



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, September 21, 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 – August 17, 2022**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the August 17, 2022 meeting. [City Staff]

B. BUSINESS ITEMS:

- 1. Spaceport Presentation**
 - Recommendation: ATBID Board receive and file the attached presentation regarding the planned development of a spaceport in the City of El Paso de Robles. [City of El Paso de Robles]
 - Fiscal impact: None.
- 2. Ad Hoc Committee for Budget Cycle, Emergency Contingency and Reserves Update**
 - Recommendation: ATBID Board provide staff direction regarding possible assignment of an ad hoc committee for the upcoming budget cycle, contingency funds for emergencies, and clarification on financial reserves. [City]
 - Fiscal impact: None.

3. 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 Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. City business and administrative update. [City]
3. Hipcamp TOT compliance. [City]

D. BOARD MEMBER COMMENTS:

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

1. Quarterly check in on HdL STR Compliance program. (October)
2. Event sponsorship letter/mailing to solicit for future events, e.g., Cider Festival, Wine Speak, etc. (October)
3. New event sponsorship opportunities presentation by City. (October)
4. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (November)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, August 17, 2022 at 2:30 P.M.

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:36 P.M.

ROLL CALL:

Present: Chairperson Harden, Vice Chairperson Ketchum, Board Member Alexander, Board Member O'Malley, and Board Member Sohi

Absent: None

Staff Present: Deputy City Manager Terrie Banish, Deputy City Clerk Dillon James, and Marketing Consultant Ashlee Akers

APPROVAL OF AGENDA:

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

PUBLIC COMMENT:

Chairperson Harden opened the Public Comment period.

The following citizens provided public comment: None.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – June 15, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the June 15, 2022 meeting. [City Staff]

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

B. BUSINESS ITEMS:

1. 2022 IPW Conference Experience & Budget Recap

- Recommendation: ATBID Board receive and file the 2022 International Pow Wow (IPW) Conference experience and budget recap. [City/Verdin]
- Fiscal impact: None.

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The 2022 IPW Conference Experience & Budget Recap was received and filed.

2. 25th Annual Atascadero Lakeside Wine Festival Marketing & Event Recap

- Recommendation: ATBID Board receive and file the 25th Annual Atascadero Lakeside Wine Festival marketing and event recap. [City]
- Fiscal impact: None.

Atascadero Chamber of Commerce President and CEO Josh Cross presented this item and answered questions from the Board.

The Board expressed a preference that the Lakeside Wine Festival potentially take place during a different weekend; although the Festival has traditionally taken place during the last weekend in June, that particular weekend is already impacted by increased lodging occupancy and general tourism without the Festival. Mr. Cross informed the Board that the dates for the 2023 Festival are already determined but that the preference of the Board will be considered by the Chamber in future years.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The 25th Annual Atascadero Lakeside Wine Festival Marketing & Event Recap was received and filed.

3. 2022 Mid-State Fair Sponsorship Recap

- Recommendation: ATBID Board receive and file the 2022 Mid-State Fair Sponsorship recap. [City]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish presented this item and answered questions from the Board.

Citing local feedback, Deputy City Manager Banish and the Board agreed that ATBID and City Staff should explore additional transportation options for the 2023 Mid-State Fair.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The 2022 Mid-State Fair Sponsorship Recap was received and filed.

4. VisitAtascadero.com Brand Refresh Update & Q4 Marketing Update

- Recommendation:
 1. ATBID Board discuss and provide staff direction for the new brand refresh
 2. Receive and file Q4 Marketing Update. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Board.

Deputy City Manager Banish informed the Board that substantial changes to the branding of Visit Atascadero will require City Council approval. Bearing this in mind, the Board agreed to minor changes that fall within the scope of ATBID's authority.

During the presentation of this item, Board Member O'Malley stepped out of the ATBID Board meeting at 3:45 P.M. and returned at 3:52 P.M.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed the Public Comment period.

The VisitAtascadero.com Brand Refresh Update & Q4 Marketing Update was received and filed.

5. Budget Overview & Monthly Report

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

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Board.

The Board requested additional information on ATBID's budget, contingency funds for future unexpected expenses, and the state of ATBID's financial reserves. Deputy City Manager Banish advised that ATBID's funds cannot be reallocated to any other department in the City, that ATBID's "reserves" are actually the ending balance of the previous budget cycle, and that ATBID can petition City Council for use of contingency funds if a future financial crisis were to befall the Board. The Board and Deputy City Manager Banish agreed to revisit this topic at the September ATBID Board meeting.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed the Public Comment period.

The Budget Overview & Monthly Report was received and filed.

C. UPDATES:

1. Visit SLO CAL Board & Marketing Committee Updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. City Business & Administrative Update. [City Manager's Office]

D. BOARD MEMBER COMMENTS: None.

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

1. Spaceport presentation by City of Atascadero's Deputy Director of Economic & Community Development, Loreli Cappel, and City of El Paso de Robles' Economic Development Manager, Paul Sloan. (September)
2. Quarterly check in on HdL STR compliance program. (September)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor.
4. Itemized budget item discussion for reserves.
5. Event sponsorship letter/mailing to solicit for future events, e.g., Cider Festival, Wine Speak, etc.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:40 P.M.\

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



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

Staff Report

Spaceport Presentation

RECOMMENDATION:

ATBID Board receive and file the attached presentation regarding the planned development of a spaceport in the City of El Paso de Robles.

DISCUSSION:

The City of El Paso de Robles is currently working on developing an air and spaceport at the Paso Robles Municipal Airport to create quality jobs and diversify the economy for Paso Robles and the entire North County region. A spaceport will allow for a horizontal (rather than vertical) launch for aircraft bound for space, carrying satellites and other vital equipment into orbit.

