



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, February 15, 2023 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.

1. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – January 18, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the January 18, 2023 meeting. [City Staff]

2. BUSINESS ITEMS:

1. 2023-2025 Budget Preparation

- Recommendation: ATBID Board receive and file 2023-2025 Budget process and timeline for the TBID 2023-2025 Budget. [City Staff]
- Fiscal Impact: None.

2. Central Coast Craft Beer Festival Update

- Recommendation: ATBID Board receive and file Central Coast Brewers Consortium's event update for March 25, 2023. [Central Coast Brewers Consortium]
- Fiscal Impact: None.

3. Visit SLO CAL Pinterest Co-op Opportunity

- Recommendation: ATBID Board to review and provide direction on the Visit SLO CAL Co-op opportunity for Pinterest. [Verdin Marketing]
- Fiscal Impact: Up to \$15,000.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the budget overview and monthly report. [City/Verdin]
- Fiscal Impact: None.

5. IPW 2023 Participation and Delegation

- Recommendation: ATBID Board review and provide staff direction regarding possible participation in the 2023 IPW by sending a delegation to the conference.
- Fiscal Impact: Up to \$8,000.

3. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. ATBID Marketing Update. [Verdin Marketing]
3. City business and administrative update. [City Manager's Office]

4. BOARD MEMBER COMMENTS:

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

1. Ad Hoc Committee Budget Update. (March)
2. California Mid-State Fair Sponsorship Proposal. (March)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (April)
4. Quarterly Marketing Report. (April)
5. Visit SLO CAL TMD Board Appointment for Atascadero (May).
6. 2023-2024 ATBID Annual Assessment. (May)
7. Marketing Services Contract Renewal. (May)
8. New event sponsorship opportunity presentation by City. (August)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, January 18, 2023 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 2:35 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 Dean James, and Marketing Consultant Ashlee Akers

APPROVAL OF AGENDA:

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

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.

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 – October 19, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 19, 2022 meeting. [City Staff]

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

B. BUSINESS ITEMS:

1. Garagiste Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendation: ATBID Board:
 1. Receive and file recap of marketing results from the November 2022 Garagiste Festival.
 2. Provide staff direction on the sponsorship renewal request for the November 2023 Garagiste Festival. [Garagiste]
- Fiscal Impact: Up to \$7,500.

Stewart Stemhead with the Garagiste Festival presented this item and answered questions from the Board.

The Board thanked Mr. Stemhead for his organizational work and for another successful festival. The Board asked Mr. Stemhead how the ATBID can best partner with Garagiste to increase attendance and dollars spent in Atascadero lodging and entertainment. Mr. Stemhead reiterated the Garagiste Festival's desire to maintain the event at an intentionally smaller size but agreed that the festival and ATBID stakeholders will continue to work together for successful festivals in the future. The Board suggested the Colony Park Community Center as a possible location for large indoor gatherings, as required by the Garagiste Festival, and Deputy City Manager Banish noted that she would explore this possibility.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to sponsor the 2023 Garagiste Festival at the requested amount of \$7,500.
Motion passed 5:0 by a roll call vote.

2. Atascadero Fall Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendation: ATBID Board:
 1. Receive and file recap of marketing results from the November 2022 Atascadero Fall Festival.

2. Provide staff direction on sponsorship request for the November 2023 Fall Festival. [City/En Fuego Events]
 - Fiscal Impact: Up to \$20,000.

Andres Nuno with En Fuego Events presented this item and answered questions from the Board.

The Board thanked Mr. Nuno for consistently administering successful and professional events in the downtown area. The Board discussed some resident concerns regarding the Fall Festival and related events, including accessibility, parking, and impact to downtown merchants. Deputy City Manager Banish reminded the Board that the City diligently contacts merchants well in advance of events to inform them of potential business impacts and to encourage later hours to attract foot traffic from the events. Deputy City Manager Banish also discussed the infeasibility of a shuttle system. Mr. Nuno will continue strengthening the accessibility of this event and any other En Fuego events in the future.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Jessica Sohi.

Chairperson Harden closed public comment.

MOTION: By Board Member Sohi and seconded by Board Member O'Malley to sponsor the 2023 Fall Festival at the requested amount of \$20,000.

