



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, November 16, 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 – October 19, 2022

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

B. BUSINESS ITEMS:

1. Atascadero Printery Foundation Performing Arts Marketing Presentation

- Recommendation: ATBID Board review, discuss, and provide staff direction to sponsor the Atascadero Printery Foundation's marketing efforts for upcoming events. [Printery Foundation]
- Fiscal Impact: Up to \$5,000.

2. 2022 Bovine Classic Event Recap & Event Sponsorship Renewal 2023

- Recommendation: ATBID Board:
 1. Receive and file recap of marketing results of the November 5, 2022 Bovine Classic.

2. Provide staff direction on sponsorship request for the October 28, 2023 Bovine Classic. [Bovine Classic]
- Fiscal Impact: Up to \$10,000.

3. Assignment of Responsibilities for Ad Hoc Committee for 2023-2025 City Budget Cycle

- Recommendation: ATBID Board:
 1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle.
 2. Provide direction to Ad Hoc Committee that defines their meeting details, responsibilities, and scope of work.
 3. Direct Ad Hoc Committee to report back to ATBID Board upon conclusion of the 2023-2025 City budget cycle. [City]
- Fiscal Impact: None.

4. Short-Term Rental Compliance Check-in

- Recommendation: ATBID Board receive and file Short-Term Rental Compliance update. [City]
- Fiscal Impact: None.

5. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the 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 Manager's Office]

D. BOARD MEMBER COMMENTS:

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

1. Next quarterly marketing report by Verdin Marketing. (January)
2. New event sponsorship opportunity presentation by City. (January)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
4. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, October 19, 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 2:32 P.M.

ROLL CALL:

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

Absent: Board Member O'Malley

Staff Present: Deputy City Manager Terrie Banish, Deputy Director of Economic and Community Development Loreli Cappel, Deputy City Clerk Dillon 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: Tracy Stann of the San Luis Obispo Botanical Garden, to promote Nature Nights, running from November 11, 2022 to January 8, 2023.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – September 21, 2022

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

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

B. BUSINESS ITEMS:

1. SLO CAL Resident Tourism Sentiment Research Study

- Recommendation: ATBID Board discuss and provide staff direction regarding potential ATBID sponsorship of Atascadero residents' participation in a 1,500-respondent survey of local sentiments about tourism, commissioned by the Visit SLO CAL Tourism Marketing District in partnership with Destination Analysts. [City/SLO CAL]
- Fiscal impact: \$6,800.

Visit SLO CAL Vice President of Community Engagement and Advocacy Tracy Campbell presented this item and answered questions from the Board.

The Board inquired about the wording and specificity of questions. Ms. Campbell advised the Board that each community will be polled using the same bank of 30 questions, which will then be analyzed in accordance with the expressed concerns of each individual community, for a resultant analysis that provides clear direction for future ATBID Board engagement with local residents, as well as identifying primary concerns regarding the relationship between tourism and other local industries.

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 allocate \$6,800 in ATBID funds for Atascadero's participation in the SLO CAL Resident Tourism Sentiment Research Study.
Motion passed 5:0 by a roll call vote.

2. Event Sponsorship Review

- Recommendation: ATBID Board review, discuss, and provide staff direction to update the current event sponsorship program and provide direction on an event solicitation mailing along with a possible deadline for consideration for new and renewing events. [ATBID/City]
- Fiscal impact: None.

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

The Board expressed approval of the current event sponsorship program guidelines and tier structure, with some feedback for edits: to specify cancelation/refund procedures in the event of another pandemic in the cancelation policy, and that Tier 1 events (the largest events by attendance) should require a minimum 12-month notice with possible exceptions for extraordinary circumstances and/or events for which the benefits to ATBID outweigh time constraint considerations. The Board further directed Deputy City Manager Banish to continue researching a possible mailing for future event solicitation.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

The Event Sponsorship Review was received and filed.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin’s quarterly marketing report for Q1 2022. [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 noted that the de-flagging of a chain hotel in Atascadero possibly explains some of the data indicating a slight dip in available rooms on a given night. Regardless, Average Daily Rate (ADR) and general revenue remain high.

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 Terrie Banish 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 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. Budget ad hoc assignment for the upcoming 2023-2025 budget cycle, including the contingency fund amount for emergencies. (November)
2. Quarterly check in on HdL STR compliance program. (November)
3. Bovine Classic event recap. (November)
4. Next quarterly marketing report by Verdin Marketing. (January)
5. New event sponsorship opportunity presentation by City. (January)
6. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
7. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:35 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Printery Foundation Performing Arts Marketing Presentation

RECOMMENDATIONS:

ATBID Board review, discuss, and provide staff direction regarding sponsoring the Atascadero Printery Foundation's marketing efforts for upcoming events.

DISCUSSION:

The Atascadero Printery Foundation is actively promoting a variety of events and fundraisers throughout the year in an effort to gain funding for the Printery to become a Performing Arts Center that both the community and tourists can enjoy.

This presentation will provide a background on the Printery and what is needed for the building to be restored. It will also provide a review of the type of fundraising events the Foundation has been actively promoting, the importance of art in our local community, the current status of the fundraising efforts, and how the Atascadero Tourism Business Improvement District can assist the Foundation in their efforts.

FISCAL IMPACT:

Up to \$5,000.

ATTACHMENTS:

The Printery Annual Fall Fundraiser & Founders Celebration Presentation

Imagine

Event-Related Spending by Arts and Cultural Audiences Totaled \$14 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident¹ Attendees	+	Nonresident¹ Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	381,226		75,879		457,105
Percentage of Total Attendance	83.4%		16.6%		100.0%
Average Event-Related Spending Per Person	\$23.37		\$67.48		\$30.67
Total Event-Related Expenditures	\$8,909,252		\$5,120,315		\$14,029,567









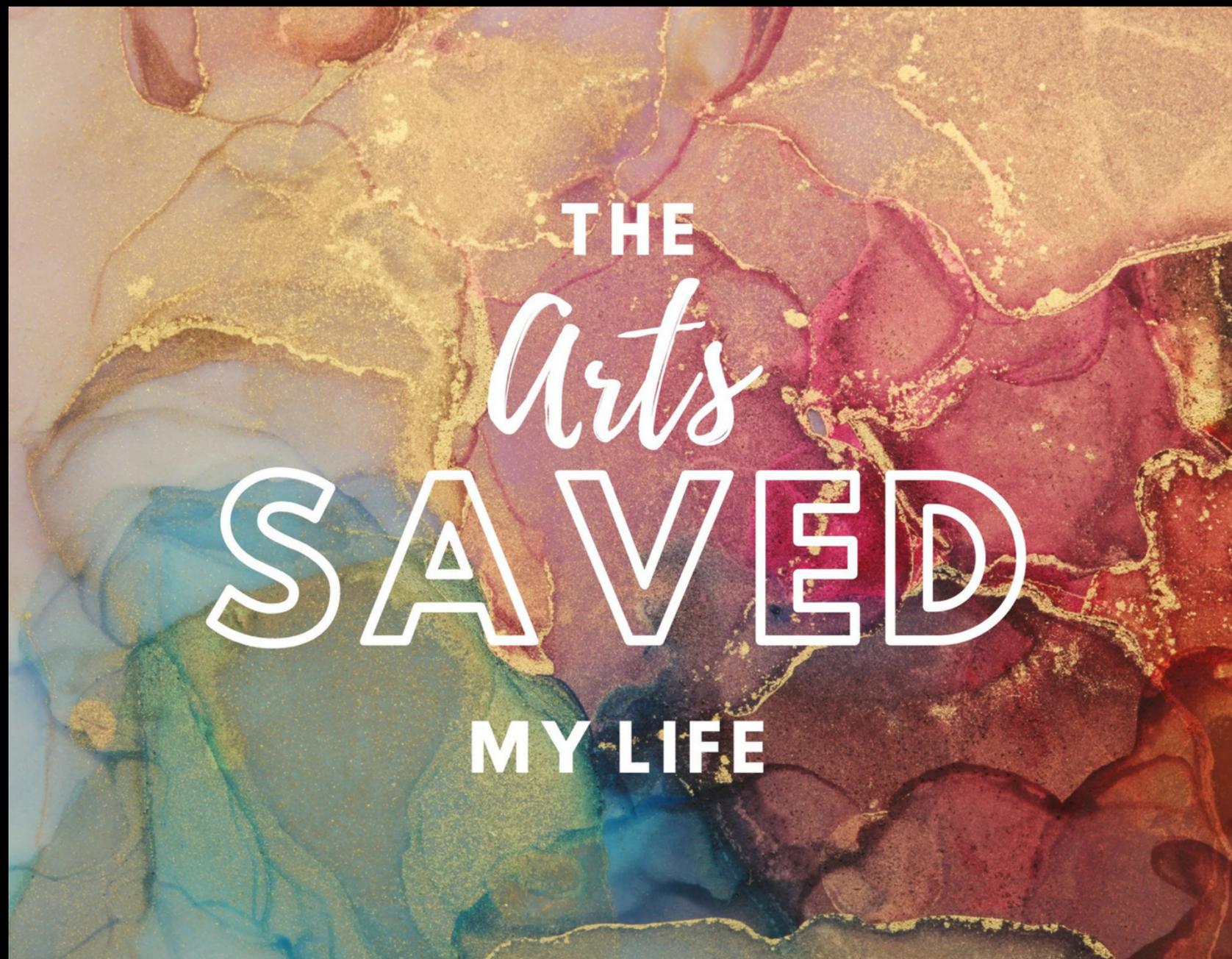




The Printery Building - The Moran School - The Masonic Temple







The Arts Provide Meaning to our Lives

Americans believe the arts improve the quality of our personal lives and our communities.

63%

believe the arts “lift me up beyond everyday experiences”

73%

say the arts are a “positive experience in a troubled world”

64%

feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

These personal benefits of the arts extend beyond the individual and to the community: 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity,” and 62 percent agree that the arts “help me understand other cultures better.” These quality-of-life benefits are not limited to the affluent, educated, or a particular racial group. Rather, they cut across all socioeconomic strata.



**YOUR COMMUNITY
YOUR BUILDING**

It's Time!





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2022 Bovine Classic Event Recap & Event Sponsorship Renewal for 2023

RECOMMENDATION:

ATBID Board:

1. Receive and file recap of marketing results of the November 5, 2022 Bovine Classic.
2. Provide staff direction on sponsorship request for the October 28, 2023 Bovine Classic.

DISCUSSION:

In January 2022, the ATBID Board approved sponsorship for the Bovine Classic mixed-surface cycling event targeted to avid cyclists at a state and national level. The event took place November 3-5th in the North County, with the main cycling event in Downtown Atascadero on Saturday, November 5th. The event was a success and is filling the goal of being an annual marquee gravel cycling event. The main race was a single-day event, but the entire Bovine Classic experience spanned Thursday through Saturday, attracting riders who spent between one and three nights in Atascadero and Paso Robles. Following is the link to the event guide which is just one of the event marketing pieces to make this event a success:

https://www.canva.com/design/DAFMWPib1mU/L-VONse8D8lvtLktqI3_nQ/view?utm_content=DAFMWPib1mU&utm_campaign=designshare&utm_medium=link&utm_source=publishpresent#1

The event coordinator will provide an oral presentation of the results of this recent event. Following is also a link to the Opportunity Deck presentation:

https://www.canva.com/design/DAFQjMUKkXA/bIUqvxi12_94gNac8dBXgQ/view?utm_content=DAFQjMUKkXA&utm_campaign=2023&utm_medium=Sponsor Deck&utm_source=Canva#2

The success of this event has prompted the immediate desire to request an event renewal for the second annual Bovine Classic for October 28, 2023. The event coordinator has included the event sponsorship application request to renew the support from the ATBID Board.

FISCAL IMPACT:

Up to \$10,000.

ATTACHMENT:

1. 2022 Bovine Classic Event Guide
2. 2022 Bovine Classic Event Opportunity Deck Presentation
3. 2023 Bovine Classic ATBID Event Support Application

VISSUE NO. 1

Viva Bovine!

2022 EVENT GUIDE

**THE WHO, WHAT &
WHERE FOR MAKING
THE MOST OF YOUR
TBC WEEKEND!**



LIVE IT.
BREATHE
IT.

all in.

Atascadero
CALIFORNIA

VISITATASCADERO.COM





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ITALIAN WISDOM, CALIFORNIA...

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LIGHT & DUST



HEY, MAVERICK

No, we're not talking about that one guy from that movie. We're talking about a proper Maverick:

1. *An unorthodox, independent person.*
2. *An unbranded calf.*

You're here taking a chance on our first-year event. You've registered for "America's 4th-hardest, cow-themed gravel ride ... in a California wine region...."

That, dear Maverick, makes you kind of a big deal in our book!

Welcome to Atascadero & Paso Robles, CA. This is California's 3rd-largest wine region with plenty of hidden gems to be explored by bike. Sure, we're biased ... but we believe it's one of the most beautiful places in the world to ride a bike. It is diverse, scenic, challenging, and QUIET. That's what we hope to share with you this weekend at the first annual Bovine Classic!

TBC exists to foster nourishing connections in our cycling and local communities. We want to know ya. So, be sure to introduce yourself and come on in for a big ol' hug (if that's your jam).

Viva Bovine,

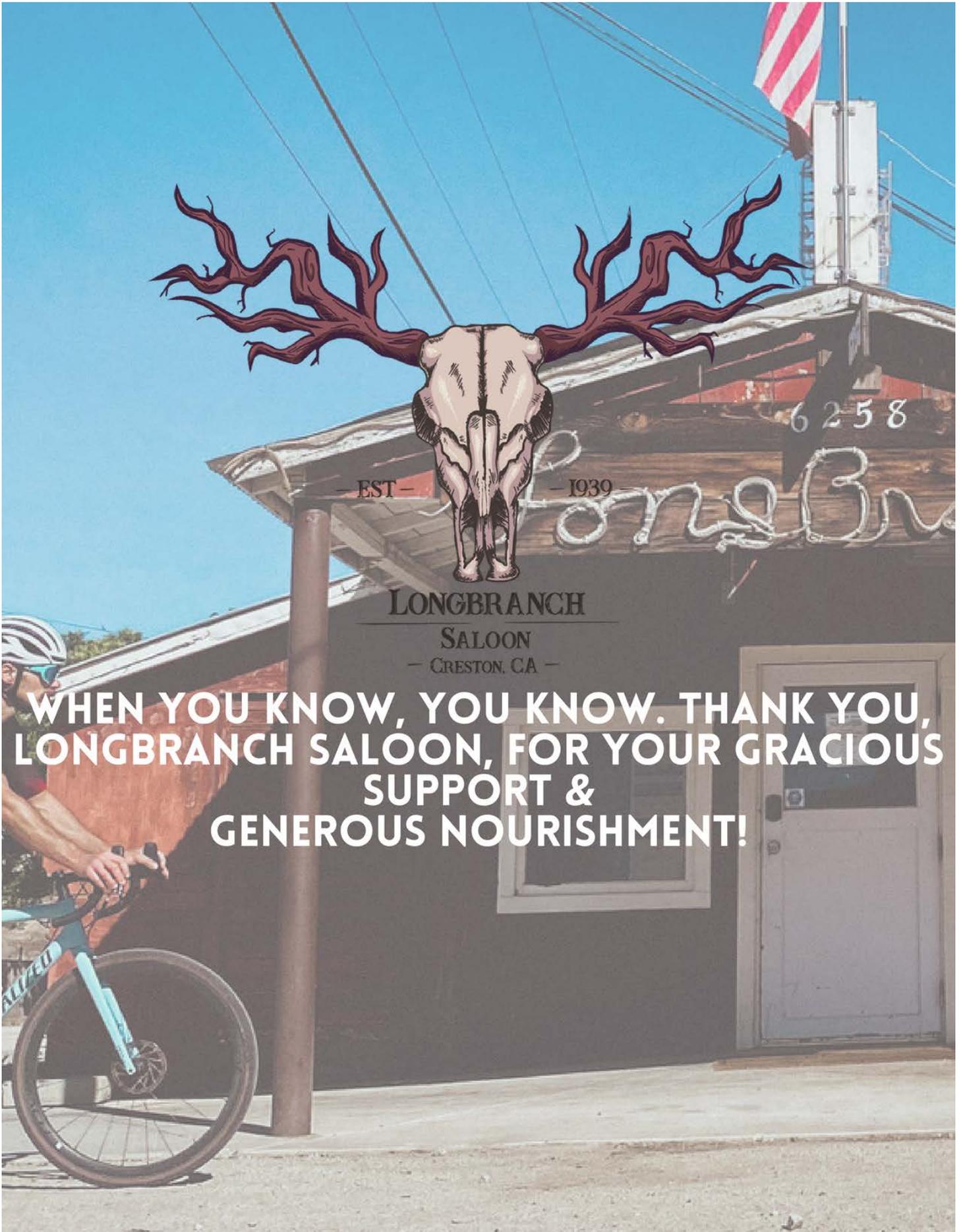
Bryan, Carlos & The Whole Bike Monkey Gang.

IF YOU WANT TO SHARE
YOUR TBC EXPERIENCE
WITH US...

TAG YOUR PICS WITH
#RIDETHEBOVINE
#VIVABOVINE
#BOVINECLASSIC







WHEN YOU KNOW, YOU KNOW. THANK YOU,
LONGBRANCH SALOON, FOR YOUR GRACIOUS
SUPPORT &
GENEROUS NOURISHMENT!

ABOUT THE BOVINE CLASSIC

In our experience, cows are pretty chill... except when they're hustling for snacks.

In that spirit, the Bovine Classic is a gran fondo-style event. There will only be prizes for segment winners. Stampede during the timed sections, and mosey in between.

There's some breathtaking scenery along the way. Take your time to enjoy it.

This is an open course that goes through communities where people live and work. That means normal rules of the road apply. In other words, obey all those familiar rules of the California vehicle code. It's for your safety and the safety of those with whom we share these roads.

We're working hard to create great relationships with the local agricultural and ranching communities. Most are happy to have us here, and we want to keep it that way.

Building trust with ranchers today may open up whole new spaces to explore tomorrow. Be sure to give them the right of way, a big smile & a friendly wave.

Giddyup. Ride safe, go fast(ish) & have fun... in that order.

"Giddyup. Ride safe, go fast & have fun... in that order."



SWAG BAGS & PODIUM PRIZES

Gratitude to these amazing businesses that stepped up to help create a different kind of gravel cycling experience. We thank all of you for your enthusiastic and generous support.



**THANK YOU, CANYON, FOR BRINGING
THE PARTY TO THIS HERD. JOIN
CANYON FOR TWO CHANCES TO DEMO
BIKES, RIDE, & HANG OUT.**

- **WHEN: 11/3 3PM. HAPPY HOUR TO FOLLOW FROM 4:30-6:30**
- **WHERE: CALIFORNIA COAST BEER CO (346 RAILROAD ST. PASO ROBLES.)**
- **DETAILS: 20-MILE SCOUT OF THE FIRST TIMED SEGMENT.**
- **TELL US YOU'RE COMING BY SIGNING UP HERE**

- **WHEN: 11/4 10AM. ON-OWN SALOON LUNCH TO FOLLOW**
- **WHERE: LONGBRANCH SALOON. (6258 WEBSTER RD, CRESTON)**
- **DETAILS: 20-MILE ROAD RIDE (SOME DIRT... WELL SAND).**
- **TELL US YOU'RE COMING BY SIGNING UP HERE**

CANYON WILL REQUIRE A SIGNED WAIVER ON-SITE AND CREDIT CARD AND ID TO HOLD WHILE YOU ARE RIDING. PLEASE BRING YOUR HELMET, CYCLING SHOES, AND ANY OTHER RIDING GEAR NEEDED.