The City of El Paso de Robles will study the potential to utilize existing infrastructure and resources to create an opportunity to align with the regional space effort at Vandenberg Space Force Base. Following the study, the City of El Paso de Robles will develop an operation plan for the air and spaceport and will submit a proposal to the Federal Aviation Administration (FAA) to become a licensed facility. Upon approval, this initiative will create an ecosystem of research and development in aerospace and advanced manufacturing, aid in business attraction, and provide living wage job opportunities to our local workforce.

The attached presentation is intended to provide the ATBID Board with an overview of the project and how it will cause a positive impact to the North County region with our continued focus on economic development.

FISCAL IMPACT:

None.

ATTACHMENT:

Spaceport Presentation

Economic Development & Diversification



A CONCEPT FOR THE FUTURE:

Paso Robles Air & Spaceport

The Paso Robles Response



Study the potential to utilize existing infrastructure and resources to create an opportunity to align with the REACH Space effort

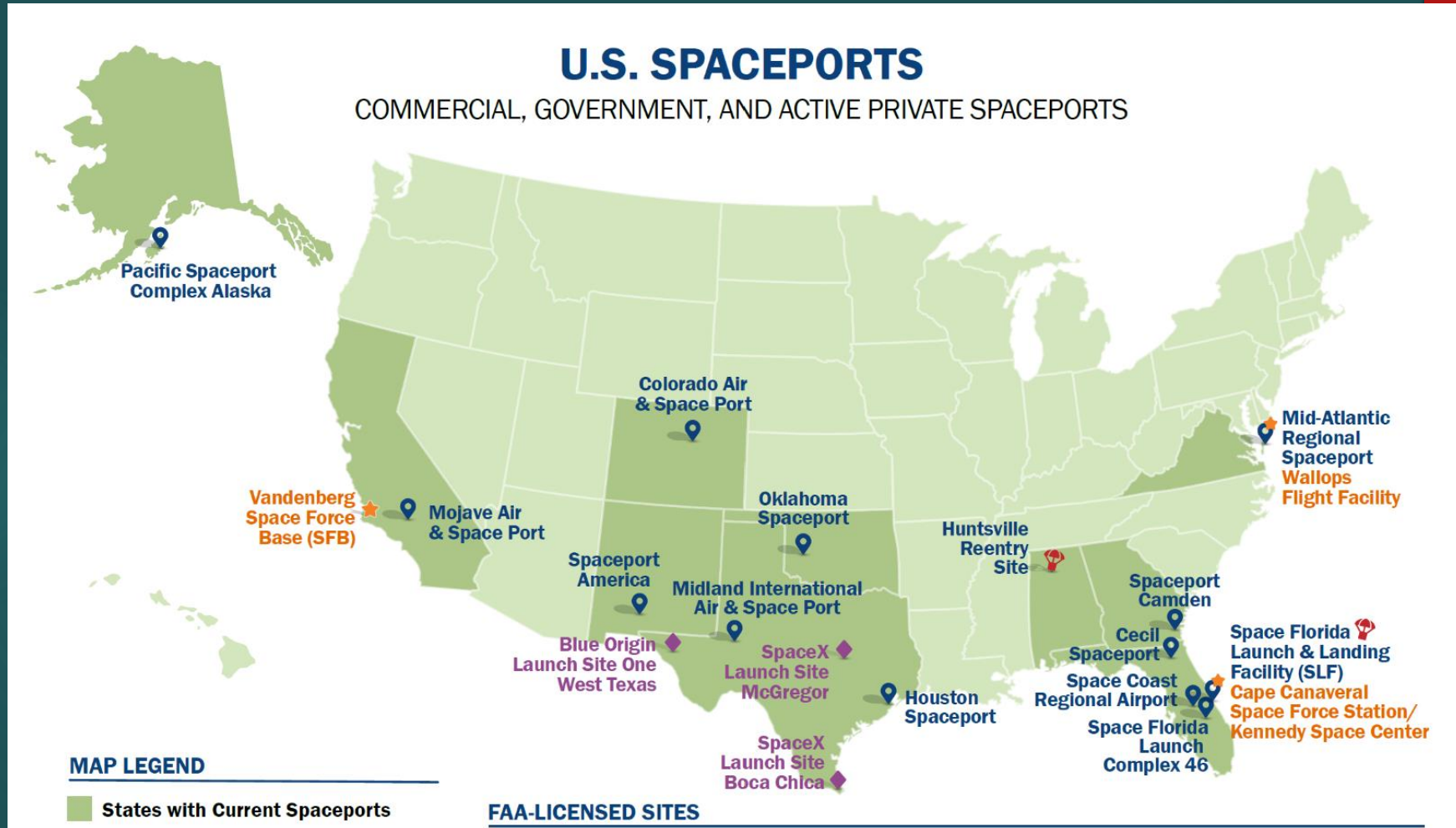


Create jobs that align with the development of the Space sector and the developing Tech Corridor



Mayors Goal : Optimize our City's potential to participate in regional development plans, specifically in the area of the growing global commercial space transportation industry

Now 14 commercial spaceports in the US





What we
are NOT
talking
about...