Motion passed 5:0 by a roll call vote.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin Marketing's quarterly marketing report for Q2 2022. [Verdin]
- Fiscal Impact: None.

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

Ms. Akers discussed the details of the marketing report with the Board, including trends in tourism, occupancy, spending, and otherwise.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the budget overview and monthly report. [City/Verdin]
- Fiscal Impact: None.

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

Deputy City Manager Banish reminded the Board of the cyclical nature of Transient Occupancy Tax revenue, as demonstrated by the current downturn after previously record-breaking tax revenue.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

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 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. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (February)
2. Ad Hoc Committee Budget Update. (March/April)
3. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
4. New event sponsorship opportunity presentation by City. (June)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:46 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



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

2023-2025 Budget Preparation

RECOMMENDATION:

ATBID Board review process for preparation of the budgets for fiscal years 2023-2024 and 2024-2025.

DISCUSSION:

The City of Atascadero has a comprehensive approach to budget development and adopts a two-year financial budget. Public engagement is an important part of this process. The Advisory Board may make recommendations to staff on the preparation of the two-year budget for the Atascadero Tourism Business Improvement District. As the City's elected governing board, the City Council makes the final decisions on adoption of the two-year budget.

The process begins in January when the Council reviews the City's audited financial statements for the most recently closed fiscal year. The Council then holds a Strategic Planning or Goal Setting workshop in February. With input from the community, the Council identifies the goals and priorities for the next two years. These priorities form the basis of the draft budget.

During February and early March, detailed budgets are developed, including the budget for the Atascadero Tourism Business Improvement District. Each section of the citywide budget is reviewed in detail at well-publicized, publicly-held Finance Committee meetings. There are six Finance Committee meetings during April and May to review the citywide budget and receive input from the public.

Once all of the input is incorporated into the draft citywide budget, the City Council reviews and adopts the budget at their publicly-held meeting in June.

FISCAL IMPACT:

None

ATTACHMENT:

None



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B-2
02/15/23

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

Staff Report

Central Coast Craft Beer Festival Update

RECOMMENDATION:

ATBID Board receive and file Central Coast Brewers Consortium's event update for March 25, 2023.

DISCUSSION:

At the April 20, 2022 ATBID Board Meeting, the Central Coast Brewers Consortium presented the event recap and a 2023 sponsorship request for the Central Coast Craft Beer Fest. Following the presentation, the Board moved to approve a \$5,000 sponsorship of the 2023 Central Coast Craft Beer Fest.

The Central Coast Craft Beer Fest planning presentation will provide an update of the event and what to expect on March 25, 2023.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit SLO CAL Pinterest Co-op Opportunity

RECOMMENDATION:

ATBID Board to review and provide direction on the Visit SLO CAL co-op opportunity for Pinterest.

DISCUSSION:

Visit SLO CAL is developing a Pinterest Campaign Platform that will include a custom interface featuring participating destinations across the SLO CAL area. There is an opportunity for each of the destinations to participate in this platform, which is not something ATBID would be able to do on its own. People dream and plan in Pinterest and we are definitely ready to evolve into this channel. This would also open up additional advertising opportunities for ATBID next year. Overall, this would be a welcomed addition to include Pinterest in our overall social media strategy. An answer to SLO CAL's offer is required by February 15.

Summary of what we would need to do before participating in the co-op:

- Create and establish a Pinterest Account for Visit Atascadero. We currently don't have this budgeted in our social plan for this fiscal year, so additional budget would be needed to develop this, including organic content (image posts, photography, etc.)
- An additional budget would be set up to manage and maintain the pin boards and page. The recommendation is a minimum of 10-15 boards. We can theme them by family, outdoors, shopping, culinary, etc.
- Once we have Pinterest in place, this co-op will be a great content builder and a popular place to be seen.

FISCAL IMPACT:

Up to \$15,000 set up fee, management & annual advertising co-op fee.