CANYON



Alison M **Tetrick**



**GIDDY UP. WEAR A BANDANA. RIDE BIKES.
MAKE BIKES BETTER FOR ALL.**



WEEKEND SCHEDULE

Thursday, November 3

Join Canyon Bikes and us at California Coast Beer Co in Paso Robles for

- **3PM Pre-Ride. FREE Register Here.**
- **4:30 - 6:30PM Happy Hour**

California Coast Beer is located at 1346 Railroad St, Paso Robles, CA

Friday, November 4

- **10AM Canyon Pre-Ride and Lunch @ Long Branch Saloon in Creston. Register Here**
- **2PM Voler Bandana Ride @ Wild Fields Brewery in Atascadero.**
- **4PM-7PM Packet Pick-Up & Movie Party @ Wild Fields Brewery in Atascadero**
- **4:30PM Rider Meeting In Person @ Wild Fields Brewery and IG Live.**
- **5PM Downtown Atascadero Concert @ La Plaza**

Saturday, November 5

- **6AM Packet Pick Up @ Sunken Gardens in Atascadero.**
- **7:30AM Mandatory Rider Safety Briefing.**
- **8AM Grand Depart for All Riders.**
- **12PM Festival & Food Starts.**
- **2:30PM Big Bovine Course Cut Off @ Templeton Rd & HWY 41.**
- **3PM Bremontown805 on Stage.**
- **4:15 Raffle.**
- **4:30 Awards Ceremony.**
- **5PM Bremontown 805.**
- **6PM Festival Ends.**



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YOUR NEXT ORDER AT [STORE.VOLER.COM](https://store.voler.com)

*excluded custom items

EVENT DAY DETAILS

Where?

Sunken Gardens at 6505 El Camino Real, Atascadero, CA. The following adjacent streets will be closed to traffic and parking: East Mall, West Mall, and Palma Ave (between East/West Mall.) [**MAP LINK HERE.**](#)

Parking?

There's nearby street parking east of Lewis (behind city hall) on West Mall, Olmeda, and parts of Capistrano Ave. There's also limited parking in Bank of America lot just to the south of Sunken Gardens and defunct Denny's lot across El Camino Real. Across 101, there is street parking Atascadero Ave. There is a walking tunnel that will take you directly across the street from the venue. You can also park on El Camino Real east of Traffic Way.

Bag Drop, Changing Rooms & Bike Valet?

Drop a bag with some clothes to change into at the **Canyon** tent, and **Life Elements** will have changing rooms attached to its booth. There will be bike racks around the venue, but it's not a proper valet. You are responsible for the security of your own bike.

Food, Beer, and Other Beverages?

Start your day with coffee from local favorite **Scout/HoneyCo Coffee** at the **Volter** lounge. If you want more caffeine, head to Back Porch Bakery on El Camino Real (best croissants!) or Malibu Brew on East Mall.

After the ride, bring the meal ticket from your jersey number to the **Hungry Mother Food Truck**.

Atascadero is an open-container city. So, head over to **Wild Fields Brew House** with your drink ticket. They'll give you a can of beer to bring back to the party. Heck, buy some extras while you're there. Nobody's gonna bust you here. You'll also find cans of **Liquid Death** water round the venue.

Will There Be Places to Sit?

Heck yeah. Many of the vendors are creating lounge spaces in their tents. Go make friends, hang out, play lawn games, and listen to some sweet tunes. The party goes on until 6pm.





SAT NOV 5
3-6PM
@ THE BOVINE CLASSIC

SPONSORED BY





Operation Surf's mission is to channel the healing powers of the ocean to restore hope, renew purpose, and revitalize community. Operation Surf's curriculum-based programs aim to inspire injured military and veterans to seek wellness in all aspects of their lives while providing the necessary resources, tools, and peer-to-peer support to continue this mindset indefinitely.

Our Impact

Dr. Russell Crawford's research on the Operation Surf program showed that participants experienced:

- 36% Decrease** in PTSD Symptoms
- 47% Decrease** in Depression
- 68% Increase** in Self-Efficacy



To Learn More!

To get involved or participate in our programs, scan the link to visit our website. For more information, call us at (805) 544-SURF or email us at info@operationsurf.org.

Watch "RESURFACE" ON NETFLIX   **STAY CONNECTED**
OperationSurf.org

Operation Surf is a 501(c)(3) non-profit organization. Tax ID 26-3661313

THE MORIAH WILSON OPERATION SURF SCHOLARSHIP RAFFLE

Mo Wilson's death this year impacted our cycling community profoundly. She touched many of our lives in different ways.

We hope to turn this loss into a positive force by creating the Moriah Wilson Operation Surf Scholarship. Our goal is to raise \$5000--through donations from registration fees and a raffle--that will send one female veteran to an Operation Surf camp. These camps are powerful (and often life-saving) weeks designed to set our military veterans on a path of healing, community, and recovery.

\$15 raffle tickets will enter you to win prizes from Stages, SRAM, Zipp, Time, KUAT, KASK, KOO, and Life Elements. Buy them online or in person at the event. Raffle will be held Saturday, November 5.

**YOU COULD WIN
THESE, AND
OTHER STUFF!**



**Check out
www.operationsurf.org to learn
more about its programs.**



THE WAY OF THE PEACEFUL HERD

Everything we really needed to learn about gravel rides we learned in cow kindergarten, y'all.

Be Kind.

We are all in this herd together. Look out for one another. Treat each other, aid station hosts, volunteers, drivers, other tourists, residents & staff as we would want to be treated. Courtesy always wins. (and be sure to greet any cows as you pass by. They dig that.)

Be Safe.

These roads are open to all and used by visitors and locals alike. Follow the usual rules of the road. Make the decisions that will get you back to the corral safely.

Be Prepared.

We'll have support out on the course, but we may not be where you are when you're there. Be prepared with nutrition, tools, tubes, course downloads, plugs, a working mobile phone, etc. Have what you need ... just in case.

Be Respectful.

You'll definitely be riding on public roads. Even if they're not cool to you, be cool to drivers. You will go through private vineyards. If they ask us to ride a neutral pace, please do. This is a rare privilege. Leave no trace by throwing your trash away in proper waste bins. Make someone's day with a hearty "thank you." It'll go a long way with our aid stop hosts and volunteers.

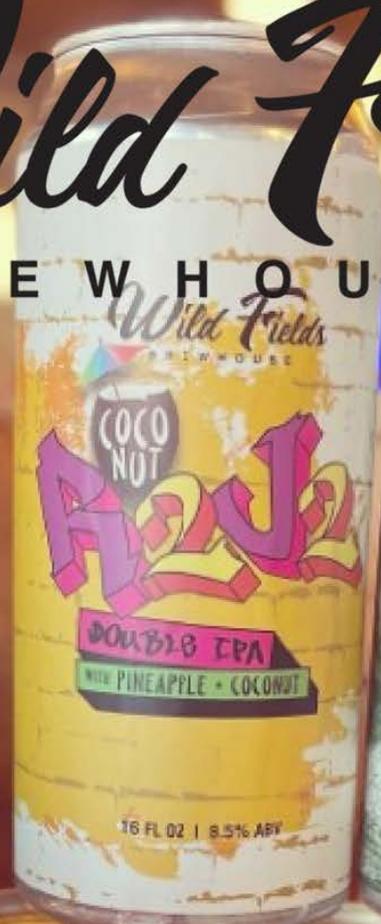
Be Aware.

It's really easy to get caught up in the moment when you're riding at your limits. Sometimes we tune out of our surroundings, get caught up in our heads, and make unclear decisions. Stay tuned in, obey the rules, give right of way to faster riders and other drivers, do not ignore stop signs.



Wild Fields

BREWHOUSE



WE ❤️ WILD FIELDS,
THE OFFICIAL BOVINÉ
CLASSIC BEER & BREWHOUSE!



GU FOR IT.

THANK YOU, GU, FOR BEING
THE OFFICIAL PROVIDER OF
ENERGY TO THIS BOVINE
CLASSIC STAMPEDE.

Use code "TBC22" to get 30% off your next GU purchase.

Expires 12/31/22

www.guenergylabs.com

9 RULES TO RIDE BY AT THE BOVINE CLASSIC.

This ain't a race. It's a fun ride with timed segments. Podiums are only awarded for overall SEGMENT times.

FULLY stop at stop signs and lights... unless you are flagged through. Heck, obey all the regular traffic signage.

Please don't cross the centerline ever.. even if it's invisible. There will be oncoming local car, foot, and bike traffic.

Keep it skinny, share the road, and let cars pass.

Course markings for your safety and for that of the community. Neutral, Slow Down, Steep Descent really mean keep it chill.

Leave no trace.... Please pick up your debris. Remember that GU has an awesome gel wrapper recycling program.

Cut-off times are for your safety, so we can get you & all our volunteers home before dark. The dark is scary.

Headphones are not advised. We want you to stay fully aware of all your surroundings.

The stags are horny this time of year. In their search for love, they're known to jump in front of cars. Just stay alert.





Introducing

Time Teller OPP

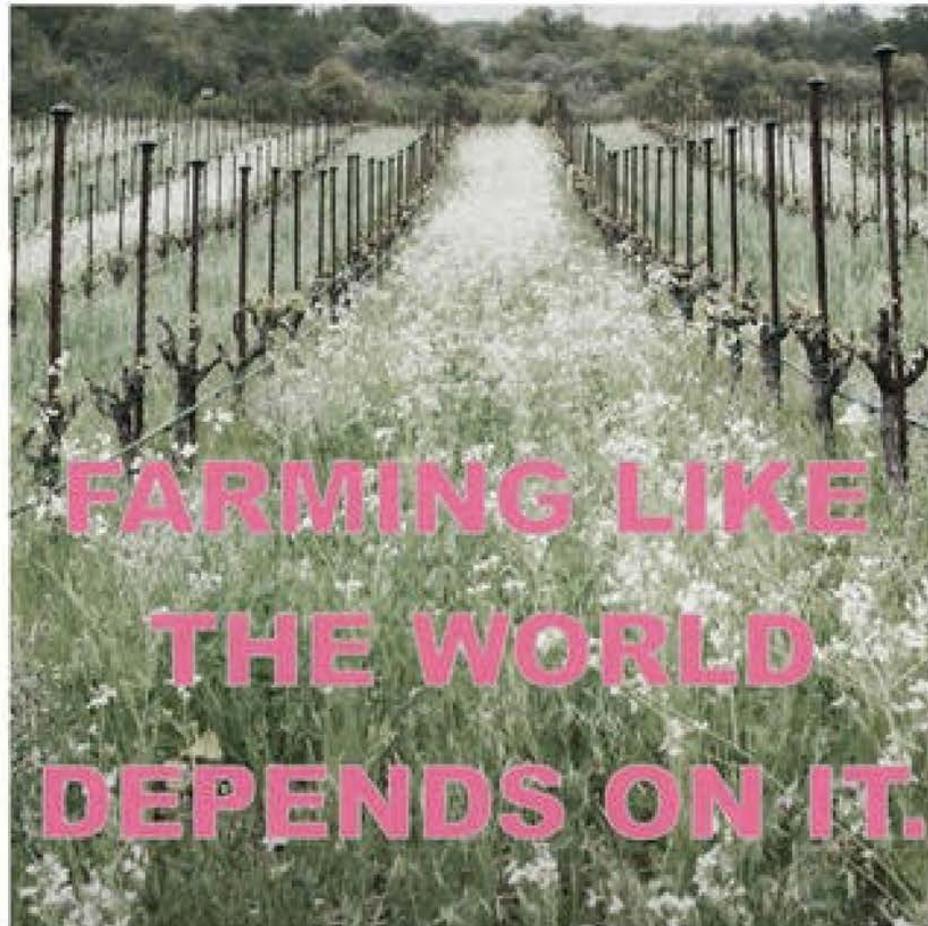
Made with **Other People's Plastic**. You Down?

Nixon team riders can swing by the headquarters anytime. Sometimes that means chilling on the couch, helping design a watch or jumping in a photoshoot full of boards and bling. One thing's for certain, the team is hyped on the new Time Teller OPP. It's a sustainable statement that looks as good as it feels.

NIXON 

MAHA

estate vineyards



BOVINE CLASSIC 2022
Welcome riders, November 5th and always!
The Cherry Family
VILLA CREEK | MAHA Estate | AID STOP #1



Villa Creek is pending Regenerative Organic Certified™, the highest global agricultural standard for soil health, animal welfare, and social fairness.

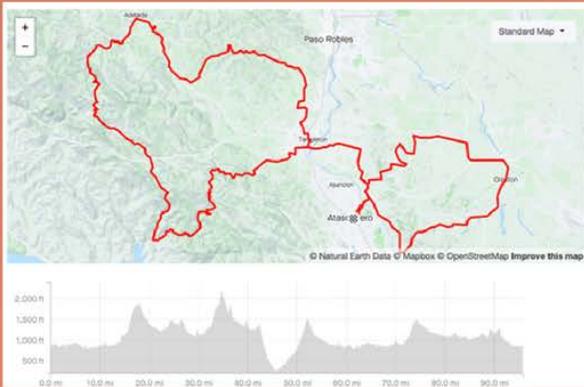


www.mahaestatewine.com

THE ROUTES

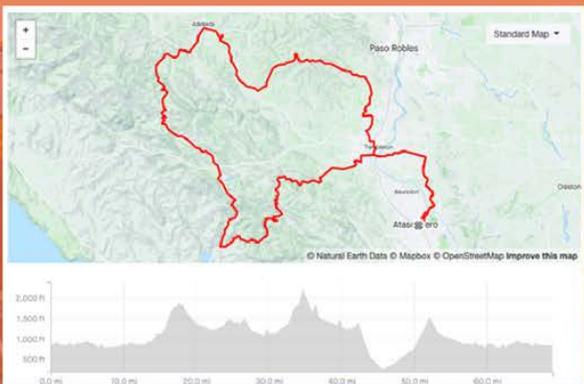
[Download All Course GPX Files Here](#)

Big Bovine - Course Arrow Color: Red



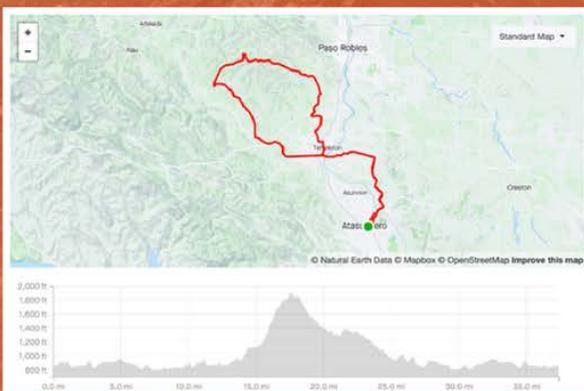
- 95.19 Miles/8932' [RIDEWGPS LINK](#)
- Timed Segment 1: Miles 12.4 - 17.3 (appx)
- Timed Segment 2: Miles 61.6 - 64 (appx)
- Timed Segment 3: Miles 71.4 - 77.3 (appx)
- Aid Stations @ Mile: 20, 34, 61, 82
- Time Check 1
- 2:30PM Course Cutoff at Mile 68. Time to head back to the party.
- In Case of Emergency: 911

Happy Bovine - Course Arrow Color: Orange



- 68.78 Miles/6863' [RIDEWGPS LINK](#)
- Timed Segment 1: Miles 12.4 - 17.3 (appx)
- Timed Segment 2: Miles 61.6 - 64 (appx)
- Aid Stations @ Mile: 20, 34, 61
- In Case of Emergency: 911

Gentle (aka Baby) Bovine - Course Arrow Color: Green



- 37.07Miles/3,019' [RIDEWGPS LINK](#)
- Timed Segment 1: Miles 12.4 - 17.3 (appx)
- Timed Segment 2: Miles 30-33 (appx)
- Aid Stations @ Mile: 20, 29.4
- In Case of Emergency: 911



ITEM NUMBER:
DATE:
ATTACHMENT:

B-2
11/16/22
1



THE WOMEN WHO CONQUERED THE IMPOSSIBLE RACE



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Can you name the first American that won the Tour de France? Are you sure? (answer below)

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Answer: Marianne Martin

COURSE NOTES

BIG & HAPPY BOVINE ROUTES

- Mile 4.5: Watch the left turn!
- Mile 8.2: Watch the left turn!
- Mile 11.2: Ride NEUTRAL. Private vineyards with loose, steep surfaces.
- Mile 11.9: STOP. Look both ways as you exit J.Dusi Vineyards across HWY 46.
- Miles 15-18.2: This is an undulating climb. Watch for LOOSE, SOFT dirt in descents and turns. These can make your front wheel wash out.
- Mile 20: Aid station is on the right in Villa Creek Vineyards. Stay right.
- Mile 18.2 - 25.7: STAY RIGHT and single file. Vineyard Rd is a main thoroughfare for wine tourists and locals. They can drive fast. Stay aware.
- Mile 21.1: Baby Bovine riders will turn left. Other riders continue forward.
- Mile 25.7: STOP. Make the left with care.
- Mile 26.2: If you need more water, pull into Tablas Creek Winery.
- Mile 27: Blind left. Go slow. Look closely. Don't bomb this turn.
- Mile 27 - 29: Lots of pot holes. This is Roubaix-style riding. The light and shadows can be tricky.
- Mile 35-37: Watch the descent. Don't get distracted by the ocean view.
- Mile 40: STOP. Look both ways before crossing HWY46. You don't have right of way.
- Mile 42-45: YOWZA. This is a fast, technical descent on fresh asphalt. Have fun, but be careful. This is a narrow two-lane road. Share it with ALL drivers.
- 45.5: SLOW DOWN. This is an unprotected LEFT. Yield to cars oncoming AND following traffic.
- Mile 52-59: BE CAREFUL on this descent. No joke. This may feel like a quiet country road, but there will be oncoming bike and car traffic. STAY RIGHT.
- Mile 65.2.: Watch the left turn. Stop and yield.
- Mile 65.2- 67.2: Narrow road. Stay right. Keep it single file! Share the road.
- Mile 67.2: Be here by 2:30pm. Happy Bovine riders turn right. Big Bovine riders STOP! Look both ways before crossing HWY 41. Do not try to ride through this sign.
- Mile 74-76.8: STAY RIGHT, share the road. Watch your transition onto asphalt.
- Mile 79: Aid station on opposite side of street at Longbranch Saloon.
- Mile 80.3-82: WATCH THE LEFT onto HWY 41. Stay single file and right. Narrow Road.
- Mile 90.5-91.3: Steep, fast descent.
- Mile 91.3: BLIND LEFT. SLOW DOWN, YIELD. BE CAREFUL.



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COURSE NOTES

BABY BOVINE ROUTE

- Mile 4.5: Watch the left turn!
- Mile 8.2: Watch the left turn!
- Mile 11.2: Ride NEUTRAL. Private vineyards with loose, steep surfaces.
- Mile 11.9: STOP. Look both ways as you exit J.Dusi Vineyards across HWY 46.
- Miles 15-18.2: This is an undulating climb. Watch for LOOSE, SOFT dirt in descents and turns. These can make your front wheel wash out.
- Mile 20: Aid station is on the right in Villa Creek Vineyards. Stay right.
- Mile 18.2 - 21.1: STAY RIGHT and single file.
- Mile 21.1 - LEFT TURN. The other courses will be staying straight.
- Mile 21.1-25: This is an AMAZING and TEMPTING section. Stay right. There will be occasional oncoming traffic.
- Mile 25: STOP! Yield for traffic to the right and left.
- Mile 25.9: ROUNDABOUT. Yield on your way in. Pass by the first turn. You'll make a hard right onto the dirt immediately afterwards and right before Donati Winery.
- Mile 25.9 - 31: STAY RIGHT narrow dirt road. There can be oncoming drivers.
- Mile 29.4: Aid Station at the high school on the right. Turn right at the light.
- Mile 33.5. Watch the left turn. Stop and yield.
- Mile 33.5 - 35.5: Narrow road. Stay right. Keep it single file! Share the road.



ITALIAN WISDOM, CALIFORNIA INGENUITY.

Meet Etto Pastificio, Etto Marketplace, Etto Pasta Bar & Giornata Wines



“Balance. Authenticity. Community. Love. Tradition.” After countless trips to Italy, these keywords are, for Brian Terrizzi, the soul of Italian design, cooking and living. They also reflect what he’s been working to cultivate in Paso Robles, California for nearly 20 years.

Brian and his wife, Stephy, are the owners of a boutique winery called Giornata, which specializes in making varietals that are “as pure to Italy as possible.” The Terrizzis have also become known for Etto Pastificio, where they produce pasta and sell it in their whimsical Italian market, which has become a shopping mainstay for locals and a destination for wine country visitors.

Brian’s focused approach to producing wine and pasta, and developing the Etto brand, is like that of an obsessive Italian master craftsman. He’s doing for wine and pasta in Paso Robles what DeRosa, Campagnolo, Pegoretti and Selle have done for bikes over the years: making high quality products with a relentless attention to detail, purpose and community. Etto’s ethos is best summed up by its succinct slogan: “Italian Wisdom. American Ingredients. California Ingenuity.”