New Payload Delivery

Paso Robles Daily News

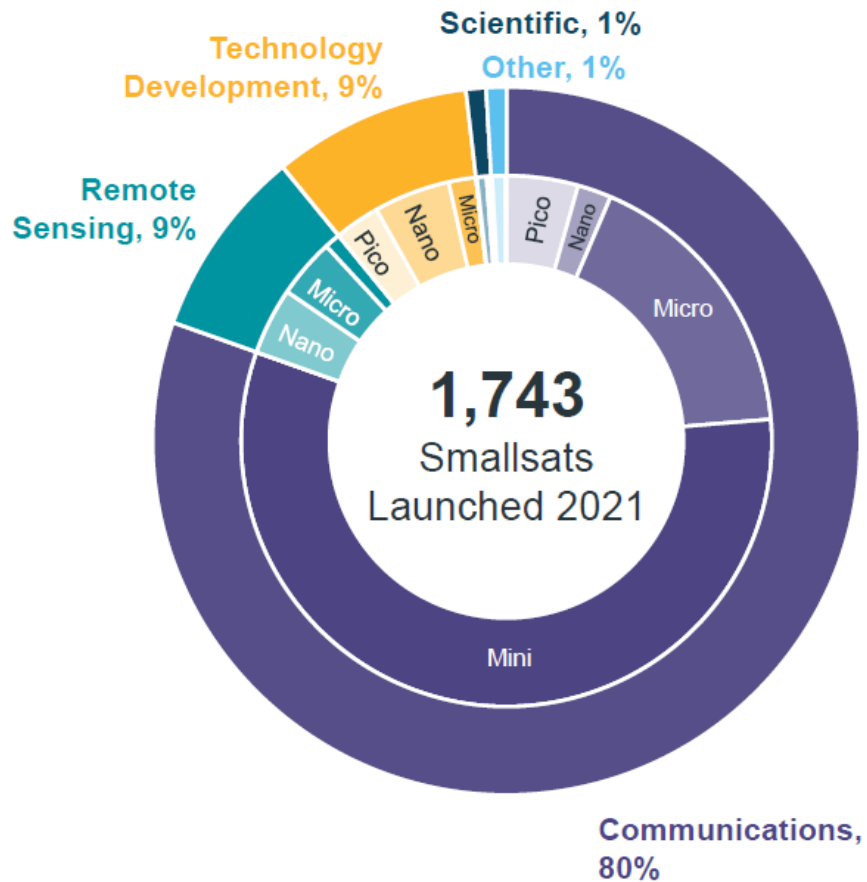
'CubeSats,' co-founded at Cal Poly, inducted into Space Technology Hall of Fame

Posted: 5:53 am, March 5, 2022 by News Staff



Cal Poly Professor John Bellardo, far right, measures a 3U satellite in the Cal Poly CubeSat Lab assisted by, from left Jordan Ticktin, a Cal Poly alumnus who works at NASA's Jet Propulsion Lab, and Ryan Luke, an electrical engineering student from Santa Maria. Cal Poly students have designed and built 12 CubeSats that were launched into space. Photo credit: Joe Johnston, Cal Poly.

2021 Smallsat Highlights



94% of spacecraft launched in 2021 = smallsats

43% of total 2021 spacecraft upmass = smallsats

37% of all smallsats in last 10 years launched in 2021 (69% 2020+2021)

80 launches in 2021 carried smallsats

6% of smallsats launched on small/micro launch vehicles in 2021

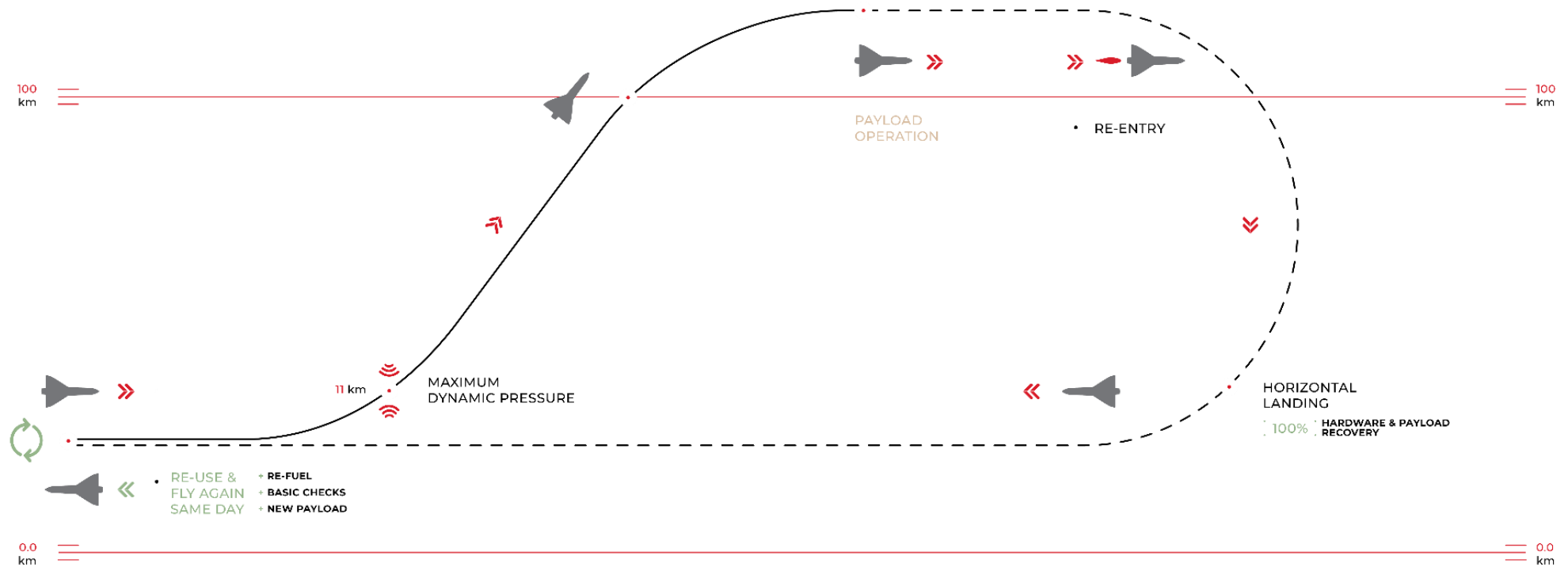
STAGE 01

PAYLOAD OPERATION

RETURN

DAWN Mk-II AURORA

operational
diagram





Getting to space is

1/3

HARDWARE

1/3

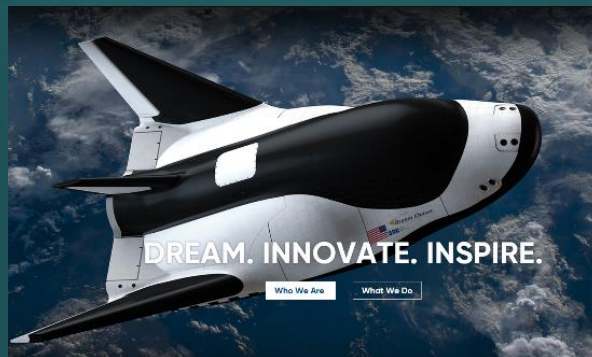
INFRASTRUCTURE

1/3

REGULATION

DAWN Mk-II AURORA

A same-day reusable suborbital technology demonstrator that addresses all three to reduce operational costs by 90% and create a new road for delivering hardware to space