ATTACHMENTS:

1. Visit SLO CAL Pinterest Co-op Presentation
2. Visit SLO CAL Participation Agreement
3. Verdin Pinterest Account Set-up & Management

Pinterest Co-Op

Leveraging Buying Power



Proposed Approach

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1



Development of a custom Pinterest extension campaign providing:

- Development & deployment of a custom interface featuring participating destinations across SLO CAL
- Pinterest Asset Development
 - Pins used to run in the creative campaign will be made available for use in individual partner Pinterest Programs
 - Customized assets developed featuring destination product, events or specific offerings
- Increased exposure of participating destinations within the SLO CAL Pinterest media investment

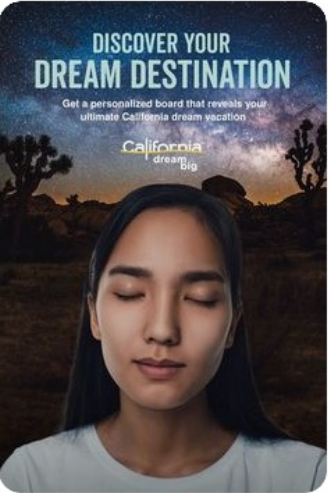
Visit California

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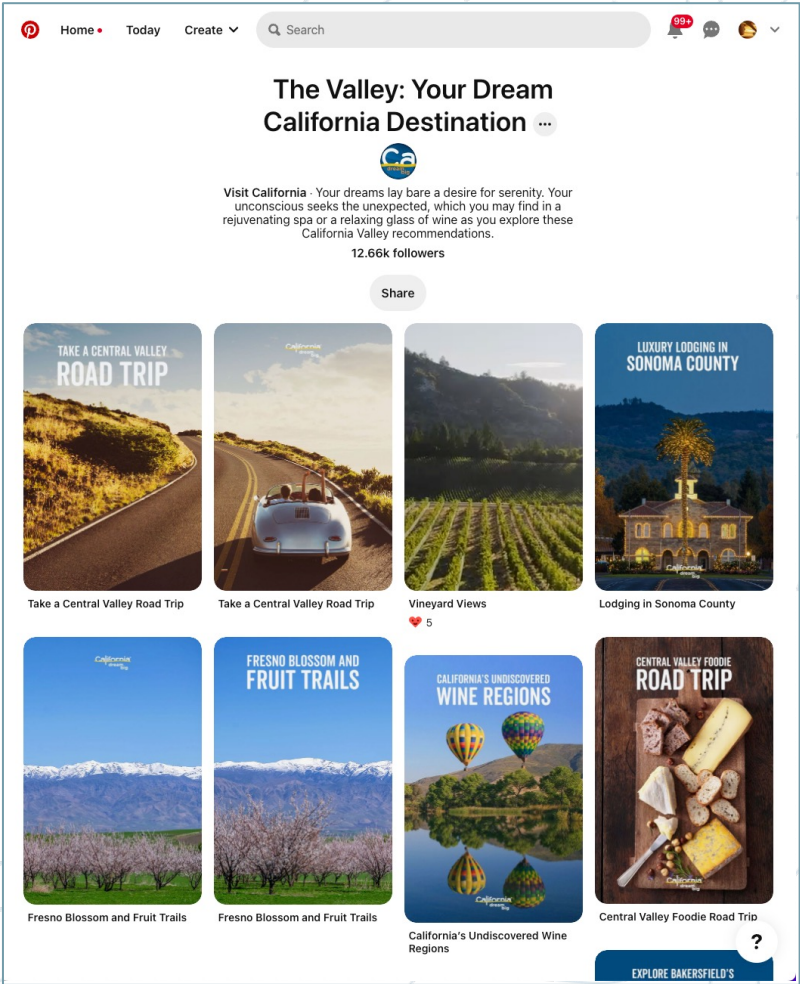
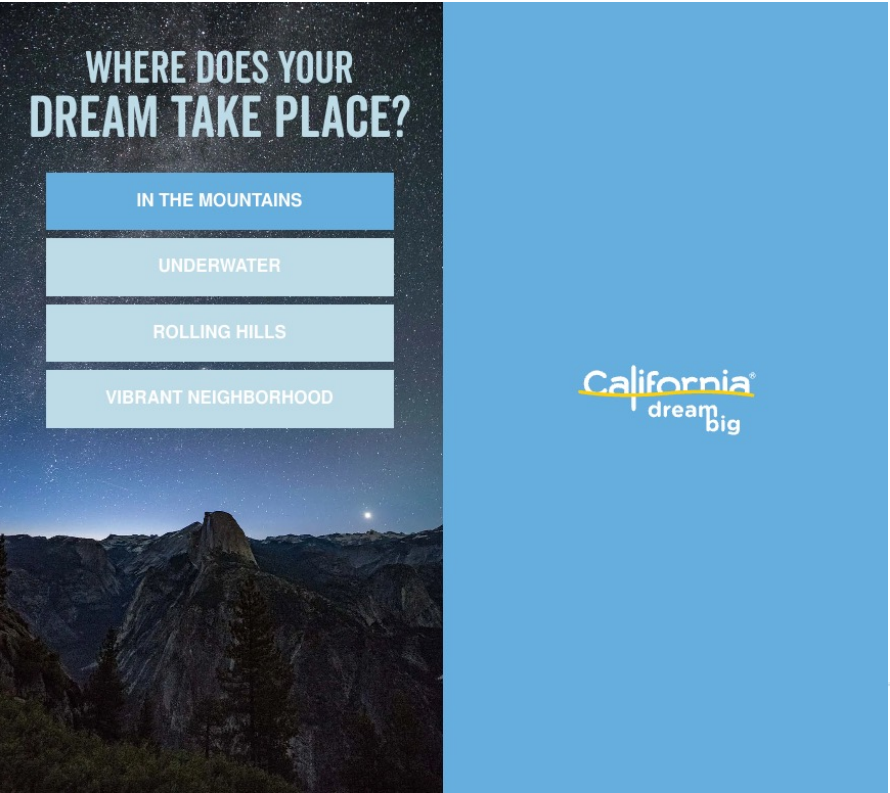
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Pin > Quiz > Curated Pin Board