"How Giornata, and later Etto, came to life is a familiar entrepreneurial story. Living in the Bay Area, Brian had been working as a money manager in financial markets—a job that was simply not right for him. "I'm just not built for cubicle life," he says. A chance meeting with a local winemaker led Brian to quit his finance job in order to work the harvest season one year. After his first day in the winery, "I was tired," he says, "but I'd never had a more satisfying day at work. And I had no idea what I did. I worked really hard that day, and decided 'this is it!'" He eventually studied viticulture and winemaking at Fresno State, where he and Stephy met, and then spent time working and learning throughout Italy.

The beating heart of the Giornata-Etto story shines through everything these companies do. There's a clear focus on those keywords: Purity, balance and heartfelt fidelity to Italian traditions. Brian notes, "Anyone who's grown up in an Italian-American household understands that 'less IS more.'" Giornata, for example, uses natural yeasts already present in the grapes. Several of Giornata's wines are fermented using the ancient technique of fermenting and aging in clay amphorae. In this way, nothing is added or taken away; it's all kept simple and traditional.

The concept behind the Giornata name reflects that simplicity, but it says much about the Terrizzi outlook. Giornata translates to "day," but in the northern Italian dialect it is also a unit of measure that refers to how much work one can do in a day. Brian says, "THAT expresses perfectly what boutique winemaking is all about. You're doing a day's work. It's really fulfilling after working in finance where money is moving back and forth in a constant flow and there's no beginning and no end. With wine, there's so many beginnings and ends. You have the flowering of the vineyard, then the grapes turn from green to purple, you pick the grapes, then you make the wine.... It's this amazing process. It's so gratifying. At the end you have a beautiful product to share."

Etto came into being much the same way. Brian and Stephy always talked about their wines in the context of the Italian table. For Italians, food and wine coexist in balanced partnership. While in Fresno, Brian worked at an Italian market that made pasta. He loved both the process and machinery for making pasta. Brian admits, "I'd had this pasta idea floating around in my head for a long time." When the opportunity to start Etto arose, he says, "I kind of took the same approach and went to Italy to learn everything I could about what makes the best artisanal pastas—from equipment, flour, water, technique to drying times." Etto produces remarkable fresh pasta, but the bigger focus is on dried pasta. The ingredient simplicity of Etto's pastas—made from only highest-quality organic durum semolina flour and pure filtered water—make them a plant-based, nutrient-dense source of long-lasting energy with an impressive shelf life.





THANK YOU, VELO PASADENA.

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THE BOVINE CLASSIC**

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When you walk into the Etto market, and now the new Etto Pasta Bar, inspiration from Italian culture and design is everywhere. It's stocked and thoughtfully curated with produce from nearby farmers, boutique products from local makers and interesting goods from the old country. Brian says, "Every time I go to Italy, I'm just overwhelmed. I like design. It's important to me. The markets in Italy are beautiful. It's colorful and it's also kind of rustic. Things don't seem overdone. When people come into our market, they feel this sense of joy, this sense of happiness, gratitude that we're there." That love of design extends to Brian's vintage 80's Bianchi with period Campy parts. Originally used to pedal power Etto's grain mill, he now pedals between buildings in the expanding business.

It's clear the connective tissue holding the Giornata-Etto experience together is creativity and a fundamental desire to nourish with love.

That need to nourish weaves its way through every corner of the Terrizis' businesses, and reflects their passion for travel, Italian tradition and the local Paso community where they're raising their twin daughters. It gets expressed in their commitment to feeding local schoolchildren: In the past several years, Etto has donated 20,000 portions of pasta to local schools. It's also clear that Brian gets some of his own personal nourishment from the sense of place he's found in Paso Robles, which continually reminds him of Italy in climate and temperament, "If you haven't been to the central coast of California, it is truly one of the best places to live or visit on the planet. I mean it's beautiful topography, beautiful weather, slower pace. It has that element of the small towns in Italy. Each town is distinct. You can get to know people. Life is slower."
-- *finito*



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(re-printed from Peloton Magazine)

"THE IMPORTANT THING IS TO
MAKE A DIFFERENT WORLD, TO
MAKE A WORLD THAT IS NOT
NOW. A REAL WORLD, A GENUINE
WORLD, BUT ONE THAT ALLOWS
MYTH TO LIVE. THE MYTH IS
EVERYTHING."

-- SERGIO LEONE

In a moment of palpable wonder, Chris comments, "Jeez...I .. I ... I don't even know what to say.... This is beautiful."

He's resting his elbows on an old cattle fence and looking toward the Pacific Ocean, which is 15 miles and 1800 feet below us. To get here, we've ridden dirt to asphalt back to dirt again; rolled through dense oak tree tunnels past old vineyards and green fields of grazing livestock; and climbed by an abandoned 19th-century mercury mine. We're only halfway into this ride.

I've known Chris for over a decade. In those years, there is no topic we haven't discussed. He's a bit of a raconteur. Chris is also an award-winning film and television producer, which means he makes his living telling stories. Running out of words is simply not a thing that happens to my friend. About two hours—and one more long dirt climb and descent through another fairytale oak forest—later, we are soft pedaling our way back to Atascadero. I can feel the emotion coming into his voice when he reflects, "I've done A LOT of great rides in my life, but THIS has been the best!"

This place can do that to people.

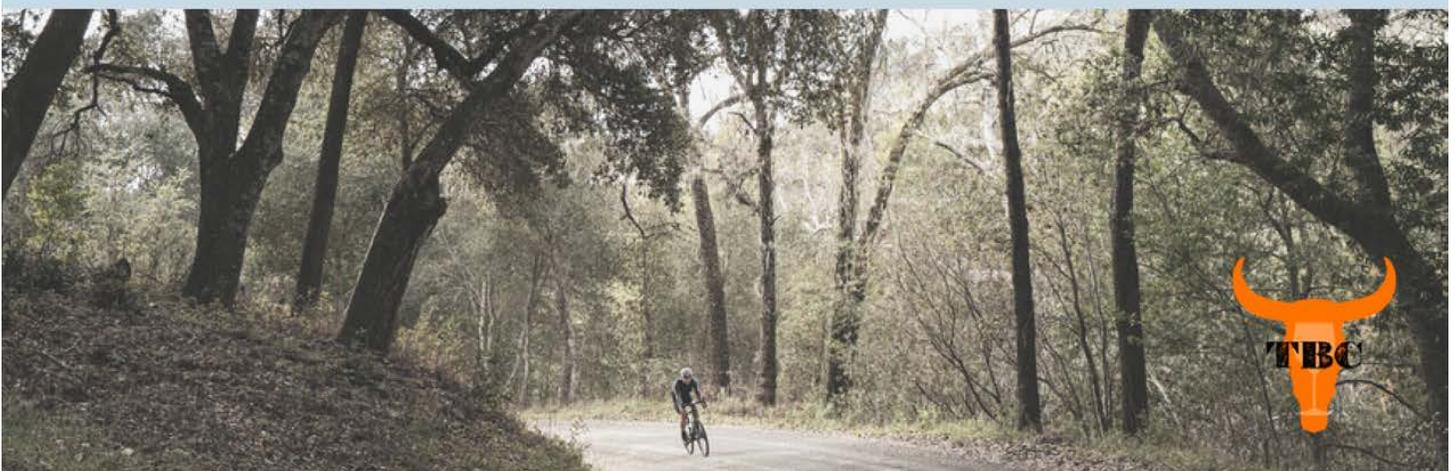
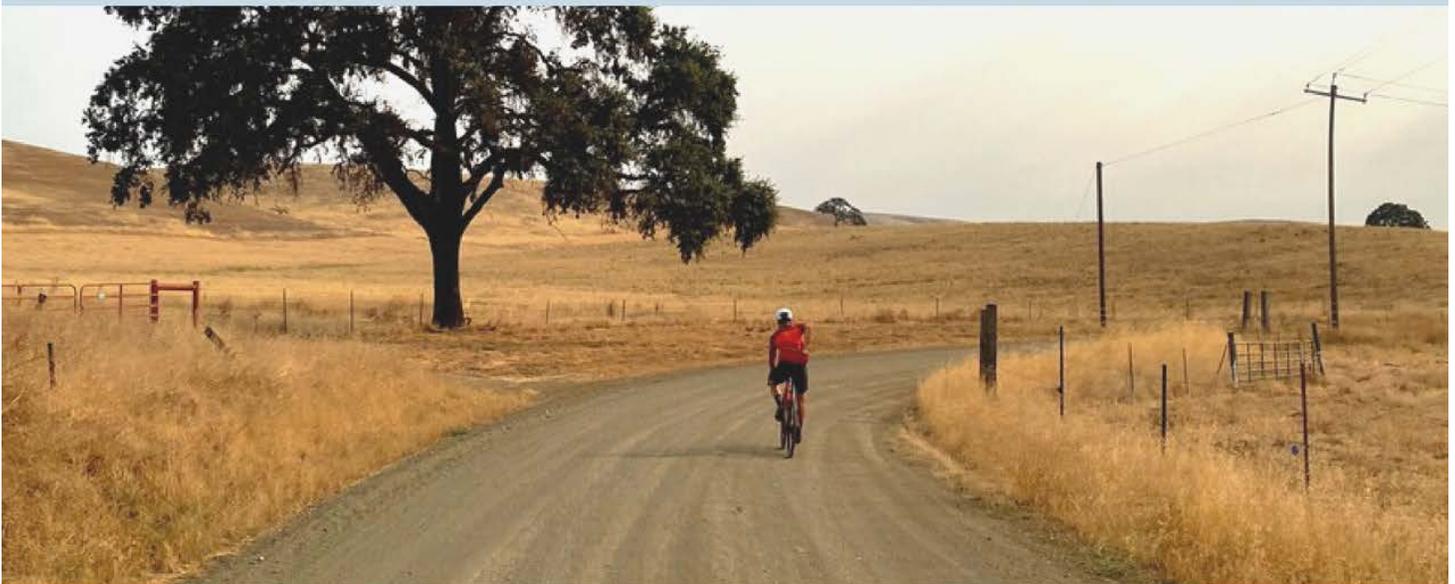
Halfway between San Francisco and Los Angeles, at the northern edge of San Luis Obispo county, there is a gorgeous slice of California that I can only describe as painterly. Light and dust, air and land ethereally conspire to create the illusion of stepping into a dreamy, impressionistic Tuscan landscape. This is the Paso Robles AVA—California's other wine region

***THE BOVINE CLASSIC WOULD
LIKE TO THANK AVILA TRAFFIC
SAFETY FOR YOUR GENEROUS
SUPPORT IN HELPING TO MAKE
THIS A SAFE, MEMORABLE &
UNIQUE CYCLING EVENT.***



My Lovely Bride™ and I moved to this area at the start of 2019. After nearly a lifetime in Los Angeles, our souls craved dramatic change. Each of us knew what we were fleeing when we left LA behind, but neither of us realized exactly what we were running towards. As it turns out, the missing ingredient was space, an oxygenating space that works at a deep, internal and emotionally transformative level. The kind of space that tunes senses to a higher vibration, enabling us to experience our surroundings with fuller connection. That exists here. The serene vastness in this corner of the Central Coast sometimes makes it hard to remember we're living in 21st-century California.

The small historic city of Paso Robles is at the heart of the larger AVA. Beginning with native Salinan tribes, the area has long been known for its thermal mineral baths. Spanish travelers would stop here for a rejuvenating rest as they moved between Mission San Luis Obispo de Tolosa and Mission San Miguel Arcángel. Today, the town's vibrant main square has an original Carnegie library, and is surrounded by fashionable shops, boutique hotels, craft breweries, restaurants and slick tasting rooms housed in restored buildings. In the past, Amgen's Tour of California included a stage in the Paso Robles area. While most visitors flock to downtown Paso and its nearby wineries, there are 614,000 surrounding acres to be explored.



Being three-and-a-half hours from San Francisco or Los Angeles makes this area a little more challenging to visit than places like Napa and Sonoma. The entire Paso Robles region, however, has only 1/10th the population of either of those famous valleys. The payoff for that little extra effort is huge for cycling. Even in busier tourist seasons, traffic here can be minimal. Additionally, San Luis Obispo county has invested heavily in local road infrastructure. More and more of the picturesque ribbony, twisting local roads are being upgraded with a fresh layer of smooth asphalt. On our own five-hour ride, Chris and I saw perhaps 15 cars and only two other cyclists—whose bikes were actually on a car rack as they leisurely sipped wine at Tablas Creek Vineyard.

Just 10 miles south of Paso Robles is the small, up-and-coming city of Atascadero. It has long sat quietly in Paso's shadow, but is now emerging as its own proper destination. What Paso is to wine, A-Town is becoming for craft breweries, local distilleries and cider houses. In November 2022, Atascadero will host the inaugural Bovine Classic, Paso AVA's first homegrown mixed-surface cycling event. The Bovine's goals are to showcase the vibrant entrepreneurial culture here, gradually become a model for collaboration between ranching and cycling communities and share this amazing mixed-surface riding with a national audience.

Because they are a connection into Paso's strongly rooted agricultural heritage, the best rides here—at least for me—are always the mixed-surface options. Hidden Strade Bianche-style dirt farm roads, truck trails, vineyard paths, and single-track sections loosely connect many parts of the AVA.



Finding these dirt gems is like gaining secret access into the historic essence of San Luis Obispo's north county. Within minutes of leaving city limits, the scenery turns to massive fields of neatly organized vineyards, vast olive tree groves and massive multigenerational ranches with freely grazing cattle and horses. The past comes alive in rustic one-street ranching towns such as Creston, Santa Margarita and Pozo, which all date to the 1800s. Much like the rest of this region, Creston's Longbranch Saloon—owned by a former competitive mountain biker named Brian Pritt—is one of those special ride destinations that warmly embraces visitors and locals with equal welcome.

When we are immersed in the deep exploration of something new, our brain's neural networks go through a kind of cellular rewiring. New pathways are created, stronger connections are made. I believe that this also happens at a heart level. Unfamiliar experiences enrich and expand us in unseen ways. Pedaling through a new place on two wheels, we live it, we learn its language, we connect to it and one another in profound ways. It sometimes takes the kind of broader space and gentler pace that exists in north San Luis Obispo county to spark such a transformation to happen. The next time you're craving some of your own new transformation, bring your bike to California's other wine region and, as local cyclists say, "Live SLO, ride fast."





**THANK YOU, ETTO PASTIFICIO,
FOR CARB LOADING THE
BOVINE CLASSIC HERD.
CONGRATULATIONS ON
OPENING YOUR NEW
ETTO PASTA BAR.**

 @ETTOPASTIFICIO



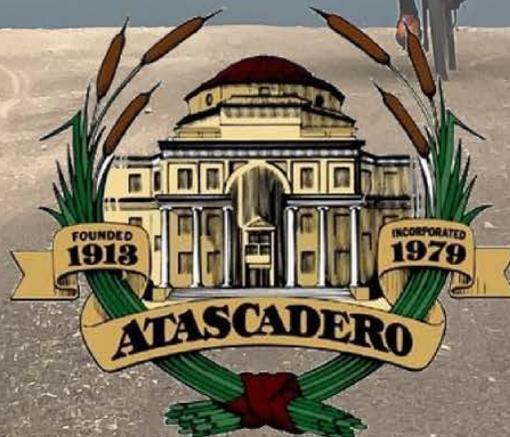
FARMstead ED
SLO County Farm Trail

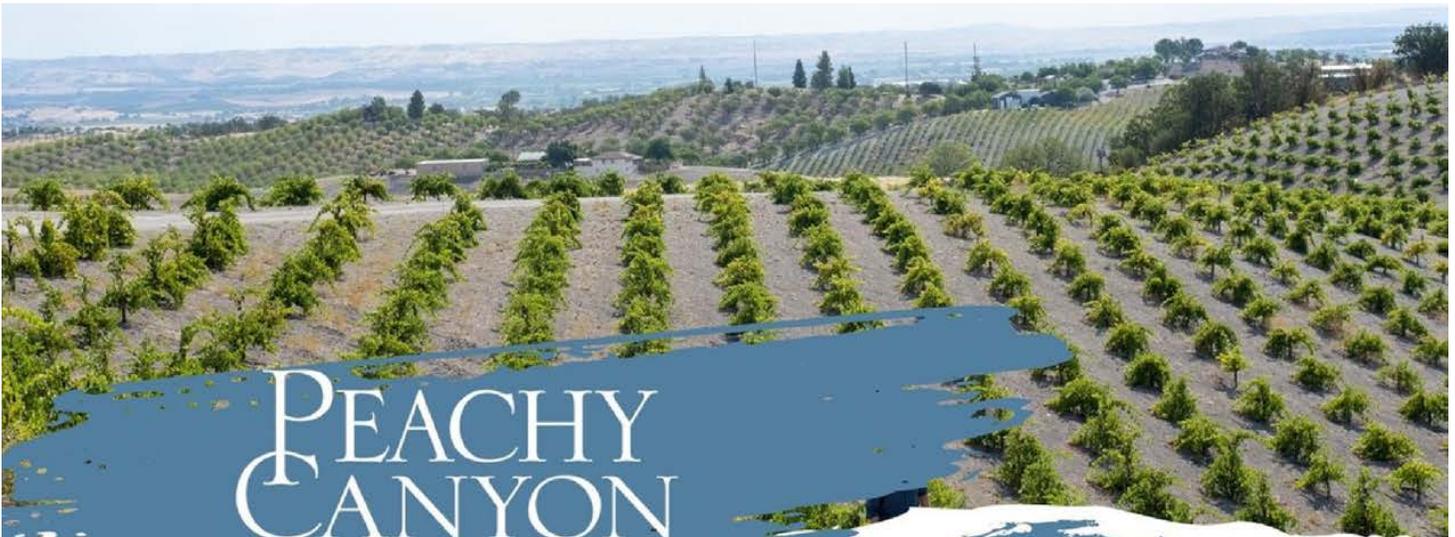
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... FOR KEEPING OUR HERD PROTECTED.





PEACHY CANYON

WINERY

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Tasting Room

The Peachy Canyon "Old Schoolhouse" tasting room, located in the heart of Paso Robles' wine country on Highway 46 West, remains a landmark attraction. The historic Old Bethel Schoolhouse (circa 1886) is definitely a must visit. Come taste the world famous Estate Zinfandels or any of the other 15+ handcrafted small batch Rhone & Bordeaux varietals you can't get anywhere else.



Winemaking

We have long been praised as a producer of award winning California wines that exemplify respect for both terroir and dedicated winemaking. Zinfandel is our flagship varietal, we make multiple vineyard designates annually.



Vineyards

Peachy Canyon has five estate vineyards, all on the westside of Paso Robles. These vineyards, while relatively close together, range widely in terroir and allow our winemaking team the opportunity to showcase the range of Paso Robles' microclimates. Along with Zinfandel, we also produce Rhone and Bordeaux varietal wines.



CONTACT US

1480 N. Bethel Rd.
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SAVE THE DATE OCTOBER 28, 2023



PASO
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THE
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GRAVEL FONDO IN THE PASO ROBLES WINE COUNTRY

"This may be America's
4th-hardest, cow-themed,
gravel ride ... in a California
wine region!"

**PASO
ROBLES**
CA

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VISIT

Atascadero

COMMUNITY OF SLO CAL



“This was SICK! I truly thought it was a great event. The roads are amazing, the aid stations and volunteers everywhere were so enthusiastic and helpful.”

Levi Leipheimer, Olympian, stage winner at the Tour de France. Vuelta Espana, Tour of California.

“Wow. Are you ready to have 2000 riders at this event? This is going to blow up.”

Tomas Castrillona, owner of Arriba Cycling in Medellin Colombia

“Couldn’t have asked for a better event and late season race! ... Thanks for the rad weekend everyone!!! Definitely an event to add to the list next year!!!”

Lauren Cantwell, pro gravel cyclist.

The Secret's Out

“More to come. But for now – soaking in an elegant and authentic event with humanity at its most beautiful and embracing.”

Alison Tetrick, UCI professional cyclist

Viva Bovine!

We introduced The Bovine Classic to the world in 2022. America's 4th-hardest, cow-themed, wine country gravel event is coming back for a second year. This pretty much makes us annual, right?

"Why?," you ask. The Paso wine region's courses are too stunning, the community energy is too generous, and the creative food and beverage culture is too fun to keep to ourselves.