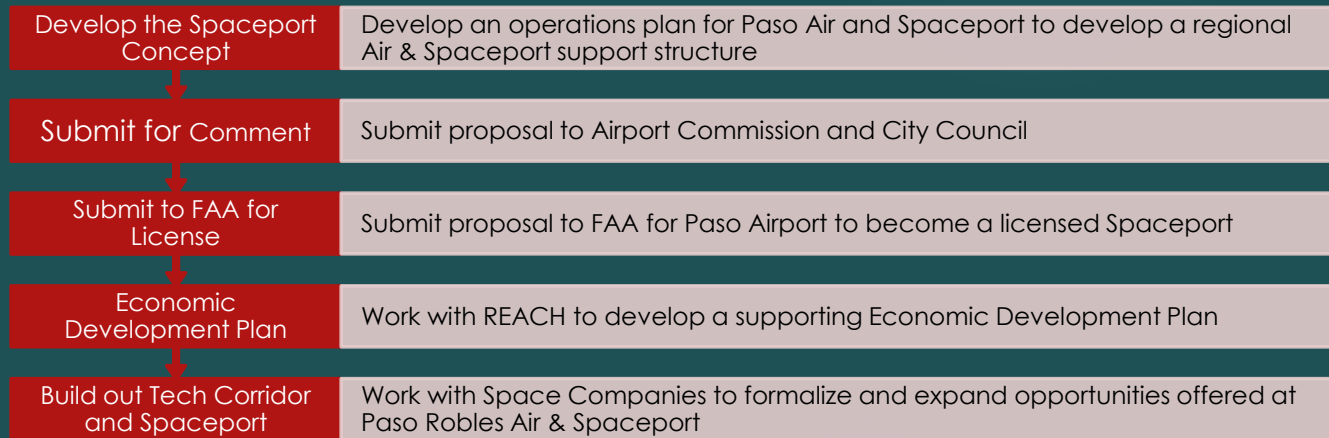


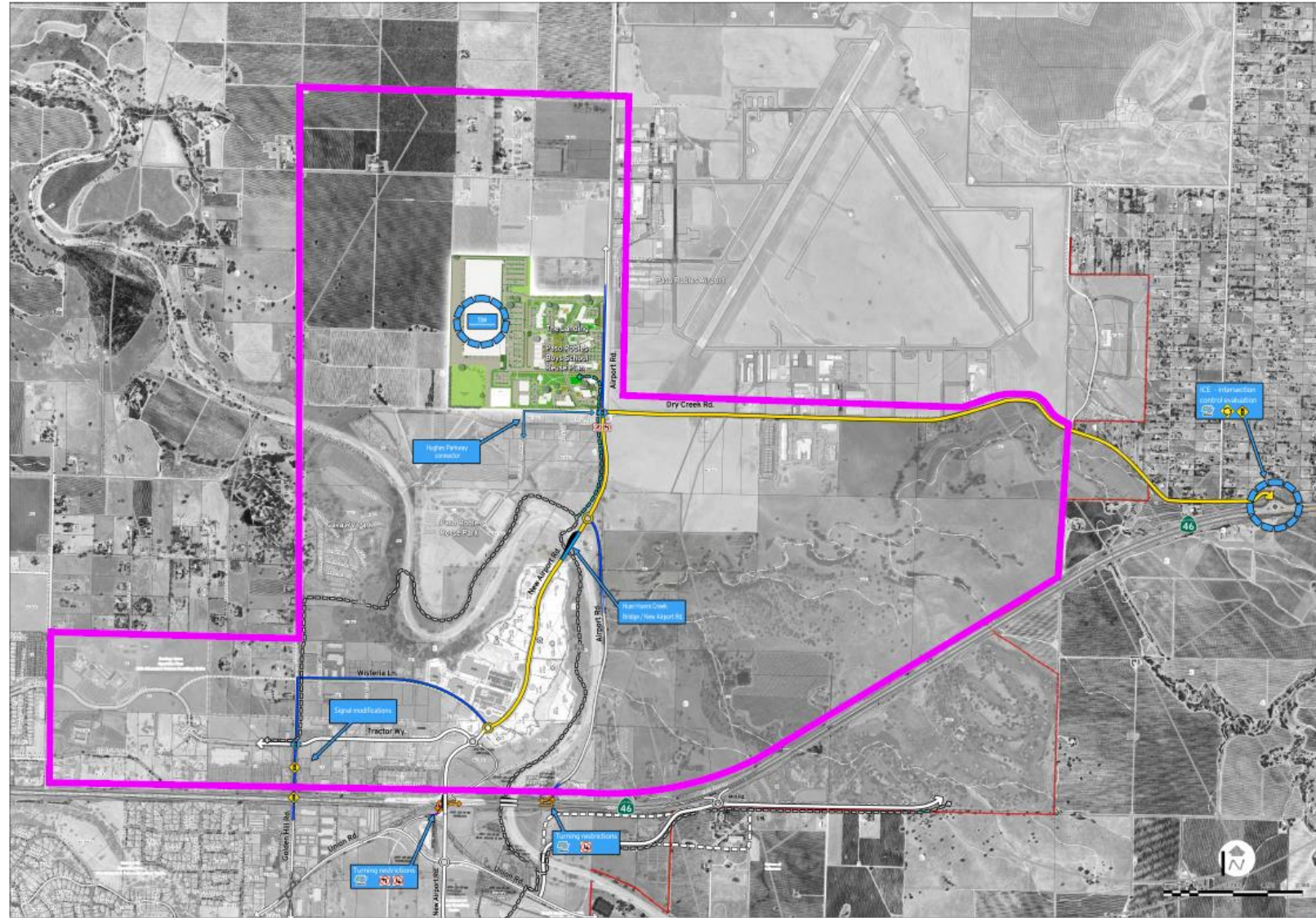






What we are working on for Paso Robles...