Where are your dreams taking you?





Pin > Quiz > Web-based Itinerary



Entdecke die Schweiz diesen Herbst.

Mach mit bei unserem Quiz und stelle dir deine perfekte Reiseroute zusammen.

LOS GEHT'S

Wie wirst du diesen Herbst die Schweiz entdecken?



Gestalte deine perfekte Reise in den Schweizer Herbst.

MACH DAS QUIZ →



mit dem Zug


mit dem Auto

Wie würdest du die Schweiz am liebsten bereisen?


wähle aus

mit dem Schiff

mit der Seilbahn



Menü



Herbst

DIESEN HERBST AKTUELL FÜR SIE AUSGEWÄHLT HERBSTGESCHICHTEN

Wenn sich das Laub bunt färbt, Weinfeste stattfinden und saisonale Spezialitäten wie Kürbis und Marroni auf den Tisch kommen, dann hält der Herbst Einzug. Jetzt ist auch das Wandern besonders schön. Milde Temperaturen und der Blick über den Nebel locken Wanderer in die Berge. Entdecken Sie die farbenprächtigste Jahreszeit der Schweiz.

coop swica

Diesen Herbst aktuell

Co-Op Structure

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Partners Receive

- Increased exposure within the Visit SLO CAL media campaign
- Suite of custom Pinterest assets
- Increased alignment with Cross Visitation

SLO CAL Provides

- Platform development
- Paid Media Support
- Asset Development & Delivery
- Creative asset templates

Pinterest Co: Op Structure

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Option 1

Investment Level: \$10K
Pinterest Asset Suite:

- 2 Video Pins
- 10 Standard Pins
- 2 Traffic Driving Pins
- 3 Customizable Pin Templates
- Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates

Option 2

Investment Level: \$5K
Pinterest Asset Suite:

- 1 Video Pin
- 5 Standard Pins
- 1 Traffic Driving Pin
- 3 Customizable Pin Templates
- Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates



VISIT SLO CAL 2022 PINTERST CO-OP

ITEM NUMBER: B-3
DATE: 02/15/23
ATTACHMENT: 2

VISIT SLO CAL will be developing a Pinterest Campaign Platform which will feature a custom interface featuring participating destinations across SLO CAL. This campaign will provide Pinterest Asset Development featuring customized assets developed to feature individual destination product, events or specific offerings and allow for increased exposure of co-op partners.



OPTION 1: \$10K PINTEREST ASSET SUITE

- 2 Video Pins
- 10 Standard Pins
- 2 Traffic Driving Pins
- 3 Customizable Pin Templates
- Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates



OPTION 2: \$5K PINTEREST ASSET SUITE

- 1 Video Pin
- 5 Standard Pins
- 1 Traffic Driving Pin
- 3 Customizable Pin Templates
- Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates

SLO CAL will provide platform development, paid media support, asset development and delivery, as well as creative asset templates. In addition to increased exposure within the Visit SLO CAL media campaign, participating partners will also receive a suite of custom Pinterest assets, and increased alignment with cross-visitation.