Going into its second year, the Bovine Classic is a mixed-surface cycling event in the heart of California's Central Coast wine region. It's a celebration of the hidden back roads, food, drink, products, agriculture, people, scenery, and dusty ranching culture that make *this* corner of California so unique.

TBC is not just another cycling race. It's a stunning gravel ride with a delicious *Taste of Paso & SLO* experience.

The Bovine Classic Mission

1. Continue building a memorable, positive, inclusive cycling event that's a remarkable guest experience.
2. Make the entire Paso Robles wine region a magnet for broader regional, national, and international cycling tourism. We seek to have 85% of ridership come from outside the 805 area code.
3. Connect (online & in person) your craft local brand or established (inter)national company to an eager cycling audience with boutique tastes and discretionary spending behaviors. This will grow into part amazing cycling experience with a "Best of SLO County" festival.
4. Become a cooperative model for cycling & ranching communities can thriving and working together.
5. Fund an Operation Surf scholarship for a female armed forces veteran to attend a recovery surf camp in Avila Bay.

WATCH
THE OFFICIAL DRONETRAILER



2022 Summary

MARKETING & PR

Visit Atascadero and Travel Paso have received branding recognition and "presented by" status throughout 2022 in the Bovine Classic's marketing efforts.

- Our regions has been featured in *Peloton Magazine & CyclingWeekly* (*pending*)
- Print/Digital advertising in Peloton Magazine, listing Atascadero and Paso Robles as sponsors, reached over 50k readers.
- 8 weeks of promotion in Peloton Magazine's e-newsletters reached 25k subscribers/week.
- 5+ Instagram Ad Campaigns, reaching approximately 30k targeted accounts.
- Marketing activations at 4 major CA/NV cycling events
- Interviewed on different IG Live programs + local radio.
- 170% Growth in Social Media presence, reaching 28k accounts from August - October 2022.

LEAD-UP EVENTS

- Gravelvino Cycling Camp hosted 8 visiting business and creative leaders from California, Colorado, Tennessee. These high-end visitors paid \$3000/person to ride, dine, and drink in Paso Robles for 4 nights. Based out of the Oxford Suites.
- 3 x Bovine Classic Pre-Rides. Each ride hosted over 30 local and visiting riders.

EVENT STATISTICS

- 400+ Participants
- Visitors from 12 states: Arizona, Alaska, California, Colorado, Florida, Idaho, Illinois, Maryland, Nevada, North Carolina, New York, Washington.
- At least 11 different nationalities represented: Colombia, Puerto Rico, Germany, Holland, Mexico, France, Canada, Belgium, Honduras, Ghana, UK, Australia
- 105+ different cities represented
- 85% of visitors from 3+ hours away.
- Local Events Held at: Cal Coast Beer Co in Paso Robles; LongBranch Saloon in Creston; Wild Fields Brewhouse in Atascadero.
- We worked with over 35 local and national businesses to bring this to life.
- Partnered with 4 local wineries and two breweries.

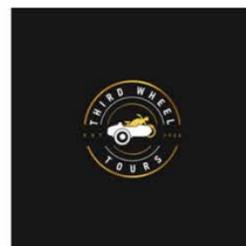
AVG PER PERSON REGISTRATION FEE: \$205

NIGHT STAY: 2 NIGHTS

Partner hotels included: Carlton, Springhill Suites, Home2Suites, Holiday Inn Express, Oxford Suites, We had lots of requests about "van camping." This could be an emerging opportunity for Atascadero



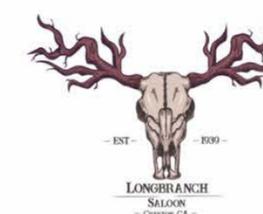
2022 Participating (National & Local) Businesses



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What We're Up to in 2023

February: Bovine Classic activation at the iconic Rock Cobbler race in Bakersfield.

April: Bovine Classic heads to Levi's King Ridge Gran Fondo in Winston, CA. Will have marketing presence in front of 4000+ participants.

May: Gravelvino is a 4-day Mixed Surface Camp is a mid-year lead-up to The Bovine Classic. It's a boutique Paso Robles cycling experience for up to 15 riders.

June: Bovine Social Ride #1 in Atascadero. Bovine Classic heads to The Bantam Classic in Petaluma, CA.

July: Launch The Bovine Classic Digital Training Herd 2.0 on Today's Plan.

August: Bovine Social Ride #2 in Paso Robles.

September: Bovine Social Ride #3 in Atascadero. Bovine Classic heads to Rebecca's Private Idaho in Sun Valley, ID. Activation will touch nearly 1500 participants.

October 26-28: The Bovine Classic experience with events in Atascadero & Paso Robles, CA.



2023 Bovine Classic Details



October 26: Bike Sponsor Pre-Ride & Happy Hour at a partner Paso Robles, CA brewery.

October 27: Sponsored Pre-Rides & Expo in Atascadero's Sunken Gardens. VIP event at either *Etto Pasta Bar* or *Longbranch Saloon*.

October 28: The Bovine Classic ride throughout north county. Starts/ends in Atascadero, CA. Sunken Gardens.

Riders: 500+ enthusiastic gravel cyclists from around California and the USA.

Registration Fee: \$215 appx + \$15 (opt out) for the ***Moriah Wilson Operation Surf Scholarship*** to raise \$5000+ to send at least one female veteran to an OS camp.

We ♥ Operation Surf

Based right here in San Luis Obispo county, Operation Surf does powerful recovery work with wounded veterans.

Its mission is to channel the healing powers of the ocean to restore hope, renew purpose, and revitalize community.

Operation Surf's curriculum-based programs aim to inspire injured military and veterans to seek wellness in all aspects of their lives while providing the necessary resources, tools, and peer-to-peer support to continue this mindset indefinitely

Want to be inspired by Operation Surf's profound work?

Check out the movie trailer for "Resurface"



The Bovine Classic will support Operation Surf by:

1. Selling \$15 raffle tickets during event registration and throughout the weekend. (prizes TBD)
2. Hosting a limited VIP Friday Night "Dinner, A Short Movie, and Panel Talk" event.
3. Promoting Operation Surf through our digital platforms.



The Event Routes

"Huge thank you Bovine Classic for putting on such an amazing race and I'm stoked to come back next year!! Hopefully in better climbing shape!"

Derrek Nazelrod

*Viva
Bovine!*

Some folks will come to race and others simply to cross the line. Our course is designed to show off the pioneer and rancher spirit of our region by traversing dusty farm roads, rolling hills through vineyards, and backcountry single track. Not everyone will be ready for the full extravaganza, so there will also be middle- and short-distance versions of the route.

- **The Brave Bovine:** This untamable beast passes through Templeton, Paso Robles, Atascadero, and Creston, covering nearly 100 miles and 9100' of climbing.
- **The Happy Bovine:** This may not be the full deal, but at 70 miles and 6500' of climbing it's a serious course for serious riders!
- **The Baby Bovine:** At 40 miles and 3k climbing, this is no gentle calf. This course manages to have plenty of its own kick and sass.

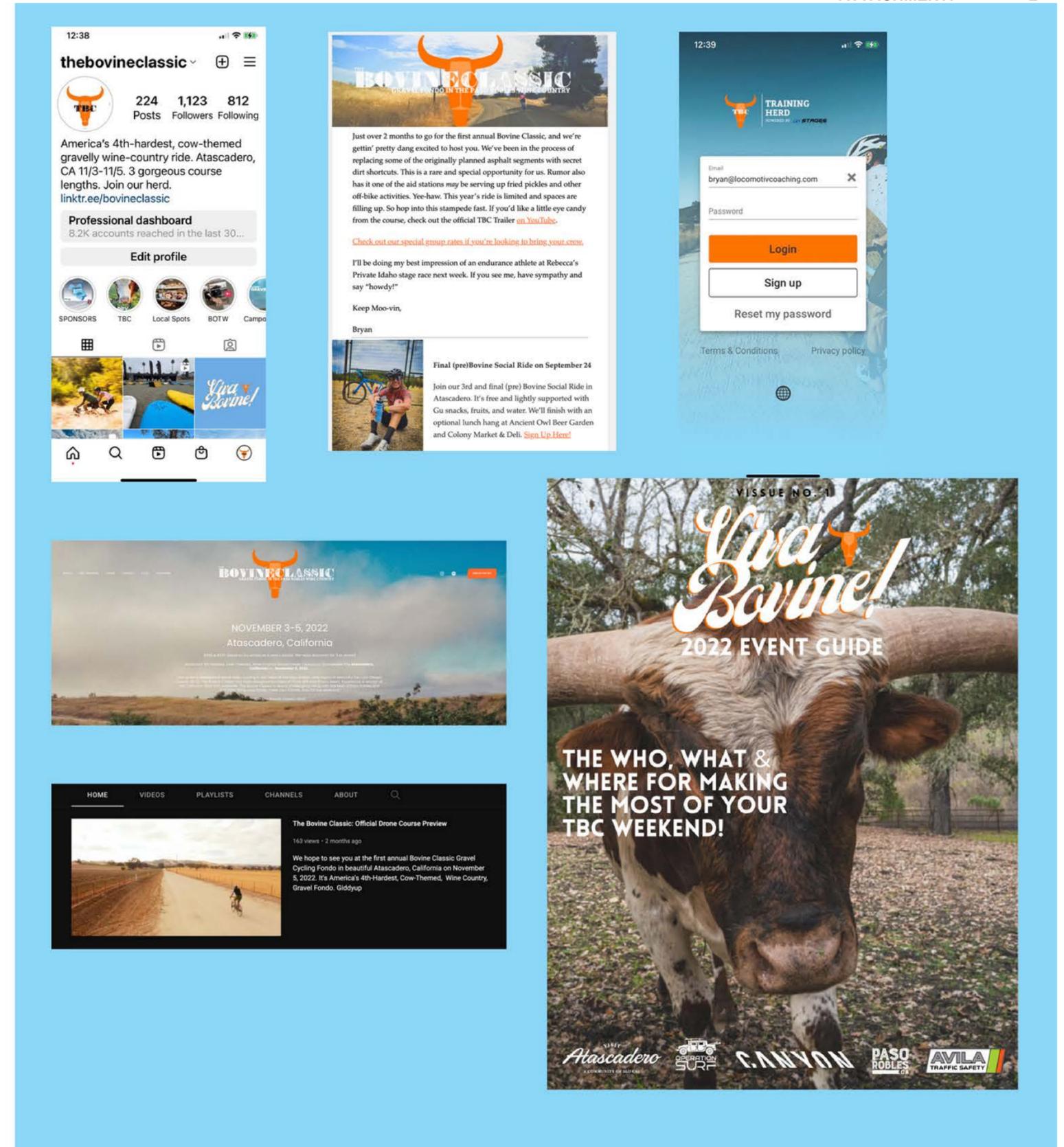
Each course will have well marked routes, multiple aid stations, and pro-level neutral race support to keep everyone rolling safely... and maybe a few surprise fans dressed in cow costumes!

2022 Digital Content Opportunities

The Bovine Classic is not just an event. We embrace the idea that we are also a content experience. This is a platform to tell stories about our region and our partners. It's also a place for riders to create their own stories. Many of those stories will start happening long before people even arrive in north SLO county. Here are some current opportunities for TBC to create digital audience, brand & product engagement in 2022!

- **Bovine Classic Website:** Homepage, Sponsors Page, Dedicated Sponsor Story Page
- **Bovine Classic Event Guide**
- **TBC Instagram Featured Post**
- **TBC Instagram Live Story**
- **Newsletter & Sponsored E-Blasts**
- **Race Results Page**
- **The Training Herd on Today's Plan App**
- **TBC Community Coaching Webinars on Zoom/IG Live**
- **Event Promo Videos x 4**
- **Course Scout Videos x 4**

We're open to all kinds of collaborations. What's on your mind?



2023 Partner Levels

Presented By Sponsor \$24k

Co-Branding

- Bovine Classic p/b [Your name] on all logo & name appearances in 2023.
- Bovine Classic p/b [Your name] on all 2022 TBC videos.
- Bovine Classic p/b [Your name] on all 2022 TBC webinars.
- P/B placement in all TBC newsletters
- P/B placement on all start/finish banners

Media

- Dedicated Partner Story Page on TBC website.
- 15 x dedicated IG & FB posts all about you!
- Featured guest on 1 webinar
- Featured Partner Placement on 4 x e-Newsletters
- Opportunities to participate in unique offers just for TBC riders
- Full page Ad in TBC magazine format digital rider handbook.

Event Weekend

- 10'x20' space in TBC Expo
- 2 x tickets to the VIP Dinner+Party

Platinum Sponsor \$10k

Branding

- Logo on TBC Website All Sponsors Page
- Dedicated Partner Story Page on TBC website.

Media

- 10 x dedicated All About You IG/FB posts
- Featured guest on 1 x webinar
- Co-presented by status on one TBC-related video.
- Featured Partner Placement on 2 x e-Newsletters.
- Opportunities to participate in unique offers just for TBC riders
- Full page Ad in TBC magazine format digital rider handbook.

Event Weekend

- 2 x days 10'x20' space in TBC Expo
- 1 x TBC ride entry
- 1 x ticket to the VIP Dinner+Party

Gold Sponsor \$5k

Branding

- Logo on TBC Website All Sponsors Page

Media

- 6 x dedicated All About You IG/FB posts
- Featured guest on 1 x webinar
- Featured Partner Placement on 2 x e-Newsletters.
- Opportunities to participate in unique offers just for TBC riders
- 1/2 page Ad in TBC magazine format digital rider handbook.

Event Weekend

- 2 x days 10'x10' space in TBC Expo
- 1 x TBC ride entry

Emerald Sponsor \$2k

Branding

- Logo on TBC Website All Sponsors Page

Media

- 3 x dedicated All About You IG/FB posts
- Featured Partner Placement on 1x e-Newsletters.
- Opportunities to participate in unique offers just for TBC riders
- 1/4 Ad in TBC magazine format digital rider handbook.

Event Weekend

- 2 x days 10'x10' space in TBC Expo
- 1 x TBC ride entry



The Bovine Classic "Presented By YOU" Sponsor Benefits: \$24k

"Presented by Partner" is limited to **three (3)** non-competing businesses, such as: VisitAtascadero/TravelPaso, Bike Sponsor, Beer Sponsor.

TERM: 1/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & Link on "Our Partners" Page
2. TBC Web Site: Dedicated "About You Page" in Our Partners section.
3. 15 dedicated social media posts on TBC channels.
4. "Featured Partner" placement on 2 x TBC digital newsletters
5. "Presented by" mention on all TBC newsletters.
6. Logo and link on Post-Registration TBC Rider Welcome Email.
7. Presented by mention on 4 x TBC social media videos.
8. Presented by mention all live and recorded coaching webinars.
9. Opportunities to participate in unique offers just for TBC riders
10. Featured Guest on 1 x Coaching Webinar
11. Full page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. Only presented by sponsor logos, along with our charity partner logo, are included on all: printed materials, festival and start/finish line banners, and event tee shirts.
2. 10' x 20' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
3. 5 x Ride entries for sponsor to use at their discretion.
Responsible for registering on [BikeReg.com/bovineclassic](https://www.bikerreg.com/bovineclassic).
4. 2 x Passes for Friday VIP fundraiser event. Details TBD.
5. 2 x local hotel rooms for 2 nights each.



The Bovine Classic *Platinum* Sponsor Benefits: \$10k

"Platinum Sponsor" status is limited to **six (6)** businesses.

TERM: 1/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 10 dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 2 x TBC digital newsletters
4. Co-presented by on 1 x TBC video
5. Presented by mention all live and recorded coaching webinars.
6. Opportunities to participate in unique offers just for TBC riders
7. Full page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 20' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 2 x ride entries for sponsor to use at their discretion.
3. 1 x pass for Friday VIP fundraiser event. Details TBD.
4. 1 x local hotel rooms for 2 nights each.



The Bovine Classic *Gold* Sponsor Benefits: \$5k

TERM: 1/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 8 x dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 2 x TBC digital newsletters
4. Featured guest 1 x TBC live/recorded webinar
5. Opportunities to participate in unique offers just for TBC riders.
6. 1/2 page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 10' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 1 x ride event entries for sponsor to use for staff or as giveaways.



The Bovine Classic *Emerald* Sponsor Benefits: \$2k

TERM: 4/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 5 x dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 1 x TBC digital newsletters
4. Opportunities to participate in unique offers just for TBC riders.
5. 1/4 page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 10' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 1 x ride event entries for sponsor to use for staff or as giveaways.



Other Sponsorship Opportunities

"Mark my words. This thing is going to BLOW UP!"

Rudy Napolitano, 2021 Team Bahati RAAM winner

Viva Bovine!

We encourage our partners to take an active role in creating a meaningful connection with Bovine Classic riders. We want our riders to get to know you, and for you to know them. Let's connect on an individual level that creates memories.

Here are some active ways partners have worked to engage riders:

1. Event Happy Hours
2. Post-Ride Lounges
3. Sponsored Post-Ride Feed
4. Sponsored and Led Pre-Rides
5. Product Donations for Charity Raffle Giveaways
6. Sponsored and Staffed Aid Stations
7. Product Launches
8. On-Course Demo Opportunities
9. Tasting Booths
10. Brand x Food x Beverage Collaborations

We're open to hearing your ideas. Let's get inventive and touch hearts.



A Bike Monkey Co-Production



Santa Rosa, CA-based **Bike Monkey** has a reputation for producing some of the most recognized cycling events on the West Coast. The Bovine Classic is honored to be in this **network** of amazing ride experiences.

Bovine Classic Contact Deets

For Bovine Classic media and sponsorship inquiries, contact Bryan Yates

bryan@locomotivcoaching.com
213.926.1520

www.thebovineclassic.com





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

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

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

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

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

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

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

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

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ATTACHMENT: 3

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



Event Sponsorship Requirements Checklist

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

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



Event Support Application Form

Requesting Organization: Locomotiv Performance Coaching dba "The Bovine Classic"

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

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

City, State, Zip: Atascadero, CA 93422

Name of Event: The Bovine Classic

Event Description: _____

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

Event Dates/Times: October 27-28, 2023. Will include a Paso activity on 10/6 to attract more hotel night stay.

Is event located in Atascadero? Yes No

Venue Name: Sunken Gardens

Venue Location: Sunken Gardens

Event Website: www.thebovineclassic.com

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

Yes No

Total Anticipated Attendees: 550+ **Portion From Outside SLO County:** 85-88%

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

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

attendance numbers: 400+. See accompanying presentation for statistics on
tourism and media promotion.

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

Race fees will be appx \$210 + an opt-out \$15 donation for our charity partner, Operation Surf.
Yes, let's do package offers. We had partner hotels in 2022, but there might be better ways
to approach that. We're open to strategic suggestions on this.

Crowd Control Safety Plan Details:

We are having our first edition of this event on November 5, 2022. That will inform our
safety plans for 2023. For this year, we've closed roads around Sunken Gardens and several
roads for the rider departure only. We may decide we need more or less of this approach
in 2023, but we'd like to assess how this year works first.

Will the event require an ABC Permit? Yes No

**Has a City permit been issued for your event or contracted the venue for your
event date?** Yes No

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

In 2022, Visit Atascadero and Travel Paso shared "presenting sponsor" status on this unique
event. This gave both cities extraordinary social media, press, and marketing activation
promotion. We hosted multiple pre-rides leading up to the event that brought in riders from
around the state to experience our town. Local businesses and hotels experienced benefits
from these pre events.

The November 5 event itself, attracted participants from 12 states and 101 different cities. We
also hosted riders from 4 different countries. 2022 had 400+ participants. 87% of those came
from more than 3 hours away.

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

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

Additional details about eligible event tier qualification:

See accompanying opportunity deck.

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

\$10,000 + waived Sunken Garden rental + promotional support + Visit Atascadero

promotional items --such as cow bells--for next year's rider gift bags + community outreach to

better connect with local businesses and volunteer groups.