 Paso Tech Corridor
New Airport Road Area
11/15/21

-  Proposed Roundabout
-  46E Parallel Routes
-  Sewer and Water Mains
-  Paso Robles Tech Corridor
-  Proposed Bridge
-  Arterial Street
-  Floor 1 bike trail
-  Proposed 46E access
-  Signal modifications
-  Turn lane modifications

46 East Parallel Routes 

Letters of Intent (LOI)

WAGNER STAR INDUSTRIES



Paso Robles Daily News

Paso Robles signs letters of intent to support spaceport activities

Posted: 7:30 am, May 18, 2022 by News Staff



Mayor Martin and Jeffrey Armstrong at Cal Poly discussing new spaceport.

Partnership with Cal Poly, Stellar Explorations

PROPOSED WORKSTREAMS

FAA License Application

Part 420 License to Operate a Launch Site
Subpart A General
§ 420.1 General.
§ 420.3 Applicability.
§ 420.5 Definitions.
§§ 420.6-420.14 [Reserved]
Subpart B Criteria and Information Requirements for Obtaining a License
§ 420.15 Information requirements.
§ 420.17 Bases for issuance of a license.
§ 420.19 Launch site location review - general.
§ 420.21 Launch site location review - launch site boundary.
§ 420.23 Launch site location review - flight corridor.
§ 420.25 Launch site location review - risk analysis.
§ 420.27 Launch site location review - information requirements.
§ 420.29 Launch site location review for unproven launch vehicles.
§ 420.30 Launch site location review for permitted launch vehicles.
§ 420.31 Agreements.
§§ 420.32-420.40 [Reserved]
Subpart C License Terms and Conditions
§ 420.41 License to operate a launch site - general.
§ 420.43 Duration.
§ 420.45 Transfer of a license to operate a launch site.
§ 420.47 License modification.
§ 420.49 Compliance monitoring.

Support through:

- ✓ Aerospace Engineering Faculty
- ✓ Student Research
- ✓ Hands-on Documentation

Space Industry Ecosystem Mapping & Partnership Development



Examples thus far:

- ✓ Silicon Valley Executive Network
- ✓ European Biogas Company
- ✓ Rural Innovation Strategies
- ✓ Dr. George Nield (FAA)

Education & Workforce Development Strategy



- ✓ Workforce Needs Development
- ✓ Training Program Definition
- ✓ Cal Poly/Cuesta Integration



CAL POLY
Digital Transformation Hub

California Announces New Space Industry Task Force



- Attracting new businesses, including international businesses
- Growing California's workforce and providing more well-paying jobs
- Expanding research and development in aerospace and advanced manufacturing
- Building more testing and launch capability
- Working with California's higher education
- Creating new models for public/private cooperation

Questions



Photo credit: Jeff Johnson



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Ad Hoc Committee for Budget Cycle, Emergency Contingency and Reserves Update

RECOMMENDATION:

ATBID Board provide staff direction regarding possible assignment of an ad hoc committee for the upcoming budget cycle, contingency funds for emergencies, and clarification on financial reserves.

DISCUSSION:

The ATBID Board has expressed an interest in adding a line item to the budget that earmarks reserves, which would be termed a “contingency emergency fund.” This request also includes the need to review the ATBID budgeting process, financial terms used in budgeting, and an update of the ATBID’s financial reserves.

ATBID Reserve Policy Resolution

In April 2020, the ATBID Board created an ad hoc committee to review the emergency funds that may be needed in the future, should an emergency take place and money needs to be accessed quickly. In the April meeting, the ad hoc committee reported that they had met with Mayor Heather Moreno, City Manager Rachelle Rickard, and Finance Director Jeri Rangel to discuss the goals and course of action to allocate a pre-determined amount of the reserve funds to a contingency emergency fund. The update presented will direct a draft recommendation that will be provided to the Board for approval, and then for City Staff to take to City Council for approval.

In the ATBID meeting in May 2020, City Manager Rickard explained a Draft Resolution that would ensure the ATBID Board and the City could promptly respond to any circumstances that might affect the lodging and tourism businesses in Atascadero and would set a Reserve Policy for the ATBID. The ATBID Board voted to recommend to City Council to adopt the resolution as presented through a consent calendar action. At the June 9, 2020 City Council meeting the Council approved the resolution establishing a reserve policy for the ATBID. The Resolution is attached for reference.

For the upcoming two-year budget cycle, 2023/2024 and 2024/2025, there will be an opportunity to add a “Contingency Fund” line item for these emergencies. If an Ad Hoc Committee is assigned for the new ATBID Budget Cycle, then this is one of the budget

items that the committee can work on to establish a dollar amount for this line item and bring it back to the ATBID Board for approval.

Budgeting Review: Fund Analysis & Reserves

Every two years, the City plans the next two-year budget, 2023-2025. The planning for the next two-year budget cycle will go to Council in January 2023. At this time, we look at what was budgeted and what was actually expended over the past two years. We also estimate what we think the actual revenues and expenses will be for the current fiscal year based on revenues and expenditures to date along with expected revenues/expenditures through the end of the year. Based on the historical information, the goals of the ATBID, and the projected revenues for the upcoming two years, budget request amounts are generated.

