	\$1,512.10	\$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	\$1,001.09	\$1,000.00	\$816.40	\$12,000.00
Public Relations	\$5,000		\$279.10	\$380.00	\$404.60		\$131.50	\$201.30		\$335.50		\$2,004.80	\$1,263.20	\$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	\$304.50	\$300.00	\$308.20	\$4,000.00
Media Cost	\$82,000	\$1,010.24	\$425.00	\$424.99	\$7,320.00	\$8,305.94	\$8,888.60	\$6,055.26	\$11,484.13	\$10,481.99	\$9,434.54	\$10,000.00	\$8,085.84	\$81,916.53
Reactive Media	\$20,000				\$1,482.35									\$14,822.35

## 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	\$14,572.23	\$20,504.80	\$19,894.73	\$181,398.88
Added Value/No Charge						\$558		\$1,262	\$435	\$1,559				\$3,814

## OUT OF SCOPE

Description	Budget	Actual July	Actual Aug	Actual Sept	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Projected May	Projected Jun	TOTAL
Promo Items	\$5,000				\$2,463.36		\$2,488.80							\$4,952.16
IPW	\$5,500									\$944.48			\$4,555.52	\$5,500.00

## SUMMARY: ACTUAL TO BUDGET

Monthly	Budget	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
Monthly Totals	\$10,500	\$0	\$0	\$0	\$2,463	\$0	\$2,489	\$0	\$0	\$944	\$0	\$0	\$4,556	\$10,452.16
Added Value/No Charge														



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

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### ***Staff Report***

#### **2022-2023 ATBID Annual Assessment**

#### **RECOMMENDATION:**

ATBID Board receive and file the 2022-2023 Annual Assessment for Visit Atascadero.

#### **DISCUSSION:**

Each year, the ATBID Annual Assessment is brought before City Council to approve the ATBID Annual Report and adopt the Draft Resolution declaring the intent to levy an annual Business Assessment on the lodging businesses within the Atascadero Tourism Business Improvement District and set a public hearing date at the first City Council meeting in June.

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets & Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget.

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets & Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The annual report must meet the requirements of the California

Streets and Highway Code §36533. The City Council may approve the report as filed or may modify any particular contained in the report and approve it as modified.

During the 2021-23 budget cycle, staff estimated that ATBID revenues for fiscal year 2020-21 would increase by 11% from fiscal year 2019-20. Actual ATBID revenues exceeded estimate for fiscal year 2020-21 and saw an increase of 23% over the previous fiscal year. ATBID revenue is expected to exceed revenue projections in fiscal year 2022. As of the writing of this report, staff projects that assessment revenue for fiscal year 2021-22 will be \$356,000, up 22% from the budgeted revenue and up 28% from 2020-21 actual assessment revenue. The current budget projects that assessment revenue for fiscal year 2022-23 will be \$298,170, however, with recent upward revenue trends, there is a good possibility that revenues will exceed that projection. Expenditures for fiscal year 2021-22 are expected to come in under budget by about \$18,540, or about 6%.

The ATBID fund balance is now projected to be \$473,720 at June 30, 2022, and \$464,910 at June 30, 2023.

The Annual Report includes the above assumptions. Staff recommends the Council approve the Annual Report, adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the next regular City Council meeting scheduled for June 14, 2022.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. Draft Resolution
2. ATBID Annual Report



## **ATBID Annual Report Fiscal Year 2022-2023**

*(Pursuant to Streets & Highways Code Section 36533)*

1. Proposed activities, programs and projects for the fiscal year:
  - Contract Services
    - Marketing Firm
    - Administration Services
  - Marketing Plan
  - Maintenance of Visual Assets
    - Photography & Content
    - Creative Services
  - Digital Marketing
    - Website Content & Updates (i.e., Visit Atascadero; Visit SLOCAL)
    - Social Media
  - Advertising
    - Print & Promotional Items
    - Digital
    - Reactive Opportunities
  - Public Relations
    - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
    - Individual Journalist Hosted Itineraries
    - Press Releases
  - Tour & Travel
    - Collaboration with CCTC FAMs
    - Collaboration with Visit CA FAMs
    - Collaboration with Visit SLOCAL FAMs
  - Consumer Outreach
    - Event Sponsorships Opportunities
    - Event Marketing
    - Email Marketing
  - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$313,620.
3. Amount of fund balance as of June 30, 2022 is projected to be \$473,720.
4. Estimated fund balance for June 30, 2023 is budgeted at \$464,910.
5. Contributions received other than assessments:
  - Estimated interest income of \$6,950 for fiscal year 2021/22
  - Estimated interest income for fiscal year 2022/23 is budgeted at \$6,640.

**DRAFT RESOLUTION**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT ON LODGING BUSINESSES WITHIN THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO STREETS & HIGHWAYS CODE SECTION 36500 ET.SEQ.**

**WHEREAS**, the City Atascadero (“City”) has formed the Atascadero Tourism Business Improvement District, pursuant to Section 26500 of the Streets & Highways Code of the State of California; and

**WHEREAS**, the City Council has received an annual report pursuant to Section 36533 of said Code; and

**WHEREAS**, the City Council has approved said report and is required to adopt a resolution of intention pursuant to Section 36534.

**NOW, THEREFORE BE IT RESOLVED**, by the City Council of the City of Atascadero:

**SECTION 1.** The City Council hereby declares its intent to levy and collect assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2022-2023.

**SECTION 2.** The ATBID includes all of the lodging businesses, including hotels, motels, bed and breakfasts, and each business defined as a “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of the Atascadero Municipal Code (“Lodging Businesses”) within the corporate boundaries of the City.

**SECTION 3.** The activities to be funded by the levy of assessments against Lodging Businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination and projects, programs, and activities that benefit Lodging Businesses located and operating within the boundaries of the ATBID. The proposed activities will primarily be targeted at increasing transient stays at Lodging Businesses.

**SECTION 4.** The City Council sets June 14, 2022, as the date of the public hearing on the levy of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

**SECTION 5.** A protest may be made orally or in writing by any owner of a Lodging Business that is within the ATBID boundaries and subject to the ATBID assessment. Written protests must be received by the City Clerk, City of Atascadero, before the close of the public hearing and may be delivered or mailed to the City Clerk, Atascadero, 6500 Palma Ave., Atascadero, California 93422. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

**SECTION 6.** Further information regarding the proposed ATBID may be obtained from the City Manager’s Office, City of Atascadero, 6500 Palma Ave., Atascadero, CA 93422.

**SECTION 7.** The City Clerk is directed to provide notice of the public hearing on the proposed ATBID by causing this resolution to be published once in a newspaper of general circulation in the City not less than seven days before said hearing.

**PASSED AND ADOPTED** at a regular meeting of the City Council held on the \_\_\_th day of \_\_\_\_, 2022.

On motion by Council Member \_\_\_\_\_ and seconded by Council Member \_\_\_\_\_, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

- AYES:
- NOES:
- ABSENT:
- ADOPTED:

CITY OF ATASCADERO

\_\_\_\_\_  
Heather Moreno, Mayor

ATTEST:

\_\_\_\_\_  
Lara K. Christensen, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Brian A. Pierik, City Attorney