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	\$2,000
Activations at other cycling events	\$2000
Appearance Fees for Cycling Influences	\$3000
Video Production	\$3000

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	\$2,500 in-kind venue sponsorship
City of Atascadero	\$10000 + \$2000 venue rental
Travel Paso	\$12,000
Canyon Bikes (or similar)	\$24,000 + Promotion + Event Activation
Cycling Helmet/Eyewear Company	\$4000 + Promotion + Event Activation
Voler Cycling Apparel	\$3000 + Promotion + Activation
Beer Sponsor	\$6000 (for ABC licence + fencing + Product)
SRAM	\$3000 + Product + Event Activation
Garmin Fitness	\$5000 + Product + Event Activation

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

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
Instagram	Post Boosts 12x	\$1200
Event Marketing Activations	5-6	\$3000
Cycling Influencer Social Posts & Appearance Fees	TBD	

Please share your intended public relations outreach.

We're going to focus on bringing in influencers and pros who have strong cycling followings on social media. We will also focus on activating at similar events. There are a few press release platforms that are focused on endurance sports. We'll reach out to them to work on spreading the message. Year 2 will still be a very organic, grass-roots approach to getting out the word. Social media was very effective in 2022 and we'll be able to build on that in 2023 with our photography that comes from the actual event.

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

Logo placement on website, social media posts, newsletters, podium banner. If the budget works, VisitAtascadero logo will also be on the Start/Finish arch. Any banners we use for marketing activations at other events includes the VisitAtascadero logo. Advertising placement in the event guide as well. See the 2022 Event Guide for an example.

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

Website. Social media. We encourage local hotels to do a stronger job of telling their stories to our audience through social media. We'll learn a great deal in 2022 in how local hotels connected with our riders, and find ways to build on that. There are ways we have found that local hotels can cater to the particular needs of our sponsors that will be effective going forward.

Additional Details:

Rules and Regulations for Event Coordinators

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

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

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

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

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

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

Applicant Signature *Bryan M. Gates* Date 10/30/2022

In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at hmeis@bigredmktg.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Assignment of Responsibilities for Ad Hoc Committee for 2023- 2025 City Budget Cycle

RECOMMENDATION:

ATBID Board:

1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle.
2. Provide direction to Ad Hoc Committee that defines their meeting details, responsibilities, and scope of work.
3. Direct Ad Hoc Committee to report back to ATBID Board upon conclusion of the 2023-2025 City budget cycle.

DISCUSSION:

At the September 21, 2022 meeting, the ATBID Board voted to create an Ad Hoc Committee to represent ATBID's interests in the City of Atascadero's 2023-2025 budget cycle. This action was the result of ATBID discussion about availability and flexibility of ATBID funds.

At the October 19, 2022 meeting, Administrative Services Director Jeri Rangel explained in detail the City's procedures for funds and the utilization of "reserves" and a potential contingency for ATBID emergencies. The ATBID Board was reminded that the City will not and cannot redirect ATBID funds for any other purpose, and that ATBID remains fiscally solid.

In light of the assuagement of these concerns, the ATBID Board voted to create an Ad Hoc Committee for the 2023-2025 City budget cycle. This item affirms that Board Members O'Malley and Sohi will be the two members of the Ad Hoc Committee, when and how regularly the committee should meet, toward what ATBID interests the committee should direct their primary focus, and what the committee's report to the ATBID Board should entail upon conclusion of the 2023-2025 City budget cycle.

ITEM NUMBER:

B-3

DATE:

11/16/22

FISCAL IMPACT:

None.

ATTACHMENTS:

None



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Short-Term Rental Compliance Check-in

RECOMMENDATION:

ATBID Board receive and file the Short-Term Rental Compliance update.

DISCUSSION:

The Short-Term Rental Compliance check-in is designed for the ATBID Board to see the number of short-term rentals that are currently in compliance. If there is an STR that is not on the list, it would need to be brought to the attention of the Destination Manager, Terrie Banish, in order to complete the code enforcement complaint form to review the property in question.

Host Compliance provided a final master database in March 2022 before the ATBID contract expired. At that time, the property list was reviewed by Host Compliance and there was not a single property that had not already been submitted to the City to review and/or was already in compliance.

The City will continue to review that STR properties are complying and the City has the software available to check into those that are not through the HdL platform.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Hotel and STR Listing 11.09.22
2. Host Compliance Last Report 3.24.22 from Software
3. Code Violation Complaint Form

COMPANY	COMPANY_PRINT_AS	STATUS	OWNER_NAME	SITE_ADDR	SITE_CITY	PHONE	LICENSE_SUBTYPE
CASA DEL SOL	CASA DEL SOL	ACTIVE		4600 SAN PALO RD	ATASCADERO	8057831000	HOTEL AND MOTEL
DAON PROPERTIES, LLC	JASON G DURBIN	ACTIVE		900 EL CAMINO REAL	ATASCADERO	8054623500	HOTEL AND MOTEL
FAIRFIELD INN & SUITES BY MARRIOTT LLC	SNEHA PATEL	ACTIVE		3600 EL CAMINO REAL	ATASCADERO	8054664449	HOTEL AND MOTEL
HOLIDAY INN EXPRESS & SUITES OF ATASCADERO	AMAR S SOHI	ACTIVE		9010 WEST FRONT RD	ATASCADERO	8054620200	HOTEL AND MOTEL
HOM2E SUITES BY HILTON	STEVE KEMP, BUSINESS TAX SPECIALIST	ACTIVE	NORTH CNTY HOSPITALITY GROUP L	1800 EL CAMINO REAL A	ATASCADERO	3188127122	HOTEL AND MOTEL
MAA KRUPA INC DBA ATASCADERO INN	DHANSUKH BHAKTA & NIVEDITA BHAKTA	ACTIVE	MAA KRUPA INC	6505 MORRO RD	ATASCADERO	8054660794	HOTEL AND MOTEL
MOTEL 6 ATASCADERO, CA	LDGING VENTURES LLC	ACTIVE		9400 EL CAMINO REAL	ATASCADERO	8052654957	HOTEL AND MOTEL
THE CARLTON HOTEL	DAVID B WEYRICH	ACTIVE		6005 EL CAMINO REAL	ATASCADERO	8054615100	HOTEL AND MOTEL
VINO INN & SUITES	PERRY NARAN	ACTIVE	BHIKHUBHAI V PATEL	6895 EL CAMINO REAL	ATASCADERO	8054662231	HOTEL AND MOTEL
LANSKY REAL ESTATE (LLC)	JASPER LANSKY	ACTIVE		4825 ESTRADA AVE	ATASCADERO	8059825084	LODGINING NONPROFIT OR TAX EXEMPT
THE INN AT ROCKIN' K RANCH	EDWIN KAHLER	ACTIVE	EDWIN R & DONNA I KAHLER	3155 EL CAMINO REAL	ATASCADERO	9259846455	LODGINING NONPROFIT OR TAX EXEMPT
WISE COTTAGE	KENNY & SALLY WISE	ACTIVE		4994 ROSARIO AVE	ATASCADERO	7572708466	LODGINING NONPROFIT OR TAX EXEMPT
10700 COLORADO RD	SHI QIU	ACTIVE	YEQIANG LIN	10700 COLORADO RD	ATASCADERO	5306803916	VACATION RENTAL SINGLE ROOM OR HOUSE
8210 COROMAR STR	ROSS L BOWLING	ACTIVE		8210 COROMAR AVE	ATASCADERO	5599033015	VACATION RENTAL SINGLE ROOM OR HOUSE
ADAM AND DANIELLE POFFENBARGER	DANIELLE & ADAM POFFENBARGER	ACTIVE	ADAM & DANIELLE POFFENBARGER	9054 SAN RAFAEL RD	ATASCADERO	9253366636	VACATION RENTAL SINGLE ROOM OR HOUSE
AJEYA SANTA YNEZ	MEKHAIL ALOUSH	ACTIVE		8390 SANTA YNEZ AVE	ATASCADERO	9092758756	VACATION RENTAL SINGLE ROOM OR HOUSE
ALICIA HARDEN	ALICIA HARDEN	ACTIVE	PHILLIP A CASTRO	13900 LOS ALTOS RD	ATASCADERO	8056107116	VACATION RENTAL SINGLE ROOM OR HOUSE
ALMOND HILL ESTATE	BLAKE PONEK	ACTIVE	BLAKE J PONEK	4805 SANTA CRUZ RD	ATASCADERO	8056106111	VACATION RENTAL SINGLE ROOM OR HOUSE
AMY MARKS	AMY MARKS	ACTIVE		9900 CARMELITA RD	ATASCADERO	8057041122	VACATION RENTAL SINGLE ROOM OR HOUSE
ANGELA C. ROMERO PROPERTIES	ANGELA C ROMERO	ACTIVE	DANIEL & ANGELA ROMERO	5305 OLMEDA AVE	ATASCADERO	8508969392	VACATION RENTAL SINGLE ROOM OR HOUSE
APRICOT COTTAGE	CORY L GEORGE	ACTIVE	CORY L & AMY GEORGE	9555 SANTA BARBARA RD	ATASCADERO	8058010419	VACATION RENTAL SINGLE ROOM OR HOUSE
APRIL PEET (AIR BNB)	APRIL PEET	ACTIVE	JOSHUA E & APRIL A PEET	13500 OLD MORRO RD	ATASCADERO	8057045822	VACATION RENTAL SINGLE ROOM OR HOUSE
ARLO VENTURES LLC	AARON JENNE AND JAMIE LIND	ACTIVE		7900 PORTOLA RD	ATASCADERO	8312958021	VACATION RENTAL SINGLE ROOM OR HOUSE
ASRA HOUSE	ANN WU	ACTIVE		5400 MARCO LN	ATASCADERO	8055039828	VACATION RENTAL SINGLE ROOM OR HOUSE
ATASCADERO LAKE VACATION RENTALS	BRIAN OMAHONY	ACTIVE		8025 SANTA ROSA RD	ATASCADERO	8082204296	VACATION RENTAL SINGLE ROOM OR HOUSE
ATOWN VACAY	MEGAN TAYLOR	ACTIVE	RYAN & MEGAN TAYLOR	5530 NOGALES AVE	ATASCADERO	4155164947	VACATION RENTAL SINGLE ROOM OR HOUSE
BILICH VACATION RENTAL	NICK BILICH	ACTIVE		7225 VALLE AVE	ATASCADERO	8052348302	VACATION RENTAL SINGLE ROOM OR HOUSE
BLUE LARKSPUR PARTNERS LLC	PASO ROBLES VACATION RENTALS	ACTIVE		3120 SAN FERNANDO RD	ATASCADERO	8312291111	VACATION RENTAL SINGLE ROOM OR HOUSE
BO'S RENTAL	BO'S RENTAL	ACTIVE	BO LIU	10210 SAN MARCOS RD	ATASCADERO	8053729667	VACATION RENTAL SINGLE ROOM OR HOUSE
BROADWAY & UNION MERCANTILE LLC	GREG RAVATT	ACTIVE		7875 PISMO AVE	ATASCADERO	8059255002	VACATION RENTAL SINGLE ROOM OR HOUSE
CAMILLE DEBRUIN	CAMILLE DEBRUIN	ACTIVE	JODY E & CAMILLE R DEBRUIN	11395 ELIANO ST	ATASCADERO	8055509048	VACATION RENTAL SINGLE ROOM OR HOUSE
Caring Touch Air B&B	STEPHEN WAGNER	ACTIVE	STEPHEN E WAGNER	7735 EL CAMINO REAL	ATASCADERO	8054662273	VACATION RENTAL SINGLE ROOM OR HOUSE
CARMELITA GROVE	SHELDON FERGUSON	ACTIVE		8570 CARMELITA AVE	ATASCADERO	4089405439	VACATION RENTAL SINGLE ROOM OR HOUSE
CARNONAGH HOUSE	DAWN A DOHERTY	ACTIVE		5465 ROSARIO AVE	ATASCADERO	9492302979	VACATION RENTAL SINGLE ROOM OR HOUSE
CASA COLINA VACATION RENTAL	OLEG & MARY PRAVDIN	ACTIVE		7450 SAN PALO RD	ATASCADERO	4152057220	VACATION RENTAL SINGLE ROOM OR HOUSE
CAVAN HADLEY	CAVAN HADLEY	ACTIVE		12722 SAN FELIPE CT	ATASCADERO	8057043227	VACATION RENTAL SINGLE ROOM OR HOUSE
CEDAR WINDMILL	JENNIFER MONSON	ACTIVE	ERIC E MONSON	6849 SAN GABRIEL RD	ATASCADERO	8054621504	VACATION RENTAL SINGLE ROOM OR HOUSE
CENTRAL COAST ESCAPE	JEAN OR MARTIN PONEK	ACTIVE	MARTIN P PONEK	3525 COLIMA RD	ATASCADERO	8056106112	VACATION RENTAL SINGLE ROOM OR HOUSE
CHARITY WEST	CHARITY WEST	ACTIVE		6970 NAVAJOA AVE	ATASCADERO	4155737205	VACATION RENTAL SINGLE ROOM OR HOUSE
CHARLES & DONNA EVANS	CHARLES/ DONNA EVANS	ACTIVE		8425 SAN CLEMENTE AVE	ATASCADERO	8059274268	VACATION RENTAL SINGLE ROOM OR HOUSE
CHRIS HOLZER	CHRIS HOLZER	ACTIVE		1200 SAN RAMON RD	ATASCADERO	8057095557	VACATION RENTAL SINGLE ROOM OR HOUSE
COLIN BROADWATER	COLIN BROADWATER	ACTIVE		9480 ATASCADERO AVE	ATASCADERO	2069198923	VACATION RENTAL SINGLE ROOM OR HOUSE
COLONY HAVEN	JULIE RUTLEDGE	ACTIVE	TIM & JULIE RUTLEDGE	5580 ROSARIO AVE	ATASCADERO	5624133592	VACATION RENTAL SINGLE ROOM OR HOUSE
COZY COUNTRYSIDE RETREAT	JASON & BRANDLYN COX	ACTIVE		6717 LOS GATOS RD	ATASCADERO	8058010130	VACATION RENTAL SINGLE ROOM OR HOUSE
COZY GUEST HOUSE IN WINE COUNTRY	ELLEN F HAYS	ACTIVE		7975 SAN MARCOS RD	ATASCADERO	8054610921	VACATION RENTAL SINGLE ROOM OR HOUSE
CRAIG RANELLS	CRAIG RANELLS	ACTIVE		6505 POQUITO CREEK LN	ATASCADERO	5592591124	VACATION RENTAL SINGLE ROOM OR HOUSE
CREEKSIDE COTTAGE	JEAN OR MARTIN PONEK	ACTIVE	JEAN & MARTIN PONEK	7555 DEVON CT	ATASCADERO	8054664183	VACATION RENTAL SINGLE ROOM OR HOUSE
CRYSTAL BROWNFIELD	CRYSTAL BROWNFIELD	ACTIVE	TERENCE JOSEPH MAGEE & CRYSTAL LYNN BROWNFIELD	2020 SAN FERNANDO RD	ATASCADERO	4154253952	VACATION RENTAL SINGLE ROOM OR HOUSE
DALTON HOUSE	ANDREA GALANTI	ACTIVE		7310 SAN GREGORIO RD	ATASCADERO	9493006778	VACATION RENTAL SINGLE ROOM OR HOUSE
DAN KILLION	DAN KILLION	ACTIVE		1185 GARCIA RD	ATASCADERO	8053913652	VACATION RENTAL SINGLE ROOM OR HOUSE
DAVID AND THERESA SMITH	DAVID & THERESA SMITH	ACTIVE	DAVID J & THERESA M SMITH	11505 SANTA ANA RD	ATASCADERO	8056807984	VACATION RENTAL SINGLE ROOM OR HOUSE
DAVID LOW	DAVID W LOW	ACTIVE		6460 ALCANTARA AVE	ATASCADERO	8056741120	VACATION RENTAL SINGLE ROOM OR HOUSE
DEBBIE GURROLA RENTAL	DEBBIE GURROLA	ACTIVE		2005 SAN FERNANDO RD	ATASCADERO	4087814230	VACATION RENTAL SINGLE ROOM OR HOUSE
DEBORAH ALBRIGHT/ROBIN SOUTH	DEBORAH ALBRIGHT/ROBIN SOUTH	ACTIVE	DEBORAH S ALBRIGHT	1415 GARCIA RD	ATASCADERO	8312778624	VACATION RENTAL SINGLE ROOM OR HOUSE
DEGARMO VACATION RENTALS	BEN DEGARMO	ACTIVE	BENJAMIN & TIRZA DEGARMO	10080 OLD MORRO RD EAST	ATASCADERO	8054400266	VACATION RENTAL SINGLE ROOM OR HOUSE
DENISE MCGREW-KANE	DENISE MCGREW-KANE	ACTIVE	LOUIS P WAMER	8950 BALBOA RD	ATASCADERO	9256428042	VACATION RENTAL SINGLE ROOM OR HOUSE
EASTER VACATION RENTALS	JARROD & ANNA EASTER	ACTIVE		9275 CURBARIL AVE	ATASCADERO	8057123453	VACATION RENTAL SINGLE ROOM OR HOUSE
EL VERANO VICTORIAN	ELLERY CONOVER	ACTIVE	ELLERY & CANDICE M CONOVER	5275 EL VERANO AVE	ATASCADERO	8054583282	VACATION RENTAL SINGLE ROOM OR HOUSE
ERIC SMITH	ERIC D. SMITH	ACTIVE		6755 SAN GABRIEL RD	ATASCADERO	8056744296	VACATION RENTAL SINGLE ROOM OR HOUSE
ERIN SHEETS	ERIN SHEETS	ACTIVE	ERIN SHEETS	5092 PALMA AVE	ATASCADERO	3172247230	VACATION RENTAL SINGLE ROOM OR HOUSE
FREEL-SPARKS AIRBNB	KARA FREEL-SPARKS	ACTIVE		5515 DULZURA AVE	ATASCADERO	2068504129	VACATION RENTAL SINGLE ROOM OR HOUSE
GARDEN OASIS AirbnB	DAVID TUOHEY-MOTE	ACTIVE	ALAN D TUOHEY-MOTE	7150 PORTOLA RD	ATASCADERO	8054662978	VACATION RENTAL SINGLE ROOM OR HOUSE
GEIBEL'S PLACE	WILLIAM C & PAULA K GEIBEL	ACTIVE		10720 PORTAL RD	ATASCADERO	8055731016	VACATION RENTAL SINGLE ROOM OR HOUSE
GRAND OAKS PARTNERS, LLC	JACK PHELAN - GRAND OAKS PARTNERS LLC	ACTIVE		2425 EL CAMINO REAL	ATASCADERO	8052152703	VACATION RENTAL SINGLE ROOM OR HOUSE
GREG RAVATT	GREGORY A RAVATT	ACTIVE	GREGORY A RAVATT	5715 ROSARIO AVE	ATASCADERO		VACATION RENTAL SINGLE ROOM OR HOUSE
HACIENDA ROBLES	BOB AND SUSAN MASCALL	ACTIVE	ROBERT MASCALL	7129 SAN GREGORIO RD	ATASCADERO	6502183669	VACATION RENTAL SINGLE ROOM OR HOUSE
HALF ACRE WOOD	KAY CEMENTINA	ACTIVE	DENNIS B CEMENTINA	8700 PINO SOLO AVE	ATASCADERO	8057481438	VACATION RENTAL SINGLE ROOM OR HOUSE
HAWLEY VACATION RENTAL	JOHN HAWLEY	ACTIVE		8400 SANTA ROSA RD	ATASCADERO	8056107443	VACATION RENTAL SINGLE ROOM OR HOUSE
HAYDEN & LOREN MISLAVSKY	HAYDEN AND LOREN MISLAVSKY	ACTIVE		4509 MANANITA AVE	ATASCADERO	8054234204	VACATION RENTAL SINGLE ROOM OR HOUSE
HELPER ENTERPRISES	SIDNEY SCOTT BOWEN	ACTIVE	SIDNEY S BOWEN	5550 CASCABEL RD	ATASCADERO	8054610307	VACATION RENTAL SINGLE ROOM OR HOUSE
HIDDEN GEM	PAULA A WIEMANN	ACTIVE	JOHN M & PAULA A WIEMANN	8404 LOS OSOS RD	ATASCADERO	8054663332	VACATION RENTAL SINGLE ROOM OR HOUSE
HIDDEN OAK RETREAT	LORI WELCH & SHAWN BRADFORD	ACTIVE		905 LENOSA LN	ATASCADERO	8315244309	VACATION RENTAL SINGLE ROOM OR HOUSE