The budget requests are the financial plan for the ATBID for the next two years. The request will have not only what revenue is expected by type of revenue, it also details out the ATBID’s plan for where its funds will be expended, whether it be for advertising, office expense, Verdin contract, etc. The budget requests should be based on the planned strategy of the ATBID for the next two years and should be carefully determined by the ATBID Board.

There will be an oral presentation by Finance Director, Jeri Rangel, that will review the steps of budgeting process, ATBID’s current Fund Balance, and any other questions the ATBID Board would like to review and discuss.

Budgeting Timeline:

Budgeting cycle kick off for 2023-2025 – City Council:	January 2023
Budget estimate worksheets to staff:	February 2023
Budget estimates due to Finance:	March 2023

Budget Terms:

Accrual Accounting: City is on an accrual accounting basis where revenue or expenses are recorded when the transaction occurs rather than when the money was exchanged. If the budget year ends June 30th, and an invoice is paid in July for services performed in March, the expense is applied to March. This means, the numbers for the fiscal year are not final on June 30th until the books are closed, which is typically in October/November.

Beginning Available Balance: This is the beginning fund balance that represents the available spendable resources of the fund. The beginning balance on the spreadsheet is moved from the “Ending Available Balance” the year prior on the fund analysis spreadsheet. Remember that because the ATBID is on the accrual basis of accounting, the financial year will not be closed and so the Beginning Fund Balance for the upcoming budget year will be an estimated number.

Ending Fund Balance (Reserves): The ending fund balance represents the available spendable resources at the end of the year. This is the net of the “Beginning Fund Balance” plus the actual revenues earned less the actual amount spent. On the Fund Analysis spreadsheet, this is the “Ending Available Balance” that is carried over to the Beginning Available Balance for the following year. Think of this as your piggy bank or the amount that you own.

Budget: Budget is your financial plan for the year. Government funds require a budget/financial plan and state regulations do not allow you to spend more than you have planned to spend in the adopted budget without it being approved by the City Council in a public meeting. While the ATBID can recommend any number that they are comfortable with in their Budget Request, once the Council adopts the Budget Request, any increases to that total number must be approved by the City Council prior to actually spending the funds.

Contingency: A specific expenditure line item in the budget, similar to Office Expenses, Advertising, etc. The difference is a contingency is a planned expenditure for something unknown.

Budgeted Column on Fund Analysis Worksheet: The amount that is budgeted and approved by City Council as the official working budget (typically for the current fiscal year).

Estimated Column on Fund Balance Worksheet: What we are thinking what our actual will be for the current fiscal year based on the information that we have available to us on the day that we print the Fund Analysis.

Requested Column on Fund Balance Worksheet: These are the amounts that the ATBID is recommending as their fiscal plan/budget for the City Council to adopt. These are the amounts that are typically adopted as the formal budget.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. City Council June 9, 2020 ATBID Reserve Policy Staff Report
2. ATBID Reserve Policy Resolution
3. ATBID Fund Analysis
4. Excerpt from 20-21 City Audited Financial Statements for ATBID Fund



Atascadero City Council

Staff Report – Administrative Services Department

Mid-Cycle Budget Revisions for the Atascadero Tourism Business Improvement District

RECOMMENDATION:

The Atascadero Tourism Business Improvement District Board recommends Council:

Adopt Draft Resolution establishing a Reserve Policy for the Atascadero Tourism Business Improvement District.

DISCUSSION:

The Atascadero Tourism Business Improvement District (ATBID) Board formed an Ad Hoc Committee to discuss the goals and course of action to allocate a pre-determined amount of ATBID reserve funds to a contingency emergency fund.

It is the ATBID Board's desire to be able to respond quickly in the event of a natural or fiscal emergency or other significant event. The City Council has the sole authority to authorize the budget of all funds under the City's care, and adopts a budget for the ATBID fund every two years along with the City's budget cycle. At any time in the interim, the City Council may increase the ATBID budget to respond to emergency situations. The ATBID Board wants assurance that the City will respond quickly; if necessary freeing ATBID reserves, in incidents that are expected to have a significant effect on tourism.

Adoption of the attached Draft Resolution would ensure that the ATBID Board and City have the ability to promptly respond to any circumstances that might affect the lodging and tourism businesses in Atascadero and sets the Reserve Policy for the ATBID. The Reserve Policy would require that the fund reserve levels:

- be evaluated during the two-year budget cycle process
- have no upper limit
- have a lower limit of 20% of budgeted ATBID expenditures

In the event of an emergency, the ATBID reserve level may fall below the lower limit as long as within six months of the event, the ATBID Board adopts a long-term plan to bring the reserve level back up.

The Draft Resolution also pledges that the City Council will act quickly and with urgency in the event of natural, fiscal or other emergencies affecting tourism in Atascadero.

FISCAL IMPACT:

None.

ATTACHMENT:

Draft Resolution – Establishing a Reserve Policy for the Atascadero Tourism Business Improvement District

RESOLUTION NO. 2020-034

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
ATASCADERO, CALIFORNIA, ESTABLISHING A RESERVE POLICY
FOR THE ATASCADERO TOURISM BUSINESS
IMPROVEMENT DISTRICT**

WHEREAS, reserves are a function of revenues, expenses and remaining fund balances; and

WHEREAS, fiscal stability is a critical factor in the overall health and sustainability of the Atascadero Tourism Business Improvement District (ATBID); and

WHEREAS, sound financial management includes the practice and discipline of maintaining adequate reserve funds; and

WHEREAS, it is ATBID's desire to maintain a sufficient level of reserve funds to provide for the continuation of ATBID operations in the event of natural or fiscal emergencies or other significant event; and

WHEREAS, the prudent level of reserves is not a static number or percentage of ATBID expenditures, but instead is a function of the economic climate, exposure to risk, and cash flow needs; and

WHEREAS, the City Council may increase the ATBID budget to respond to natural or fiscal emergencies or other significant events affecting, or potentially affecting, lodging and tourism businesses; and

WHEREAS, the City Council desires that the ATBID has the ability to promptly anticipate and/or quickly respond to events or circumstances that may or will affect lodging and tourism businesses; and

WHEREAS, the ATBID Board has requested assurance that in the event of a natural or fiscal emergency, or other significant event, the City will do all within its power to insure in that the ATBID has access to all of its funds on hand if necessary.