All contracts/LOAs will be issued through Visit SLO CAL and funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: _____

Name & Title: _____

Signature: _____ Date: _____

February 9, 2023

Visit Atascadero

ITEM NUMBER:

B-3

DATE:

02/15/23

ATTACHMENT:

3

Proposal for Social Media Services

Development of Pinterest Channel

Travelers dream and plan using Pinterest, and Visit Atascadero is ready to include this channel in the overall owned media mix. This opportunity reaches new audiences and opens up additional advertising tactics for future years. Verdin recommends the development of a Pinterest which would include the below services:

- Development of a Pinterest account
- Curating photography assets
- 10-15 thematic pins (family, culinary, outdoors, etc.)
- Social media implementation
- Monitoring and reporting

TOTAL

\$5,000



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview and Monthly Report

RECOMMENDATION:

ATBID Board receive and file the budget overview and monthly report.

DISCUSSION:

The ATBID summary and expenditure report shows the expenditures that have been submitted through December 2022. FY 2022 is now finalized.

The ATBID/Verdin Marketing expenditure report is also included for 2022-2023, showing the budget details for the year ahead. In addition, the transient occupancy tax (TOT) report is included showing the TOT revenues to date.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Summary FY 22-23
2. ATBID Expenditure Detail Report FY 22-23
3. ATBID Verdin Marketing Budget and Expenditure Report FY 22-23
4. Tourism Report – Transient Occupancy Tax Revenues (2.02.23)

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 12/31/2022	BUDGETED 2022-2023
REVENUES							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 224,841	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	558	-
46110.0000 Investment Earnings	1,580	9,631	10,720	2,027	(11,341)	-	6,640
Total Revenue	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>399,244</u>	<u>225,398</u>	<u>304,810</u>
EXPENSES							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	53,406	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	70,386	145,000
6600000 Professional Development	425	425	-	-	731	-	450
6740000 Business Development	3,000	-	-	-	-	-	-
6900000 Administration	2,753	2,782	2,246	2,774	4,106	2,254	2,920
Total Expenses	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,211</u>	<u>275,903</u>	<u>126,046</u>	<u>313,620</u>
NET INCOME/(LOSS)	(46,761)	(37,593)	(7,419)	127,103	123,341	99,353	(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>524,111</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>\$ 524,111</u>	<u>\$ 623,463</u>	<u>\$ 248,020</u>

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

** Contract Services	
Special Events	
Atascadero Fall Festival Sponsorship 2022	\$ 10,000
Destination Marketing Services	46,636
Administrative Services Fee	13,750
	<u>\$ 70,386</u>

expdetl.rpt
 02/02/2023 2:59PM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 12/31/2022

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				025		
Vendor: 06479 VERDIN Check # 0						
7/1/2022 ap IN 13719		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171724						
7/31/2022 ap IN 10946		696.47				
Line Description: DESTINATION MARKETING SERVICES				025		
Vendor: 06479 VERDIN Check # 172458						
7/31/2022 po LI 10946					-696.47	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/1/2022 ap IN 13886		47.95				
Line Description: WEB HOSTING				025		
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977						

expdetl.rpt
 02/02/2023 2:59PM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
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CITY OF ATASCADERO
 07/01/2022 through 12/31/2022

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>
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2022 ap IN 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458		584.45				
8/31/2022 po LI 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-584.45		
9/1/2022 ap IN 14056 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 172236		47.95				
9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730		13,771.84				
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-13,771.84		
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		9,902.15				
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				-9,902.15		

expdetl.rpt
 02/02/2023 2:59PM
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0000.6077025 Digital Media Advertising	(Continued)					
11/1/2022 ap IN 14393 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 172770		47.95		235		
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,823.82				
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,823.82		
12/1/2022 ap IN 14563 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173124		47.95				
0000.6077025 Digital Media Advertising	0.00	34,018.48	34,018.48	66,221.27	-100,239.75	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				18,000.00		
7/1/2022 ap IN 220072 Line Description: 2022 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586		3,750.00		235		