HIDDEN OAKS	JOHNNY PAHLER	ACTIVE		7825 VALLE AVE	ATASCADERO	8058351806	VACATION RENTAL SINGLE ROOM OR HOUSE
HIDDEN OAKS FARM HOUSE	MEGAN WALTERS	ACTIVE		7900 SAN GREGORIO RD	ATASCADERO	8054239174	VACATION RENTAL SINGLE ROOM OR HOUSE
HIDDEN SPRINGS TREE FARM	AURALLY FRANK-DOBBS	ACTIVE	FRANKLIN F FRANK	3202 MONTEREY RD D	ATASCADERO	8054662134	VACATION RENTAL SINGLE ROOM OR HOUSE
HILLTOP RANCH	JOHNATHAN C TRUMBULL	ACTIVE		8220 SANTA ROSA RD	ATASCADERO	8056744984	VACATION RENTAL SINGLE ROOM OR HOUSE
HOME AWAY INC DBA THE PINES RESORT	KYUSUN CHOE, SUN WHA CHOE	ACTIVE	DAVID S STLEGER-ANDREWS	12400 SAN MARCOS RD	ATASCADERO	5596423121	VACATION RENTAL SINGLE ROOM OR HOUSE
HOME SWEET HOME	LARRY ANDERSON	ACTIVE		8580 CORRIENTE RD	ATASCADERO	8054239174	VACATION RENTAL SINGLE ROOM OR HOUSE
HOWARD FAMILY TRUST	DEBRA E. KELLOGG, SUCCESSOR TRUSTEE	ACTIVE		1320 COPADO WAY	ATASCADERO	8054417894	VACATION RENTAL SINGLE ROOM OR HOUSE
HYPHEN VACATION RENTALS	GREGORY LELLI	ACTIVE	GREGORY P & DEIRDRE M DORAZIO-LELLI	9075 MOUNTAIN VIEW DR	ATASCADERO	8057121551	VACATION RENTAL SINGLE ROOM OR HOUSE
INDUSTRIAL FARMHOUSE	STEVE & MARY JANICE JOHANSEN	ACTIVE		4435 SAN JACINTO AVE	ATASCADERO	8186363939	VACATION RENTAL SINGLE ROOM OR HOUSE
INGLE RESIDENCE	CHRIS & ESTHER INGLE	ACTIVE	MATHEW & BETH BUCHANAN	6000 FLORES RD	ATASCADERO	6614006934	VACATION RENTAL SINGLE ROOM OR HOUSE
INN THE OAKS ON CRISTOBAL	SHANNON BRARD	ACTIVE		8052 CRISTOBAL AVE	ATASCADERO	8054233064	VACATION RENTAL SINGLE ROOM OR HOUSE
JAMES COOLEY	JAMES COOLEY	ACTIVE		9570 MARCHANT WAY	ATASCADERO	8054662669	VACATION RENTAL SINGLE ROOM OR HOUSE
JAMIE JONES	JAMIE JONES	ACTIVE		5250 PORTOLA RD	ATASCADERO	8054615765	VACATION RENTAL SINGLE ROOM OR HOUSE
JANICE HURLBURT	JANICE HURLBURT	ACTIVE	JOHN S HURLBURT	9855 CALLE REFUGIO	ATASCADERO	8056749303	VACATION RENTAL SINGLE ROOM OR HOUSE
JASON MALLORY	JASON MALLORY	ACTIVE		8220 COROMAR AVE	ATASCADERO	8053051303	VACATION RENTAL SINGLE ROOM OR HOUSE
JASON PAHLER	JASON PAHLER	ACTIVE		3880 MONTEREY RD	ATASCADERO	8056107005	VACATION RENTAL SINGLE ROOM OR HOUSE
JH RENTALS	CYNDI HAVARD	ACTIVE		5205 FRESNO AVE	ATASCADERO	4159873301	VACATION RENTAL SINGLE ROOM OR HOUSE
JILL WILDE	JILL WILDE	ACTIVE	JILL WILDE	5370 BARRENDA AVE	ATASCADERO	8057090950	VACATION RENTAL SINGLE ROOM OR HOUSE
JOHN & JILL KIEL	JOHN M & JILL E KIEL	ACTIVE		6291 MONTEREY CT	ATASCADERO	8054613435	VACATION RENTAL SINGLE ROOM OR HOUSE
JORDAN & RACHAEL LARSON	RACHAEL M.E. LARSON	ACTIVE		10015 OLD MORRO RD EAST	ATASCADERO	8058789868	VACATION RENTAL SINGLE ROOM OR HOUSE
JORDAN ZWEIGORON	JORDAN ZWEIGORON	ACTIVE		5171 VEGA AVE	ATASCADERO	4086550383	VACATION RENTAL SINGLE ROOM OR HOUSE
JORDAN ZWEIGORON	JORDAN ZWEIGORON	ACTIVE		5190 MERCEDES AVE	ATASCADERO	4086550383	VACATION RENTAL SINGLE ROOM OR HOUSE
JOSH GRZESIK PROPERTIES	JOSH GRZESIK & KIM YOUNGBLOOD	ACTIVE		7955 SAN GABRIEL RD	ATASCADERO	8057483429	VACATION RENTAL SINGLE ROOM OR HOUSE
KAHMIN TEH	KAHMIN TEH C/O AVALARA INC	ACTIVE	LESLIE A RODMAN	10480 SANTA ANA RD	ATASCADERO	3032200183	VACATION RENTAL SINGLE ROOM OR HOUSE
KATE KREMKE	KATE KREMKE	ACTIVE	SCOTT A KREMKE	3710 MARICOPA RD	ATASCADERO	8054233182	VACATION RENTAL SINGLE ROOM OR HOUSE
KB VENTURES DBA COLONY COTTAGE	KB VENTURES	ACTIVE		5985 SAN JACINTO AVE	ATASCADERO	8057481438	VACATION RENTAL SINGLE ROOM OR HOUSE
KETCHUM RESIDENCE	CORINA KETCHUM	ACTIVE		7250 CRISTOBAL AVE	ATASCADERO	2099811008	VACATION RENTAL SINGLE ROOM OR HOUSE
KIM AND RICHARD SIMS	RICHARD SIMS	ACTIVE	JEFFREY D & JAYNEE B ORCUTT	7650 DEL RIO RD	ATASCADERO	8058785086	VACATION RENTAL SINGLE ROOM OR HOUSE
KIMBERLY THUS	KIMBERLY THUS	ACTIVE		5111 ESCARPA AVE	ATASCADERO	8058017041	VACATION RENTAL SINGLE ROOM OR HOUSE
L.M. WILLIAMS	LISA MIA & STEVEN WILLIAMS	ACTIVE		14155 EL MONTE RD	ATASCADERO	8052799381	VACATION RENTAL SINGLE ROOM OR HOUSE
LA CASITA PORTOLA	CHRISTINA M MIRANDA	ACTIVE		4655 PORTOLA RD	ATASCADERO	8056107645	VACATION RENTAL SINGLE ROOM OR HOUSE
LA PLAZA (Z3 LLC)	Z3 LLC DBA LA PLAZA	ACTIVE		6110 EL CAMINO REAL	ATASCADERO	8056744743	VACATION RENTAL SINGLE ROOM OR HOUSE
LAFAYETTE RESIDENCE INN	CATHERINE LAFAYETTE	ACTIVE	JOSEPH B & CATHERINE D LAFAYETTE	8600 PINO SOLO AVE	ATASCADERO	8054233132	VACATION RENTAL SINGLE ROOM OR HOUSE
LARRY AND TAMI SILVIA	LARRY AND TAMI SILVIA	ACTIVE	LAWRENCE V SILVIA	6201 LOS GATOS RD	ATASCADERO	8589268426	VACATION RENTAL SINGLE ROOM OR HOUSE
LAUGHLIN DEVELOPMENT CO	PETER LAUGHLIN	ACTIVE		2453 EL CAMINO REAL	ATASCADERO	831233840	VACATION RENTAL SINGLE ROOM OR HOUSE
LAURA EDWARDS	LAURA EDWARDS	ACTIVE	WILLIAM & LAURA EDWARDS	3025 CHICO RD	ATASCADERO	8054008050	VACATION RENTAL SINGLE ROOM OR HOUSE
LAUREEN RIVA DBA CENTRAL COAST CASA	LAUREEN RIVA	ACTIVE	LAUREEN RIVA	10620 COLORADO RD	ATASCADERO	8052969990	VACATION RENTAL SINGLE ROOM OR HOUSE
LAUREEN RIVA/CENTRAL COAST CASA II	LAUREEN RIVA	ACTIVE	LAUREEN RIVA	4905 CARRIZO RD	ATASCADERO	8052969990	VACATION RENTAL SINGLE ROOM OR HOUSE
LEE & SHANNON DUGAN	LEE & SHANNON DUGAN	ACTIVE		12405 SANTA LUCIA RD	ATASCADERO	8054404530	VACATION RENTAL SINGLE ROOM OR HOUSE
LODGE WEST	LINDA L KELTZ	ACTIVE		10275 SANTA ANA RD	ATASCADERO	8054665166	VACATION RENTAL SINGLE ROOM OR HOUSE
LOYS STAY AWHILE SUITE	WILLIAM SCOTT LOY	ACTIVE	GROOM 2018 FAMILY TRUST	7025 PORTOLA RD	ATASCADERO	5038693724	VACATION RENTAL SINGLE ROOM OR HOUSE
LYNNE HIGGINS	LYNNE L HIGGINS	ACTIVE		7500 NAVAJO AVE	ATASCADERO	8052356375	VACATION RENTAL SINGLE ROOM OR HOUSE
LYONS PROPERTIES	GARY AND PATRICIA LYONS	ACTIVE	GARY & PATRICIA LYONS	5445 ENCINO AVE	ATASCADERO	8052846822	VACATION RENTAL SINGLE ROOM OR HOUSE
MANSFIELD RANCH	MATTHEW & KATHRYN MANSFIELD	ACTIVE		5700 ARDILLA RD	ATASCADERO	8058356383	VACATION RENTAL SINGLE ROOM OR HOUSE
MAX FREUND AND CYNTHIA LUNA CASTELLANOS	MAX FREUND &	ACTIVE		8705 AZUCENA AVE	ATASCADERO	9096321624	VACATION RENTAL SINGLE ROOM OR HOUSE
MELISSA CARSTAIRS	MELISSA CARTSTAIRS	ACTIVE	TIMOTHY & MELISSA CARSTAIRS	11550 SANTA ANA RD	ATASCADERO	8052345209	VACATION RENTAL SINGLE ROOM OR HOUSE
MENACHO VACATION RENTAL	MARTHA MENACHO	ACTIVE		7620 SANTA YSABEL AVE	ATASCADERO	4083146490	VACATION RENTAL SINGLE ROOM OR HOUSE
MIKE & NICOLE CORRIDORI	MIKE & NICOLE CORRIDORI	ACTIVE	MICHAEL A CORRIDORI	5494 PORTOLA RD	ATASCADERO	2138649424	VACATION RENTAL SINGLE ROOM OR HOUSE
MILLERS LANDING	JOHN & TAMMY MILLER	ACTIVE	JOHN V & TAMMY M MILLER	7130 SYCAMORE RD	ATASCADERO	8055383194	VACATION RENTAL SINGLE ROOM OR HOUSE
MITCH NUNES	MITCH NUNES	ACTIVE		4105 SANTA CRUZ RD	ATASCADERO	8057120724	VACATION RENTAL SINGLE ROOM OR HOUSE
MITCH STAFFORD	MITCH STAFFORD	ACTIVE		6950 BALBOA RD	ATASCADERO	8055501963	VACATION RENTAL SINGLE ROOM OR HOUSE
MITCH STAFFORD	MITCHELL STAFFORD	ACTIVE		7020 GRAVES CREEK RD	ATASCADERO	8055501963	VACATION RENTAL SINGLE ROOM OR HOUSE
MVI PROPERTIES, LLC	MICHAEL MUHAREB	ACTIVE		8255 AZUCENA AVE	ATASCADERO	3032200183	VACATION RENTAL SINGLE ROOM OR HOUSE
MW PROPERTIES	MELANIE WHITAKER	ACTIVE		5750 OLMEDA AVE	ATASCADERO	6615499129	VACATION RENTAL SINGLE ROOM OR HOUSE
NA HOKU RANCH	GEORGE ROS/LESLIE DUGAN	ACTIVE		9115 SANTA BARBARA RD	ATASCADERO	8054239174	VACATION RENTAL SINGLE ROOM OR HOUSE
ORGILL HOUSE	KEN ORGILL	ACTIVE	KENNETH R ORGILL	2560 ALTURAS RD	ATASCADERO	8054231977	VACATION RENTAL SINGLE ROOM OR HOUSE
ORRICK ENTERPRISES	TREVOR A ORRICK	ACTIVE		7655 BELLA VISTA RD	ATASCADERO	8054713951	VACATION RENTAL SINGLE ROOM OR HOUSE
PAHLER PROPERTIES - ARTIGA	LISA & STEVE PAHLER	ACTIVE		7050 ARTIGA LN	ATASCADERO	8054230562	VACATION RENTAL SINGLE ROOM OR HOUSE
PAHLER PROPERTIES - PALMA	STEVE & LISA PAHLER	ACTIVE		5165 PALMA AVE	ATASCADERO	8054230562	VACATION RENTAL SINGLE ROOM OR HOUSE
PAHLER PROPERTIES-LIMITAS	STEVE & LISA PAHLER	ACTIVE	PAHLER STEVEN J & LISA C TRUST	6305 LOMITAS RD	ATASCADERO	8054230562	VACATION RENTAL SINGLE ROOM OR HOUSE
PAHLER PROPERTIES-SERRA	STEVE PAHLER	ACTIVE		6870 SERRA AVE	ATASCADERO	8054238467	VACATION RENTAL SINGLE ROOM OR HOUSE
PATRICK & KIMBERLY RYAN	PATRICK & KIMBERLY RYAN	ACTIVE		4510 ROSITA AVE	ATASCADERO	8326938069	VACATION RENTAL SINGLE ROOM OR HOUSE
PELICAN CREST GUEST NEST	SHARON RADEMACHER	ACTIVE	CJ & SH RADEMACHER	8535 SANTA ROSA RD	ATASCADERO	8056109680	VACATION RENTAL SINGLE ROOM OR HOUSE
POQUITO CREEK	JOHNNY PAHLER	ACTIVE		6509 POQUITO CREEK LN	ATASCADERO	8058351806	VACATION RENTAL SINGLE ROOM OR HOUSE
PORTOLA INN/PORTOLA EVENT PLANNING	PEGGY J AND THOMAS P O'MALLEY	ACTIVE		6650 PORTOLA RD	ATASCADERO	8052341254	VACATION RENTAL SINGLE ROOM OR HOUSE
POUL-INN	SUSAN POULIN	ACTIVE	RONALD E POULIN	9810 SANTA LUCIA RD	ATASCADERO	8052942692	VACATION RENTAL SINGLE ROOM OR HOUSE
R&R RETREAT	TOM ROBINSON	ACTIVE		11040 CATALPA CT	ATASCADERO	8052399355	VACATION RENTAL SINGLE ROOM OR HOUSE
RACHEL QUIROZ	RACHEL QUIROZ	ACTIVE		7820 GRAVES CREEK RD	ATASCADERO	8053952358	VACATION RENTAL SINGLE ROOM OR HOUSE
RANCH SAN BENITO	HONG CAO	ACTIVE		5010 SAN BENITO RD	ATASCADERO	8054580639	VACATION RENTAL SINGLE ROOM OR HOUSE
RETRO RANCH	KATHY KELLY	ACTIVE	CHRISTOPHER F SHAW	4655 VISCANO AVE	ATASCADERO	8059758338	VACATION RENTAL SINGLE ROOM OR HOUSE
RKM PROPERTIES	MARCUS & CATHERINE (KATIE) ROSEVEAR	ACTIVE		1794 S MIRASOL WAY	ATASCADERO	9254136152	VACATION RENTAL SINGLE ROOM OR HOUSE
ROBERT DAVIS LAND MANAGEMENT	ROBERT F DAVIS	ACTIVE		13545 OLD MORRO RD	ATASCADERO	8054415823	VACATION RENTAL SINGLE ROOM OR HOUSE
ROZCZ LLC	ROZCZ LLC	ACTIVE		5551 TUNITAS AVE A	ATASCADERO	5594600818	VACATION RENTAL SINGLE ROOM OR HOUSE