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

SECTION 1. Reserves should be evaluated, funding goals considered and the accumulation and/or expenditure of reserves determined as part of adoption of the biennial budget.

SECTION 2. As part of the biennial budget process, three key measurements should be evaluated both independently and in conjunction with one another to determine the prudent level of ATBID Fund Reserves for that two-year budget cycle:

1. State of the economy
2. Cash flow needs
3. Costs of potential natural disasters and emergencies or other significant events

SECTION 3. There shall be no upper limit on the amount of ATBID Fund Reserve; rather reserve levels shall be set based on the criteria set in Section 2. The lower limit should be no less than 20% of budgeted ATBID expenditures

SECTION 4. In the event of natural or fiscal emergencies or other significant events, the City Council will act quickly and with urgency to address ATBID budget concerns so that the ATBID Board has the ability to promptly anticipate and/or quickly respond to such events.

SECTION 5. In the event of natural or fiscal emergencies or other significant events, the ATBID Fund Reserve level may fall below the lower limit of 20% of budgeted ATBID expenditures; however, within 6 months of the declared emergency, the ATBID Board shall adopt a long-term financial plan to bring the ATBID Fund Reserves up to the minimum level prescribed above.

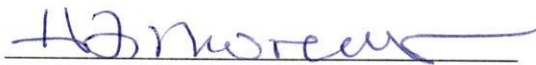
SECTION 6. The City Manager and Director of Administrative Services are hereby authorized and directed to implement the policy hereby established.

PASSED AND ADOPTED at a regular meeting of the City Council held on the 9th day of June, 2020.

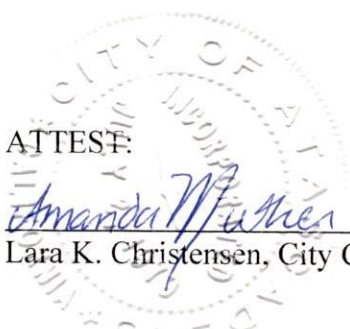
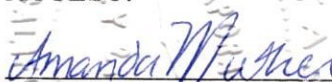
On motion by Council Member Fonzi and seconded by Council Member Funk, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

AYES: Council Members Bourbeau, Fonzi, Funk, Newsom and Mayor Moreno
NOES: None
ABSENT: None
ABSTAIN: None

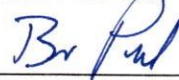
CITY OF ATASCADERO


Heather Moreno, Mayor

ATTEST:



for Lara K. Christensen, City Clerk

APPROVED AS TO FORM:


Brian Pierik, City Attorney

FUND ANALYSIS
Atascadero Tourism Business Improvement District (ATBID) Fund

ITEM NUMBER: B-2
 DATE 09/21/22
 ATTACHMENT: 3

FUND 235 **TYPE**
Special Revenue

	<u>2018-2019</u> <u>ACTUAL</u>	<u>2019-2020</u> <u>ACTUAL</u>	<u>2020-2021</u> <u>BUDGETED</u>	<u>2020-2021</u> <u>ESTIMATED</u>	<u>2021-2022</u> <u>REQUESTED</u>	<u>2022-2023</u> <u>REQUESTED</u>
<u>REVENUES</u>						
Taxes and Assessments	\$ 278,184	\$ 224,608	\$ 326,770	\$ 248,780	\$ 292,320	\$ 298,170
Fines and Forfeitures	-	133	-	-	-	-
Revenue From Use of Money	9,631	10,721	4,670	5,150	6,950	6,640
Total Revenues	<u>287,815</u>	<u>235,462</u>	<u>331,440</u>	<u>253,930</u>	<u>299,270</u>	<u>304,810</u>
<u>EXPENSES</u>						
Operations	<u>(325,408)</u>	<u>(242,881)</u>	<u>(316,450)</u>	<u>(177,740)</u>	<u>(308,540)</u>	<u>(313,620)</u>
Total Expenses	<u>(325,408)</u>	<u>(242,881)</u>	<u>(316,450)</u>	<u>(177,740)</u>	<u>(308,540)</u>	<u>(313,620)</u>
Net Income	(37,593)	(7,419)	14,990	76,190	(9,270)	(8,810)
BEGINNING AVAILABLE BALANCE	<u>318,679</u>	<u>281,086</u>	<u>256,830</u>	<u>273,670</u>	<u>349,860</u>	<u>340,590</u>
ENDING AVAILABLE BALANCE	<u><u>\$ 281,086</u></u>	<u><u>\$ 273,667</u></u>	<u><u>\$ 271,820</u></u>	<u><u>\$ 349,860</u></u>	<u><u>\$ 340,590</u></u>	<u><u>\$ 331,780</u></u>

CITY OF ATASCADERO

ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT FUND
SCHEDULE OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
BUDGET AND ACTUAL
For the Fiscal Year Ended June 30, 2021

ITEM NUMBER: B-2
DATE 09/21/22
ATTACHMENT: 4

	Budget		Actual Amounts	Variance with Final Budget Positive (Negative)
	Original	Final		
Revenues:				
Tourism assessments	\$ 326,770	\$ 326,770	\$ 277,287	\$ (49,483)
Interest income	4,670	4,670	2,027	(2,643)
Total revenues	<u>331,440</u>	<u>331,440</u>	<u>279,314</u>	<u>(52,126)</u>
Expenditures:				
Office expense	1,000	1,000	-	1,000
Advertising	160,000	160,000	43,142	116,858
Operating Supplies	500	500	-	500
Contract services	151,250	151,250	106,295	44,955
Professional Development	430	430	-	430
Administration	3,270	3,270	2,774	496
Total expenditures	<u>316,450</u>	<u>316,450</u>	<u>152,211</u>	<u>164,239</u>
Net change in fund balance	<u>\$ 14,990</u>	<u>\$ 14,990</u>	127,103	<u>\$ 112,113</u>
Fund balance, June 30, 2020			<u>273,667</u>	
Fund balance, June 30, 2021			<u>\$ 400,770</u>	