expdetl.rpt
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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>
0000.6077060 Advertising	(Continued)					
9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730		2,500.00				
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-2,500.00		
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		6,337.50				
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				-6,337.50		
11/30/2022 ap IN 14242 Line Description: DESTINATION MARKET SURVEY Vendor: 00406 VISIT SLO CAL Check # 173079		6,800.00				
0000.6077060 Advertising	0.00	19,387.50	19,387.50	9,162.50	-28,550.00	0.00
Total Advertising	165,000.00	53,405.98	53,405.98	75,383.77	36,210.25	78.05
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	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

expdetl.rpt
 02/02/2023 2:59PM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
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CITY OF ATASCADERO
 07/01/2022 through 12/31/2022

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>
0000.6501125 Promotions Consultants	(Continued)					
7/1/2022 po PO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				82,000.00		
7/31/2022 ap IN 10946 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458		7,336.80		000		
7/31/2022 po LI 10946 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,336.80		
8/31/2022 ap IN 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458		9,367.50		000		
8/31/2022 po LI 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,367.50		
9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730		8,495.00		000		
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-8,495.00		

expdetl.rpt
 02/02/2023 2:59PM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/15/23
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CITY OF ATASCADERO
 07/01/2022 through 12/31/2022

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>
0000.6501125 Promotions Consultants	(Continued)					
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		12,474.02		235		
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				-12,474.02		
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,962.32		235		
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,962.32		
0000.6501125 Promotions Consultants	0.00	46,635.64	46,635.64	35,364.36	-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 Line Description: ATBID Admin Service Fee - July		2,291.67		235		
8/1/2022 je GJ JE23 08-01 Line Description: ATBID Admin Service Fee - Aug		2,291.67				
9/1/2022 je GJ JE23 09-01 Line Description: ATBID Admin Service Fee - Sept		2,291.67		235		
10/1/2022 je GJ JE23 10-13 Line Description: ATBID Admin Service Fee - Oct		2,291.67				
11/1/2022 je GJ JE23 11-03 Line Description: ATBID Admin Service Fee - Nov		2,291.67		235		

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2022 through 12/31/2022

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>
0000.6509010 Other Professional Services	(Continued)					
12/1/2022 je GJ JE23 12-03		2,291.63				
Line Description: ATBID Admin Service Fee - Dec						
0000.6509010 Other Professional Services	0.00	13,749.98	13,749.98	0.00	-13,749.98	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
8/18/2022 ap IN 705		10,000.00				
Line Description: ATASCADERO FALL FEST GRANT~						
Vendor: 08621 EN FUEGO EVENTS Check # 172131						
0000.6509032 Additional Promotional Services	0.00	10,000.00	10,000.00	0.00	-10,000.00	0.00
Total Contract Services	145,000.00	70,385.62	70,385.62	35,364.36	39,250.02	72.93
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	123,791.60	123,791.60	110,748.13	79,080.27	74.78
Grand Total	313,620.00	123,791.60	123,791.60	110,748.13	79,080.27	74.78

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

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Detailed Spending

	Budget	Actual <i>Jul</i>	Actual <i>Aug</i>	Actual <i>Sep</i>	Actual <i>Oct</i>	Actual <i>Nov</i>	Actual <i>Dec</i>	Actual <i>Jan</i>	Proj. <i>Feb</i>	Proj. <i>Mar</i>	Proj. <i>Apr</i>	Proj. <i>May</i>	Proj. <i>Jun</i>	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$902	\$2,003	\$1,485	\$1,875	\$1,875	\$1,650	\$1,995	\$1,800	\$2,000	\$2,000	\$2,000	\$2,015	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$540	-	-	-	-	-	-	-	\$4,989	\$11
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$3,348	\$2,775	\$3,735	\$3,000	\$3,000	\$2,238	\$2,000	\$1,500	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$241	-	\$145	-	\$432	\$1,172	\$500	\$1,500	-	\$500	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,590	\$1,605	\$1,605	\$1,600	\$1,600	\$1,600	\$1,605	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$999	\$759	\$1,041	\$1,055	\$1,000	\$1,000	\$1,000	\$1,200	\$12,000	\$0
Public Relations	\$5,000	-	\$345	\$256	\$105	\$334	\$240	\$616	\$2,500	\$604	-	-	-	\$5,000	\$0
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$345	\$360	\$345	\$352	\$350	\$350	\$350	\$350	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$8,596	\$6,834	\$6,648	\$8,800	\$8,800	\$8,800	\$8,800	\$7,566	\$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	\$24,767	\$28,714	\$17,786	\$14,208	\$16,417	\$20,284	\$17,854	\$17,488	\$15,750	\$14,736	\$205,989	
Added Value			\$930			\$180		\$1,020						\$2,130	