ROCZ LLC	ROCZ LLC	ACTIVE		7205 SAN GABRIEL RD	ATASCADERO	5594600818	VACATION RENTAL SINGLE ROOM OR HOUSE
ROCZ LLC	ROCZ LLC (NICHOLE KLEIN)	ACTIVE		5350 DULZURA AVE	ATASCADERO	5594600818	VACATION RENTAL SINGLE ROOM OR HOUSE
RODA HOUSE	RYAN & HEATHER RODA	ACTIVE		9035 SAN GABRIEL RD	ATASCADERO	8056109271	VACATION RENTAL SINGLE ROOM OR HOUSE
ROGER MULLENHOUR	ROGER MULLENHOUR	ACTIVE	CHARLES J & CHERYL E MCKEE	2993 ARDILLA RD	ATASCADERO	8054551370	VACATION RENTAL SINGLE ROOM OR HOUSE
ROSSI'S ROOST	DEBORAH ROSSI	ACTIVE		2025 ALTURAS RD	ATASCADERO	8055401149	VACATION RENTAL SINGLE ROOM OR HOUSE
RTW RENTALS	ROGER & TRICIA WILLIAMS	ACTIVE		9008 SAN GABRIEL RD	ATASCADERO	8056741151	VACATION RENTAL SINGLE ROOM OR HOUSE
RURAL ESCAPE	JAMIE L WAISTELL	ACTIVE	SEAN A & JAMIE L WAISTELL	10800 COLORADO RD	ATASCADERO	8059045884	VACATION RENTAL SINGLE ROOM OR HOUSE
RYAN ARMSTRONG	RYAN ARMSTRONG	ACTIVE		9010 SAN RAFAEL RD	ATASCADERO	8057125108	VACATION RENTAL SINGLE ROOM OR HOUSE
S AND B LIVING, LLC	SARAH GORDON	ACTIVE		7360 SAN GABRIEL RD	ATASCADERO	8052346055	VACATION RENTAL SINGLE ROOM OR HOUSE
SAN GABRIEL AIR BNB	AMANDA BROWN	ACTIVE	COREY J SARROS	9030 SAN GABRIEL RD	ATASCADERO	8054007278	VACATION RENTAL SINGLE ROOM OR HOUSE
SARAH & DYLAN CASEBOLT	SARAH & DYLAN CASEBOLT	ACTIVE		5716 TRAFFIC WAY	ATASCADERO	8056101183	VACATION RENTAL SINGLE ROOM OR HOUSE
SARAH MATIAS	SARAH MATIAS	ACTIVE		8110 CASTENADA LN	ATASCADERO	6082901245	VACATION RENTAL SINGLE ROOM OR HOUSE
SECURE PROPERTY MANAGEMENT	NICHOLAS T GENOVA	ACTIVE		5223 PALMA AVE	ATASCADERO	8053050470	VACATION RENTAL SINGLE ROOM OR HOUSE
SEVEN OAKS COTTAGE	KELLIAN M EHRHEART	ACTIVE		7400 CRISTOBAL AVE	ATASCADERO	8054597782	VACATION RENTAL SINGLE ROOM OR HOUSE
SPENCER'S COZY HOUSE	STEPHENIE J SPENCER	ACTIVE		7405 SANTA YNEZ AVE	ATASCADERO	8054629155	VACATION RENTAL SINGLE ROOM OR HOUSE
STACY BETSCHAT	STACY BETSCHAT	ACTIVE		8825 SAN MARCOS RD	ATASCADERO	8054238483	VACATION RENTAL SINGLE ROOM OR HOUSE
SUSAN VAN ALFEN - RENTAL	SUSAN VAN ALFEN	ACTIVE	EVLEYN GM LADD	5820 LLANO RD	ATASCADERO	8057484308	VACATION RENTAL SINGLE ROOM OR HOUSE
SUSAN YOUNG	SUSAN YOUNG	ACTIVE		5200 ROSARIO AVE	ATASCADERO	8054235488	VACATION RENTAL SINGLE ROOM OR HOUSE
SWEET RAIN PROPERTIES	JANE NG	ACTIVE	GERE W SIBBACH	8500 CARMELITA AVE	ATASCADERO	5103937614	VACATION RENTAL SINGLE ROOM OR HOUSE
SWEET RAIN PROPERTIES	JANE NG	ACTIVE		5185 ARDILLA RD	ATASCADERO	5103937614	VACATION RENTAL SINGLE ROOM OR HOUSE
TERESA SHEPHERD	TERESA SHEPHERD	ACTIVE		7399 PORTOLA RD	ATASCADERO	8054593848	VACATION RENTAL SINGLE ROOM OR HOUSE
THE BOATMAN PROJECT	MICHAEL & GINA BOATMAN	ACTIVE		11020 SANTA ANA RD	ATASCADERO	7026228603	VACATION RENTAL SINGLE ROOM OR HOUSE
THE CLEMENTS AIRBNB	AMANDA & STEPHEN CLEMENTS	ACTIVE	AMANDA & STEPHEN CLEMENTS	8980 JUNIPERO AVE	ATASCADERO	4158607566	VACATION RENTAL SINGLE ROOM OR HOUSE
THE HIDEAWAY	DAVID AND BRENDA MAY	ACTIVE	DAVID T & BRENDA J MAY	13700 MORRO RD	ATASCADERO	8054668610	VACATION RENTAL SINGLE ROOM OR HOUSE
THE PARK	LAUREEN RIVA & CORIN LOPEZ	ACTIVE		9465 EL PARQUE AVE	ATASCADERO	8052969990	VACATION RENTAL SINGLE ROOM OR HOUSE
THE SYCAMORE COTTAGE	CORAL L. SWIFT	ACTIVE		8300 CASITAS RD	ATASCADERO	8057033166	VACATION RENTAL SINGLE ROOM OR HOUSE
THE VINE HOUSE	KELLY VINCENT	ACTIVE		8371 LOS OSOS RD	ATASCADERO	4088388236	VACATION RENTAL SINGLE ROOM OR HOUSE
THIRD STORY RENTAL PROPERTIES	ELISSA ZAVORA	ACTIVE		5790 SAN PEDRO AVE	ATASCADERO	9072096059	VACATION RENTAL SINGLE ROOM OR HOUSE
TNT & ASSOCIATES	KEVIN CLARKE	ACTIVE		9610 ATASCADERO AVE	ATASCADERO	7144482827	VACATION RENTAL SINGLE ROOM OR HOUSE
TOMKAT OASIS	THOMAS G WENTZEL	ACTIVE	THOMAS G & KATHLEEN S WENTZEL	5210 CAPISTRANO AVE	ATASCADERO	8054611398	VACATION RENTAL SINGLE ROOM OR HOUSE
TOVA CHESNIN	TOVA CHESNIN	ACTIVE		10655 REALITO AVE	ATASCADERO	3238413443	VACATION RENTAL SINGLE ROOM OR HOUSE
TRANQUIL LODGE LLC	JAPPANBIR SARANG	ACTIVE		14100 MORRO RD	ATASCADERO	9257878429	VACATION RENTAL SINGLE ROOM OR HOUSE
TRANQUILITY ESCAPE	DIANNE LAVAE PEYSAR	ACTIVE		2155 FERROCARRIL RD	ATASCADERO	8056100315	VACATION RENTAL SINGLE ROOM OR HOUSE
TRANQUILLO TREE TOP OASIS	ERIK RODRIGUEZ	ACTIVE	JOHN & LISA MASSMAN	3340 LIGA RD	ATASCADERO	5599161708	VACATION RENTAL SINGLE ROOM OR HOUSE
TREE HOUSE AIRBNB	BIANCA MERCEDES SILVA	ACTIVE		13525 SANTA LUCIA RD	ATASCADERO	8052152198	VACATION RENTAL SINGLE ROOM OR HOUSE
TUNITAS VACATION RENTAL	NATHAN C. SIMPSON	ACTIVE		5556 TUNITAS AVE	ATASCADERO	9375299068	VACATION RENTAL SINGLE ROOM OR HOUSE
VILLA DI LUPERCIO	LISA HEMMAT-LUPERCIO & LEVI LUPERCIO	ACTIVE		7055 SAN GREGORIO RD	ATASCADERO	3103950404	VACATION RENTAL SINGLE ROOM OR HOUSE
VITA AMOROSA	BREN RANDOLPH	ACTIVE		4562 OBISPO RD	ATASCADERO	8052860492	VACATION RENTAL SINGLE ROOM OR HOUSE
WILLIAM & JENNIFER DILLER	WILLIAM & JENNIFER DILLER	ACTIVE		8924 PALOMAR AVE	ATASCADERO	8054231741	VACATION RENTAL SINGLE ROOM OR HOUSE
WILLIAM & JENNIFER DILLER	WILLIAM G. DILLER, JENNIFER R. DILLER	ACTIVE		4765 CURVADO CIR	ATASCADERO	8059525001	VACATION RENTAL SINGLE ROOM OR HOUSE
WINE COUNTRY ESCAPE	WILLIAM SIMA	ACTIVE	WILLIAM SIMA	6185 VIA HUERTO CT	ATASCADERO	8056106112	VACATION RENTAL SINGLE ROOM OR HOUSE
WINE COUNTRY GETAWAY	HANNA STEINBACH	ACTIVE	KENNETH L BRYANT	6275 PORTOLA RD	ATASCADERO	4154251353	VACATION RENTAL SINGLE ROOM OR HOUSE
YOUNG HUB	CLYDE YOUNG	ACTIVE	CLYDE C & SUSAN D YOUNG	3800 OBISPO RD	ATASCADERO	8054237049	VACATION RENTAL SINGLE ROOM OR HOUSE
YULE GURREAU	YULE B GURREAU (LAURA)	ACTIVE		9205 BALBOA RD	ATASCADERO	8052862163	VACATION RENTAL SINGLE ROOM OR HOUSE
Z7 LLC	MAX ZAPPAS	ACTIVE	Z 7 LLC	5930 ARDILLA RD	ATASCADERO	8056744743	VACATION RENTAL SINGLE ROOM OR HOUSE
ZOLA MOORE-STANSBURY	ZOLA MOORE-STANSBURY	ACTIVE	CHARLES E STANSBURY	4915 SYCAMORE RD	ATASCADERO	8054647680	VACATION RENTAL SINGLE ROOM OR HOUSE
RIVERSIDE RETREAT	RAY & LAURA HASCH	IN REVIEW	HASCH FAMILY TRUST	4505 SYCAMORE RD	ATASCADERO	8055919494	VACATION RENTAL SINGLE ROOM OR HOUSE
SARAH & DYLAN CASEBOLT		IN REVIEW					
TAYLORED RENTALS LLC	MARILYNN ALLAIN-TAYLOR	IN REVIEW		6090 DEL RIO RD	ATASCADERO	3107394670	VACATION RENTAL SINGLE ROOM OR HOUSE

Has an Advertised Listing	Meets STR Definition	Owner Name	Address	Vacation Rental District
No	Yes	RANCHO DEL BORDO ESTATES LLC	10025 El Camino Real, Atascadero, CA 93422, USA	MF20
No	Yes	RANCHO DEL BORDO ESTATES LLC	10025 El Camino Real, Atascadero, CA, USA	MF20
No	Yes	OBRIEN JOHN P & KARIN L	10138 Catalpa St, Atascadero, CA, United States	MF10
Yes	Yes	LIU BO ETUX	10210 San Marcos Road, Atascadero, CA, USA	RS
Yes	Yes		10275 Santa Ana Road, Atascadero, CA, United States	
No	Yes	DUDLEY KOREY L TRE	10355 San Marcos Road, Atascadero, CA 93422, USA	RS
No	Yes	FERRIN DOUGLAS D TRE ETAL FERRIN DOUGLAS D TRE ETAL	10480 Portal Road, Atascadero, CA 93422, USA	RS
Yes	Yes	SOO SIEW F ETUX	10480 Santa Ana Road, Atascadero, CA 93422, USA	RS
No	Yes	TUTTLE BRIAN R	10519 Cuesta Court, Atascadero, CA, United States	MF10
Yes	Yes	RIVA LAUREEN J	10620 Colorado Road, Atascadero, CA, USA	RS
Yes	Yes	MCDONALD KIMBERLY TRE	10645 Colorado Road, Atascadero, CA 93422, USA	RS
Yes	Yes	LIN YEQIANG ETUX	10700 Colorado Road, Atascadero, CA 93422, USA	RS
Yes	Yes	GEIBEL WILLIAM C & PAULA K	10720 Portal Road, Atascadero, CA, United States	RS
Yes	Yes	LEHR RANDAL R TRE ETAL	10725 Escondido Road, Atascadero, CA 93422, USA	RS
Yes	Yes	LONG VALLEY DEVELOPMENT LLC	10750 Santa Ana Road, Atascadero, CA 93422, USA	RS
No	Yes	YOUNG-MOHLER AMIE R TRE	10755 Santa Ana Road, Atascadero, CA, USA	RS
No	Yes		10775 Santa Ana Road, Atascadero, CA 93422, USA	
No	Yes	YOUNG-MOHLER AMIE R TRE	10775 Santa Ana Road, Atascadero, CA, USA	RS
No	Yes	BURELLE LAWRENCE H & ELAINE M	10805 Colorado Road, Atascadero, CA, United States	RS
Yes	Yes	ROBINSON THOMAS R TRE ETAL	11040 Catalpa Ct, Atascadero, CA 93422, USA	MF10
No	Yes	CAO XIAOHONG	11165 Avion Road, Atascadero, CA, United States	RSFX
No	Yes	HEAD SCOTT & CARLY	11235 Eliano St, Atascadero, CA, United States	RSFX
No	Yes	FRENZEL JANE A	11355 Eliano St, Atascadero, CA, USA	RSFX
Yes	Yes	DEBRUIN JODY E & CAMILLE R	11395 Eliano St, Atascadero, CA 93422, USA	RSFX
No	Yes	UPDYKE ROSALIE S ETAL	11435 Eliano St, Atascadero, CA 93422, USA	RSFX
Yes	Yes	SMITH DAVID J & THERESA M	11505 Santa Ana Road, Atascadero, CA 93422, USA	RS
No	Yes	COLLINS JOSHUA & LESLIE	11518 Piona Ln, Atascadero, CA 93422, USA	
No	Yes	NELSON JOHN L ETUX	11519 Piona Lane, Atascadero, CA, United States	
Yes	Yes	CARSTAIRS TIMOTHY & MELISSA	11550 Santa Ana Road, Atascadero, CA, United States	RS
No	Yes	HASKIN GREG & CARRIE	11750 Santa Lucia Road, Atascadero, CA 93422, USA	RS
Yes	Yes	HOLZER CHRIS A	1200 San Ramon Road, Atascadero, CA 93422, USA	RS
Yes	Yes	HOME AWAY INC	12400 San Marcos Road, Atascadero, CA 93422, USA	RS
No	Yes	PEET JOSHUA E & APRIL A	13500 Old Morro Road, Atascadero, CA 93422, USA	RS
Yes	Yes	CONIGLIO JAMES M & KAREN K	13525 Santa Lucia Road, Atascadero, CA 93422, USA	RS
No	Yes	DAVIS ROBERT F & MELINDA S	13545 Old Morro Road, Atascadero, CA, United States	RS
Yes	Yes	MAY DAVID T & BRENDA J	13700 Morro Road, Atascadero, CA 93422, USA	RS
Yes	Yes	CASTRO PHILLIP A ETAL	13900 Los Altos Road, Atascadero, CA, USA	RS
No	Yes	CLICK STEVEN M TRE ETAL	14006 Morro Road, Atascadero, CA, United States	RS
Yes	Yes	CONSOLIDATED CONSTRUCTION SERVICES LLC	1750 Traffic Way, Atascadero, CA 93422, USA	RS
Yes	Yes	SCROGGINS MARK L TRE ETAL	1815 N Ferrocarril Road, Atascadero, CA 93422, USA	RS
No	Yes	LEE JAMES B	21 Quail Ridge Dr, Atascadero, CA, United States	MF20
No	Yes	PEYSAR DIANNE L	2155 Ferrocarril Road, Atascadero, CA, USA	RS
Yes	Yes	LUCAS YVONNE ETAL	2200 Alturas Road, Atascadero, CA, USA	RS
Yes	Yes	ANDRADE BARBRA J	2230 Monterey Road, Atascadero, CA 93422, USA	RS
No	Yes	YEGGE DAVID A TRE ETAL	2400 Alturas Road, Atascadero, CA 93422, USA	RS
Yes	Yes	ORGILL KENNETH R	2560 Alturas Road, Atascadero, CA, United States	RS
No	Yes	VANHORN LYDIA A TRE ETAL	2750 Campo Road, Atascadero, CA, United States	RS
No	Yes	HAZELHOFER CHELSEA A	2905 North Ferrocarril Road, Atascadero, CA, United States	RS
No	Yes	GLOYE WILLIAM TRE ETAL	2950 San Fernando Road, Atascadero, CA, USA	RS
No	Yes	MULLENHOUR ROGER S ETAL	2993 Ardilla Road, Atascadero, CA, USA	RS
Yes	Yes	EDWARDS LAURA JK	3025 Chico Road, Atascadero, CA, United States	RS
Yes	Yes	BLUE LARKSPUR PARTNERS LLC	3120 San Fernando Road, Atascadero, CA, United States	RS
Yes	Yes	KAHLER EDWIN R TRE ETAL	3155 El Camino Real, Atascadero, CA 93422, USA	RS
Yes	Yes	GALLI JAIME L & CARLOS	3170 Arena Avenue, Atascadero, CA 93422, USA	RS
No	Yes	MILLER AUSTIN P & KRISTIN J	3180 San Fernando Road, Atascadero, CA, United States	RS
No	Yes	FRANK FRANKLIN F TRE	3202 Monterey Road, Atascadero, CA, USA	A
No	Yes	WALLACE DUANE G JR & BEVERLY T	3285 Rancho Viejo, Atascadero, CA, United States	RSFY
Yes	Yes	RODRIGUEZ ERIK A	3340 Liga Road, Atascadero, CA 93422, USA	RS
No	Yes	AP HOTEL GROUP LLC	3600 El Camino Real, Atascadero, CA, United States	CR
No	Yes	RIDDLE PAUL A & KELLY	3650 Amargon Road, Atascadero, CA 93422, USA	RS

Has an Advertised Listing	Meets STR Definition	Owner Name	Address	Vacation Rental District
No	Yes	ANDERSON BRYAN C	3650 Traffic Way, Atascadero, CA 93422, USA	RSFY
No	Yes	MILLENAAR KYLE & HEATHER	3700 Ardilla Road, Atascadero, CA, USA	RSFZ
Yes	Yes	MUNDY BRIAN R TRE ETAL	3700 Arena Avenue, Atascadero, CA 93422, USA	RS
Yes	Yes	KREMKE MARY K TRE ETAL	3710 Maricopa Road, Atascadero, CA, USA	RS
No	Yes	SIMA WILLIAM ETAL	3857 Orillas Way, Atascadero, CA 93422, USA	RSFX
No	Yes		3955 Monterey Road, Atascadero, CA, United States	
No	No	SILVA KEVIN G TRE ETAL	4060 Nogales Avenue, Atascadero, CA, United States	LSFX
Yes	Yes	GOEBEL DAVID I & DONNA R	4195 Tranquilla Avenue, Atascadero, CA 93422, USA	LSFX
No	Yes	COPPO KELLY	4200 Tranquilla Avenue, Atascadero, CA 93422, USA	LSFX
Yes	Yes	HOFFMAN KIMBERLY A ETUX	4419 Del Rio Road, Atascadero, CA, United States	RS
Yes	Yes	FANNING CHAL TRE ETAL	4510 Rosita Avenue, Atascadero, CA 93422, USA	LSFX
No	Yes	SIMONS S SCOTT	4633 Yerba Avenue, Atascadero, CA 93422, USA	LSFX
No	Yes	CAWELTI ANDREW E TRE ETAL	4650 Traffic Way, Atascadero, CA, USA	MF10
Yes	Yes	MIRANDA MARK S TRE ETAL	4655 Portola Way, Atascadero, CA 93422, USA	RSFZ
Yes	Yes	SHAW CHRISTOPHER F ETUX	4655 Viscano Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	TEAGUE KEVIN & ALECIA	4755 Dolores Avenue, Atascadero, CA, USA	RSFY
No	Yes	MCGUIRE RYAN	4830 Hidalgo Avenue, Atascadero, CA, USA	RSFY
No	Yes	MISSION COTTAGES LLC	4900 San Palo Road, Atascadero, CA, USA	CT
No	Yes		4900 San Palo Road, Atascadero, CA, United States	
Yes	Yes	RIVA LAUREEN	4905 Carrizo Road, Atascadero, CA 93422, USA	RS
Yes	Yes	STANSBURY CHARLES E ETUX	4905 Sycamore Road, Atascadero, CA 93422, USA	RSFY
No	Yes	DYSTE FREDERICK H ETUX	4914 Seperado Avenue, Atascadero, CA, USA	LSFX
No	Yes	WISE KENNY W SR & SALLY T	4990 Rosario Avenue, Atascadero, CA, USA	RSFY
No	Yes	SHEETS ERIN	5092 Palma Avenue, Atascadero, CA, United States	MF10
Yes	Yes	CARTER THOMAS E JR & GEORGIANNA R	5171 Vega Avenue, Atascadero, CA 93422, USA	RSFZ
Yes	Yes	CROSS DONALD & CALLIE A	5185 Ardilla Avenue, Atascadero, CA 93422, USA	RSFZ
Yes	Yes	WENTZEL THOMAS G & KATHLEEN S	5210 Capistrano Ave	LSFY
No	Yes	CUMMINGS DANA M	5220 Vida Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	GENOVA NICHOLAS T TRE ETAL	5223 Palma Avenue, Atascadero, CA, United States	MF10
No	Yes	STEFANI AMANDA & EDWARD W	5225 Alamo Avenue, Atascadero, CA, United States	
Yes	Yes	GENOVA NICHOLAS T TRE ETAL	5225 Palma Avenue, Atascadero, CA, United States	MF10
Yes	Yes	CONOVER ELLERY & CANDICE M	5275 El Verano Avenue, Atascadero, CA, United States	RSFY
No	Yes	HARDY ROBERT A TRE ETAL	5304 Barendra Avenue, Atascadero, CA, United States	RSFY
No	Yes	ROMERO DANIEL & ANGELA	5305 Olmeda Avenue, Atascadero, CA, USA	MF10
Yes	Yes	CASH DANIEL T & KELLY L	5350 Dulzura Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	ALLEN JOE W IV & THERESA M	5385 San Jacinto Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	PEEK SETH & KAREN	5395 Dolores Avenue, Atascadero, CA, USA	RSFY
Yes	Yes	MURPHY STEVE J ETUX	5400 Marco Ln, Atascadero, CA 93422, USA	RSFY
No	Yes	SNOW ROLAND H II TRE ETAL	5420 Palma Avenue, Atascadero, CA, United States	MF10
Yes	Yes	LYONS GARY & PATRICIA	5445 Encino Avenue, Atascadero, CA 93422, USA	
No	Yes	MIRASSOU COLLEEN	5445 Olmeda Avenue, Atascadero, CA, United States	MF10
Yes	Yes	HARVEY BENJAMIN P & CHLOEE C	5450 Carrizo Road, Atascadero, CA 93422, USA	RSFX
No	Yes	DOHERTY CHARLES E & DAWN A	5455 Rosario Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	DOHERTY CHARLES E & DAWN A	5465 Rosario Avenue, Atascadero, CA, United States	RSFY
No	Yes	CROSS JEREMIAH M	5466 Regio Place, Atascadero, CA, USA	RSFX
Yes	Yes	CORRIDORI MICHAEL A ETAL	5494 Portola Road, Atascadero, CA 93422, USA	RSFZ
No	Yes	CAMPAGNOLO NICOLE A	5529 Madrono Place, Atascadero, CA, United States	MF20
Yes	Yes	TAYLOR RYAN & MEGAN	5530 Nogales Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	SAXER ROBYN ETAL	5535 Vida Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	BOHANON THOMAS M ETAL	5551 Tunitas Avenue, Atascadero, CA 93422, USA	MF10
No	Yes	TODD BRANDON ETUX	5561 Madrono Pl, Atascadero, CA 93422, USA	MF20
No	Yes	MCCARTHY ROBERT R ETAL	5575 Nogales Avenue, Atascadero, CA, USA	RSFY
Yes	Yes	RUTLEDGE TIM & JULIE	5580 Rosario Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	TODD DEON TRE ETAL	5595 Lobos Lane, Atascadero, CA, United States	RSFY
No	Yes	SHARON JOSHUA & GRETA	5670 Encino Avenue, Atascadero, CA, United States	RSFZ
No	Yes	CULLEN TIMOTHY D ETUX	5688 W Mall, Atascadero, CA 93422, USA	MF10
No	Yes	ERWIN ROBERT N & CLARA C	5711 Olmeda Avenue, Atascadero, CA, United States	MF10
Yes	Yes	RAVATT GREGORY A ETUX	5715 Rosario Avenue, Atascadero, CA, USA	MF10
No	Yes	HILLTOP MANOR ATASCADERO LLC	5715 Santa Cruz Road, Atascadero, CA, United States	MF20
No	Yes	WHITAKER COBY L & MELANIE D	5750 Olmeda Avenue, Atascadero, CA, United States	MF20
Yes	Yes	LADD EVLEYN GM TRE	5800 Llano Road, Atascadero, CA, USA	RS