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 ATBID summary and expenditure report shows the expenditures that have been submitted through August 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 is also included for 2022-2023, showing the budget details for the year ahead. In addition, the Tourism TOT Report is included showing the TOT revenues to date.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Summary FY 21-22
2. ATBID Expenditure Detail Report 21-22
3. ATBID Verdin Marketing Budget & Expenditure Report 22-23
4. Tourism TOT Report (8.5.22)

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND 235 TYPE
Special Revenue

	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL 6/30/2021	ACTUAL 6/30/2022*	YTD ACTUAL* 2022-2023 through 07/31/2022	BUDGETED 2022-2023
REVENUES							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,110	\$ -	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	918	-	-
46110.0000 Investment Earnings	1,580	9,631	10,720	2,027	-	-	6,640
Total Revenue	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>410,028</u>	<u>-</u>	<u>304,810</u>
EXPENSES							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	3,798	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	2,292	145,000
6600000 Professional Development	425	425	-	-	731	-	450
6740000 Business Development	3,000	-	-	-	-	-	-
6900000 Administration	2,753	2,782	2,246	2,774	4,100	-	2,920
Total Expenses	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,211</u>	<u>275,898</u>	<u>6,090</u>	<u>313,620</u>
NET INCOME/(LOSS)	(46,761)	(37,593)	(7,419)	127,103	134,130	(6,090)	(8,810)
BEGINNING AVAILABLE BALANCE	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>534,900</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 534,900</u>	<u>\$ 528,810</u>	<u>\$ 248,020</u>

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

** Contract Services
Administrative Services Fee

\$ 2,292
\$ 2,292

expdetl.rpt
 09/07/2022 10:26AM
 Periods: 0 through 1

Expenditure Detail Report

ITEM NUMBER: B-3
 DATE: 09/21/22
 ATTACHMENT: 2

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

235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
 0000 Atascadero Tourism Bus Improv Dist

<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
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
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
7/1/2022 po PO 02501				100,000.00		
Line Description: DESTINATION MARKETING SERVICES				100,000.00		
Vendor: 06479 VERDIN Check # 0				100,000.00		
7/1/2022 ap IN 13719		47.95				
Line Description: SECURE WEB HOSTING		47.95				
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171724		47.95				
0000.6077025 Digital Media Advertising	0.00	47.95	47.95	100,000.00	-100,047.95	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				18,000.00		
Line Description: DESTINATION MARKETING SERVICES				18,000.00		
Vendor: 06479 VERDIN Check # 0				18,000.00		
7/1/2022 ap IN 220072		3,750.00				
Line Description: 2022 SPONSORSHIP		3,750.00				
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586		3,750.00				
0000.6077060 Advertising	0.00	3,750.00	3,750.00	18,000.00	-21,750.00	0.00
Total Advertising	165,000.00	3,797.95	3,797.95	118,000.00	43,202.05	73.82
0000.6400000 Operating Supplies						

expdetl.rpt
 09/07/2022 10:26AM
 Periods: 0 through 1

Expenditure Detail Report

ITEM NUMBER: B-3
 DATE 09/21/22
 ATTACHMENT: 2

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

235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
 0000 Atascadero Tourism Bus Improv Dist

<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>
Total Operating Supplies		0.00	0.00			
0000.6500000 Contract Services						
0000.6500000 Contract Services	145,000.00	0.00	0.00	0.00	145,000.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				82,000.00		
Line Description: DESTINATION MARKETING SERVICES				235		
Vendor: 06479 VERDIN Check # 0						
0000.6501125 Promotions Consultants	0.00	0.00	0.00	82,000.00	-82,000.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 je GJ JE23 07-04		2,291.67				
Line Description: ATBID Admin Service Fee - July						
0000.6509010 Other Professional Services	0.00	2,291.67	2,291.67	0.00	-2,291.67	0.00
Total Contract Services	145,000.00	2,291.67	2,291.67	82,000.00	60,708.33	58.13
0000.6600000 Professional Development						
0000.6600000 Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
Total Professional Development	450.00	0.00	0.00	0.00	450.00	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	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Department Service Charges	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Atascadero Tourism Bus Improv Dist	313,620.00	6,089.62	6,089.62	200,000.00	107,530.38	65.71
Grand Total	313,620.00	6,089.62	6,089.62	200,000.00	107,530.38	65.71

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE
ATTACHMENT:

B-3
09/21/22
3



Detailed Spending

	Budget	Actual Jul	Actual 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	\$902	\$2,003	\$2,000	\$1,895	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$2,000	\$2,000	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$2,810	-	-	-	-	-	-	-	-	-	\$5,000	\$0
Creative Development	\$36,000	\$2,615	\$2,565	\$6,000	\$5,820	\$2,000	\$5,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$1,000	\$1,990	-	\$500	-	-	\$500	-	-	\$500	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,605	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$1,007	\$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	-	\$345	\$1,155	-	\$1,000	-	-	\$1,500	-	-	\$1,000	-	\$5,000	\$0
Media Planning	\$4,200	\$330	\$375	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$345	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$12,000	\$12,000	\$12,000	\$5,000	\$5,000	\$10,500	\$12,000	\$12,000	\$10,500	\$6,037	\$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	\$8,033	\$9,952	\$27,922	\$24,655	\$19,750	\$15,250	\$11,750	\$18,750	\$19,250	\$18,750	\$18,450	\$13,487	\$205,999	
Added Value			\$930											\$930	

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	\$ 624,234.50	\$ 498,063.24	\$ 362,957.30	\$ 558,570.80	\$ 2,043,825.84