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 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 609,246.66	\$ 2,121,061.44
Fiscal Year 2023 *	\$ 623,389.48	\$ 426,288.87			\$ 1,049,678.35

* This report includes receipts in the correct quarter earned, not in the quarter received. It will not be the same as the City's financial statements.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

IPW 2023 Participation and Delegation

RECOMMENDATION:

ATBID Board review and provide staff direction regarding possible participation in IPW 2023 by sending a delegation to the conference

DISCUSSION:

This year's IPW is rapidly approaching. Visit SLO CAL once again will have the opportunity for a shared destination booth to network and generate group business with both regional and international travel partners. IPW 2023 will take place from May 20-24, 2023, in San Antonio, Texas. The deadline to return partner registration forms is February 24.

In 2022, Visit Atascadero was part of Visit SLO CAL's 2022 IPW delegation in Orlando. The materials distributed at that time were of interest to tour operators and are an important takeaway as they consider Atascadero an ideal potential destination.

Last year, a leave-behind about Atascadero included lodging properties equipped to handle groups along with each hotel's amenities, an important element in this type of travel. Both Ashlee Akers and Terrie Banish attended and met with more than 65 tour operators over the span of three days. A summary of leads generated from these meetings were then distributed to all of the lodging owners via our email newsletter.

If ATBID chooses to participate in a shared destination booth at the 2023 IPW, the previous flyer will be updated and included in both a hard copy and a digital version, along with anything else the ATBID would like to request to include. A new database would then be created and distributed to the lodging owners as a result of those meetings.

FISCAL IMPACT:

The cost to participate in the 2023 IPW conference is not to exceed \$8,000.

ATTACHMENTS:

1. 2023 IPW Registration Form
2. Summary of Expenses from 2022 IPW



ITEM NUMBER:
DATE:
ATTACHMENT:

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IPW 2023 Registration Form
May 20 -24, 2023
San Antonio, TX

Name: _____

Company: _____

Address: _____

Phone: _____ Cell Phone: _____

Email: _____

Payment Information:

Payment Type: Check MC Visa Discover AMEX

Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

Cardholder Phone: _____

Yes, I would like to participate in IPW 2023 as a SLO CAL shared booth participant. I understand that the cost to participate is estimated to be \$4,850. This includes \$1,570 registration fee and an estimate of \$3,280 that includes shared double booth registration, design cost and increased freight cost. I will send a check within 30 days of approval for the registration cost of \$1,570, or above is my credit card information with which you are authorized to charge the amount of \$1,570.

You will be invoiced for the remaining balance of approximately \$3,280, 30 days prior to IPW (April 20th, 2023) for which final payment will be due prior to the event.

Signature: _____ Date: _____

Please note credit cards are charged a 3.5% and .15 cents processing fee.



IPW 2022 Cost Recap

	Estimate	Actual
Registration per person (\$1280/ person)	\$2,560	\$2,560
Booth Design fee	\$3,220	\$3,129.39
Airfare per person (\$855/ person)	\$1,710	\$1997.16 (2)
Hotel stay per diem (\$129 per night/ 5 nights \$1,290)	\$1,290 \$710 (added)	\$1,708.55 (2)
Transportation (\$35 per day - 5 days) (Uber, Parking, Luggage check in, mileage)	\$175	\$472.09 (2)
Food Daily per diem (\$64/day @ 5 days)	\$640	\$280.01 (2)
TOTAL COST RECAP	\$10,305	\$10,142.20*

**City picked up hotel, per diem, transportation outside of airfare, registration badge for Terrie Banish \$2,465.59 of the total.*

Terrie Banish, Deputy City Manager
 Outreach, Promotions & Events
 Ph: 805-470-3490 • Fax 805-470-3491
tbanish@atascadero.org
 6.30.22