Has an Advertised Listing	Meets STR Definition	Owner Name	Address	Vacation Rental District
No	Yes	SLO COUNTY INVESTMENTS LLC	5905 El Camino Real, Atascadero, CA, United States	DC
No	Yes	SLO COUNTY INVESTMENTS LLC	5915 El Camino Real, Atascadero, CA, United States	DC
Yes	Yes	GARDNER LUKE	5985 San Jacinto Avenue, Atascadero, CA 93422, USA	MF10
Yes	Yes	INGLE CHRIS & ESTHER	6000 Flores Road, Atascadero, CA 93422, USA	RS
No	Yes	CARLTON HOTEL INVESTMENTS LLC	6005 El Camino Real, Atascadero, CA, USA	DC
Yes	Yes	WREESMAN PAUL M ETUX	6145 Portola Road, Atascadero, CA 93422, USA	RSFZ
No	Yes	SIMA WILLIAM TRE	6185 Via Huerto Ct, Atascadero, CA 93422, USA	RSFY
Yes	Yes	SILVIA LAWRENCE V ETUX	6201 Los Gatos Road, Atascadero, CA 93422, USA	RS
Yes	Yes	BRYANT KENNETH L JR TRE ETAL	6275 Portola Road, Atascadero, CA 93422, USA	RSFZ
Yes	Yes	KIEL JOHN & JILL	6291 Monterey Court, Atascadero, CA, United States	RSFZ
No	Yes	CHACON GUSTAVO	6480 Alta Pradera Lane, Atascadero, CA, United States	RS
No	Yes		6505 Morro Road, Atascadero, CA, USA	
Yes	Yes	OMALLEY THOMAS P & PEGGY J	6650 Portola Road, Atascadero, CA, United States	RSFZ
Yes	Yes	OMALLEY THOMAS P & PEGGY J	6650 Portola Road, Atascadero, CA, United States	RSFZ
Yes	Yes	WILLIAMS AMBER ETCON	6680 Navarette Avenue, Atascadero, CA, United States	LSFY
No	Yes	WILLIAMS AMBER ETCON	6680 Navarette Avenue, Atascadero, CA, United States	LSFY
No	Yes	BERDOLL CHRIS L ETUX	6705 Llano Road, Atascadero, CA, United States	RS
Yes	Yes	COX JASON E & BRANDLYN L	6717 Los Gatos Road, Atascadero, CA 93422, USA	RSFZ
Yes	Yes	DAVIS DANIEL A TRE ETAL	6755 Alcantara Avenue, Atascadero, CA 93422, USA	MF10
Yes	Yes	MONSON ERIC E TRE ETAL	6849 San Gabriel Road, Atascadero, CA, United States	RS
No	Yes	PATEL BHIKHUBHAI V TRE ETAL	6895 El Camino Real, Atascadero, CA, United States	DC
No	Yes	FUTAK TRUDY	6960 Santa Lucia Road, Atascadero, CA, United States	LSFY
Yes	Yes	LOY WILLIAM S TRE ETAL	7025 Portola Road, Atascadero, CA, United States	RSFZ
No	Yes	HANLEY JENNIFER A	7030 Santa Ynez Avenue, Atascadero, CA, United States	LSFX
Yes	Yes	HOLLSTEIN ROY HEIRS OF ETUX	7050 Artiga Ct, Atascadero, CA 93422, USA	RS
No	Yes	FAZIO TIMOTHY D TRE ETAL	7055 San Gregorio Road, Atascadero, CA, USA	RS
No	Yes	BAGDWAL LAVINDER TRE	7060 Santa Lucia Road, Atascadero, CA, United States	LSFY
No	Yes	DEROSE SALVATORE & TONYA	7100 Carmelita Avenue, Atascadero, CA, United States	
No	Yes	JONES LAVETA B	7105 Marchant Avenue, Atascadero, CA, USA	LSFY
No	Yes	THOMAS RYAN & HANNAH	7105 Sombrilla Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	MASCALL ROBERT TRE ETAL	7129 San Gregorio Road, Atascadero, CA 93422, USA	RS
Yes	Yes	MASCALL ROBERT TRE ETAL	7129 San Gregorio Road, Atascadero, CA, USA	RS
Yes	Yes	MILLER JOHN V & TAMMY M	7130 Sycamore Road, Atascadero, CA 93422, USA	RS
No	Yes	MADSEN ERIK & MOIRA	7135 Sombrilla Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	MILLER JOHN V & TAMMY M	7136 Sycamore Road, Atascadero, CA 93422, USA	RS
No	Yes	PETERSON TIMOTHY J & VICTORIA K	7150 Bella Vista Road, Atascadero, CA, United States	RS
Yes	Yes	TUOHEY-MOTE ALAN D TRE ETAL	7150 Portola Road, Atascadero, CA 93422, USA	RSFZ
No	Yes	DOMINGUEZ ANDREW	720 De Anza Court, Atascadero, CA, United States	
No	Yes	BILLICH NICHOLAS & JILLIAN	7225 Valle Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	LUNSFORD CHERYL L	7255 Parriza Court, Atascadero, CA, United States	
No	Yes	CROFT MICHAEL S TRE	7320 San Gregorio Road, Atascadero, CA 93422, USA	RS
No	Yes	CASTILLO MICHAEL D ETAL	7385 Portola Road, Atascadero, CA, USA	RSFY
No	Yes	SCHULTZ SUSAN C	7400 Carmelita Avenue, Atascadero, CA, United States	LSFY
Yes	Yes	EHRHEART KELLIAN M	7400 Cristobal Avenue, Atascadero, CA, United States	LSFY
Yes	Yes	SPENCER DANNY J & STEPHENIE J	7405 Santa Ynez Avenue, Atascadero, CA, United States	MF10
No	Yes	ADAMS MICHELE	7485 Pinal Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	PONEK MARTIN P TRE ETAL	7555 Devon Court, Atascadero, CA, USA	LSFX
Yes	Yes	SIMS RICHARD G & KIMBERLY A	7650 Del Rio Road, Atascadero, CA 93422, USA	RS
Yes	Yes	ORRICK TREVOR A & MELISSA L	7655 Bella Vista Road, Atascadero, CA, USA	RS
Yes	Yes	WAGNER STEPHEN E TRE ETAL	7735 El Camino Real, Atascadero, CA, USA	CP
Yes	Yes	KOZAR PAUL M ETAL	7777 San Gregorio Road, Atascadero, CA, USA	RS
Yes	Yes	BELGUM GREGORY A & SARAH E	7800 Navajoa Avenue, Atascadero, CA 93422, USA	
Yes	Yes	CARY ARTHUR S & DAWN M	7900 San Gregorio Road, Atascadero, CA 93422, USA	RS
Yes	Yes	HAYS ANDREW & ELLEN	7975 San Marcos Road, Atascadero, CA, United States	LSFY
Yes	Yes	PYLE GARET S & AUBREY M	8025 Santa Rosa Road, Atascadero, CA 93422, USA	
No	Yes	DIENZO RAYMOND & LAURA	8030 Atascadero Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	BRARD REGINALD TRE ETAL	8052 Cristobal Avenue, Atascadero, CA, USA	RSFY
Yes	Yes	EDWARDS WILLIAM A ETUX	8145 Larga Avenue, Atascadero, CA 93422, USA	LSFY
No	Yes	FAHEY TERRY E TRE	8200 Atascadero Avenue, Atascadero, CA, USA	RSFY
Yes	Yes	TRUMBULL JONATHAN & JEAN	8220 Santa Rosa Road, Atascadero, CA, United States	RSFZ
No	Yes	COLAMARINO LEONARD J	8231 Los Osos Road, Atascadero, CA 93422, USA	RS

Has an Advertised Listing	Meets STR Definition	Owner Name	Address	Vacation Rental District
Yes	Yes	MCDERMOTT MATTHEW & JOANNA	8255 Azucena Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	HART RICHARD T & DEBORAH L	8305 San Gabriel Road, Atascadero, CA 93422, USA	RS
No	Yes	RAMOS DAVID M ETAL	8345 Curbaril Avenue, Atascadero, CA, USA	LSFY
No	Yes	VINCENT JOEL TRE ETAL	8371 Los Osos Road, Atascadero, CA, USA	RS
Yes	Yes	ALOUSH MEKHAIL	8390 Santa Ynez Avenue, Atascadero, CA 93422, USA	MF10
Yes	Yes	WIEMANN JOHN M TRE ETAL	8404 Los Osos Road, Atascadero, CA, USA	RS
Yes	Yes	GASKE ROBERT P ETUX	8405 Alta Vista Avenue, Atascadero, CA 93422, USA	LSFY
No	No	MORRISON DIANE L TRE	8406 Alta Vista Avenue, Atascadero, CA, USA	LSFY
Yes	Yes	EVANS CHARLES T JR TRE ETAL	8425 San Clemente Avenue, Atascadero, CA, United States	RSFZ
No	Yes	ROSENBLUM SCOTT	8450 Del Rio Road, Atascadero, California, USA	RS
Yes	Yes	SIBBACH GERE W TRE ETAL	8500 Carmelita Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	RADEMACHER CJ & SH	8535 Santa Rosa Road, Atascadero, CA 93422, USA	RSFY
No	Yes	KELLY ROBERT D JR & ELIZABETH A	8590 Alegre Avenue, Atascadero, CA, United States	RSFX
Yes	Yes	LAFAYETTE JOSEPH B HEIRS OF ETAL	8600 Pino Solo Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	CEMENTINA DENNIS B TRE ETAL	8700 Pino Solo Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	RODGERS RICHARD F & HEATHER F	8730 Portola Road, Atascadero, CA, United States	RSFX
No	Yes	FOWLER ROBERT H TRE	8850 San Gabriel Road, Atascadero, CA, United States	RS
Yes	Yes	MADRIGAL DANIEL ETAL	8860 Junipero Avenue, Atascadero, CA 93422, USA	RSFX
No	Yes	BREESE KENNETH W & IZABEL C	8920 Arcade Road, Atascadero, CA, United States	LSFX
No	Yes	MAIN DAVID C TRE	8940 San Gabriel Road, Atascadero, CA 93422, USA	RS
Yes	Yes	WARNER LOUIS P ETUX	8950 Balboa Road, Atascadero, CA, USA	RS
Yes	Yes	COOK GARY TRE ETAL	8985 Curbaril Avenue, Atascadero, CA 93422, USA	MF10
No	Yes	DAON PROPERTIES LLC	900 El Camino Real, Atascadero, CA, USA	CPK
No	Yes	COMBS BARBARA M TRE	9005 Lake View Dr, Atascadero, CA, United States	RSFY
Yes	Yes	COMBS BARBARA M TRE	9005 Lake View Dr, Atascadero, CA, United States	RSFY
No	Yes	HOLLAND RONNY G TRE ETAL	9010 West Front Road, Atascadero, CA, USA	CR
No	Yes	CARLTON CHRISTINE N	9015 Junipero Avenue, Atascadero, CA, USA	RSFY
Yes	Yes	SARROS COREY J TRE ETAL	9030 San Gabriel Road, Atascadero, CA 93422, USA	RSFY
No	Yes	BURKE MICHAEL T TRE	9045 Via Tortuga, Atascadero, CA, United States	RSFX
Yes	Yes	WELCH LORI L	905 Lenosa Ln, Atascadero, CA 93422, USA	RS
Yes	Yes	POFFENBARGER ADAM & DANIELLE	9054 San Rafael Road, Atascadero, CA, United States	RS
No	Yes	FREY MARC & PATRICIA	9060 La Paz Ln, Atascadero, CA 93422, USA	RS
No	Yes	CONRAD MELANIE M	9060 Santa Lucia Road, Atascadero, CA, United States	RSFZ
Yes	Yes	DORAZIO-LELLI GREGORY P & DEIRDRE M	9075 Mountain View Dr, Atascadero, CA 93422, USA	RSFY
Yes	Yes	DAVIS PATRICIA J TRE	9115 Santa Barbara Road, Atascadero, CA 93422, USA	RS
Yes	Yes	COSTA TONY L JR TRE	9140 Palomar Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes	HOGUE PATRICK L TRE ETAL	9160 Santa Lucia Road, Atascadero, CA, United States	RSFZ
No	Yes	MALAN EMILY A	9198 Las Lomas Avenue, Atascadero, CA 93422, USA	RSFY
Yes	Yes	GURREAU LAURA L & YULE B	9205 Balboa Road, Atascadero, CA, United States	RS
No	Yes	ROBASCOTTI DEL	9230 Curbaril Avenue, Atascadero, CA, United States	RSFY
No	Yes	KRICHEVSKY DANIEL J & ALYSSA K	9253 Lucinda Lane, Atascadero, CA, USA	RS
Yes	Yes	HARRIS GRACE E TRE	9275 Curbaril Avenue, Atascadero, CA 93422, USA	RSFY
No	Yes		9309 Bocina Lane, Atascadero, CA, USA	
No	Yes	WHEELER BARBARA D TRE ETAL	9350 Via Cielo, Atascadero, CA, United States	RSFY
No	Yes	VEER DEVELOPMENT LLC	9400 El Camino Real, Atascadero, CA 93422, USA	CT
Yes	Yes	GEORGE CORY L & AMY	9555 Santa Barbara Road, Atascadero, CA 93422, USA	RS
No	Yes	BARON ROBERT H & MADONNA T	9555 Santa Barbara Road, Atascadero, CA, United States	RS
No	Yes	VANINWEGEN CURTIS TRE ETAL	9555 Sausalito Road, Atascadero, CA, United States	RS
No	Yes	NICHOLS DAVID J & CHANTEL C	9630 Santa Lucia Road, Atascadero, CA, United States	RS
No	Yes	KIRK BLAIR G	9730 Atascadero Avenue, Atascadero, CA, United States	RSFY
Yes	Yes	POULIN RONALD E TRE ETAL	9810 Santa Lucia Road, Atascadero, CA, USA	RS
No	Yes	HURLBURT JOHN S TRE ETAL	9855 Calle Refugio, Atascadero, CA 93422, United States	RSFX
No	Yes	MARKS LEVI J & AMY B	9900 Carmelita Avenue, Atascadero, CA, USA	RS

Code Violation Complaint Form

Please return this form to the City of Atascadero Police Department
Mail: 5505 El Camino Real, Atascadero, CA 93422
Email: codeenforcement@atascadero.org Fax: (805) 461-3192
Code Enforcement Phone Line: (805) 470-3191

Location of Violation/Complaint

Address _____ Owner _____

APN # (if known) _____ - _____ - _____ Phone _____

Please Check One

Are you a: Tenant Neighbor Landlord Other

Description of Alleged Violation. Please attach any additional documents, sketches or photos.

Witness/Complainant

While the nature of a code enforcement complaint is subject to disclosure under the Public Records Act, the PERSONAL/CONTACT INFORMATION OF THE COMPLAINANT IS CONFIDENTIAL. Should a court action be filed concerning the complaint, all information may become part of the public record.

Complainant's Name:

Name _____ Date _____

Address _____ Phone _____

Email _____

Signature _____

My signature verifies that the above statements are true and accurate to the best of my knowledge.

CODE ENFORCEMENT

Code enforcement is a necessary part of neighborhood preservation and enhancement. Code violations may negatively affect the health, safety, welfare and environment of the community, and reduce property values. A code enforcement program exists to maintain the greater good of the community by gaining compliance with adopted codes in the City of Atascadero.

The Process

1. Code violation complaint forms may be submitted by mail, email, fax, or hand delivered to the City of Atascadero Police Department or City Hall.
2. To ensure your privacy, you are encouraged to place your complaint form in one of the secured lockboxes. If you send your complaint via the mail, please clearly mark the envelope, c/o Code Enforcement Complaint.
3. When a code violation complaint is received, City staff will verify the complaint with a site visit.
4. If a code violation is confirmed, the owner and/or tenant of the subject property will be notified by mail with an official notice. This notice allows them up to 30 days to clear the code violation and bring their property into conformance.
5. Following the 30 days, the site will be re-inspected. If the violation still exists with no cooperation from the owner and/or tenant, the violation will result in a method of action that is necessary to abate the nuisance. Some cases may require fines, permit holds, or other actions necessary as determined by City staff and/or the City Attorney.



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 September 2022. FY 2022 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 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 (11.02.22)

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 09/30/2022	BUDGETED 2022-2023
REVENUES							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 136,993	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	220	-
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>410,585</u>	<u>137,213</u>	<u>304,810</u>
EXPENSES							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	21,447	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	42,074	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	1,372	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>64,893</u>	<u>313,620</u>
NET INCOME/(LOSS)	(46,761)	(37,593)	(7,419)	127,103	134,682	72,320	(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>535,452</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>\$ 535,452</u>	<u>\$ 607,771</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	25,199
Administrative Services Fee	6,875
	<u>\$ 42,074</u>

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 11/02/2022 5:13PM
 Periods: 0 through 3

Expenditure Detail Report

ITEM NUMBER: B-5
 DATE: 11/16/22
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 09/30/2022

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						
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						
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						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977						

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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)					
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		
0000.6077025 Digital Media Advertising	0.00	15,196.61	15,196.61	84,947.24	-100,143.85	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		

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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)					
7/1/2022 ap IN 220072		3,750.00				
Line Description: 2022 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586						
9/30/2022 ap IN 11039		2,500.00				
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730						
9/30/2022 po LI 11039				-2,500.00		
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730						
0000.6077060 Advertising	0.00	6,250.00	6,250.00	15,500.00	-21,750.00	0.00
Total Advertising	165,000.00	21,446.61	21,446.61	100,447.24	43,106.15	73.88
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
7/1/2022 po PO 02501				82,000.00		
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0						
7/31/2022 ap IN 10946		7,336.80				
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458						

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 07/01/2022 through 09/30/2022

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
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				
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				
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-8,495.00		
0000.6501125 Promotions Consultants	0.00	25,199.30	25,199.30	56,800.70	-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				
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				
0000.6509010 Other Professional Services	0.00	6,875.01	6,875.01	0.00	-6,875.01	0.00

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 07/01/2022 through 09/30/2022

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

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
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	42,074.31	42,074.31	56,800.70	46,124.99	68.19
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	63,520.92	63,520.92	157,247.94	92,851.14	70.39
Grand Total	313,620.00	63,520.92	63,520.92	157,247.94	92,851.14	70.39

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

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11/16/22
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Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual 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	\$1,485	\$1,875	\$1,900	\$1,835	\$1,800	\$1,800	\$2,000	\$2,000	\$2,000	\$2,000	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$551	-	-	-	-	-	-	-	\$5,000	\$0
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$2,095	\$5,000	\$3,000	\$3,000	\$2,500	\$2,000	\$2,000	\$2,000	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$241	-	\$1,500	\$1,500	\$249	-	\$500	-	-	\$500	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,605	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$1,054	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Public Relations	\$5,000	-	\$345	\$256	\$105	\$1,000	\$794	-	\$1,500	-	-	\$1,000	-	\$5,000	\$0
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$352	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$9,044	\$6,800	\$7,000	\$8,800	\$8,800	\$8,800	\$8,800	\$6,800	\$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	\$19,101	\$18,879	\$14,999	\$18,050	\$16,750	\$15,750	\$16,750	\$14,255	\$206,000	
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 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 608,647.68	\$ 2,120,462.46
Fiscal Year 2023 *	\$ 611,040.56				\$ 611,040.56

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