



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

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### **AGENDA**

**Wednesday, January 18, 2023 at 2:30 P.M.**

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

#### **CALL TO ORDER:**

**ROLL CALL:** Chairperson Patricia Hardin, SpringHill Suites by Marriott  
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton  
Board Member Deana Alexander, The Carlton Hotel  
Board Member, Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express and Suites

#### **APPROVAL OF AGENDA:**

**PUBLIC COMMENT:** This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take-action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

#### **PRESENTATION:**

- **Update regarding storm damage, recovery, and City events**  
Deputy City Manager Terrie Banish

#### **A. CONSENT CALENDAR:**

1. **ATBID Board Draft Action Minutes – November 16, 2022**
  - Recommendation: ATBID Board approve the Draft Action Minutes of the November 16, 2022 meeting. [City Staff]
2. **ATBID Board 2023 Meeting Schedule**
  - Recommendation: ATBID Board approve the proposed meeting schedule for the 2023 calendar year. [City]

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

1. **Garagiste Festival Event Recap 2022 & Event Sponsorship Renewal 2023**
  - Recommendation: ATBID Board:
    1. Receive and file recap of marketing results from the November 2022 Garagiste Festival.

2. Provide staff direction on the sponsorship renewal request for the November 2023 Garagiste Festival. [Garagiste]
- Fiscal Impact: Up to \$7,500.

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

- Recommendation: ATBID Board:
  1. Receive and file recap of marketing results from the November 2022 Atascadero Fall Festival.
  2. Provide staff direction on the sponsorship renewal request for the November 2023 Fall Festival. [City/En Fuego Events]
- Fiscal Impact: Up to \$20,000.

**3. Quarterly Marketing Report**

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

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

**F. ADJOURNMENT**



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

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## DRAFT MINUTES

Wednesday, November 16, 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 2:33 P.M.

### ROLL CALL:

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

Absent: None

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

### APPROVAL OF AGENDA:

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

**PUBLIC COMMENT:** This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take-action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

***Chairperson Harden opened the Public Comment period.***

The following citizens provided public comment: None.

***Chairperson Harden closed the Public Comment period.***

### A. CONSENT CALENDAR

1. **ATBID Draft Action Minutes – October 19, 2022**

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

Deputy City Clerk James advised that, due to a clerical error in the October 19, 2022 minutes, Board Member O'Malley was erroneously listed as absent for that meeting. The October minutes will be amended to reflect Board Member O'Malley's attendance at the October ATBID Board meeting.

**MOTION: By Board Member Sohi and seconded by Vice Chairperson Ketchum to approve the consent calendar as amended.**  
***Motion passed 5:0 by a roll call vote.***

**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.

Atascadero Printery Foundation President Karen McNamara presented this item and answered questions from the Board.

The Board expressed appreciation for the dedicated work of Printery Foundation in restoring an historical site with cultural importance to the City and the community at-large. The Board is aware that the Printery Foundation has a tremendous amount of work ahead of them, including fundraising millions of dollars via any available funding source. With this in mind, the Board chose not to sponsor the Printery's marketing efforts at this time, but instead encouraged Ms. McNamara and her staff to explore all possible funding opportunities, including connecting with downtown business owners to ascertain their visions for a cultural and performing arts center in Atascadero.

**PUBLIC COMMENT:**

***Chairperson Harden opened public comment.***

The following citizens provided public comment on this item: Bryan Yates.

***Chairperson Harden closed public comment.***

***The Atascadero Printery Foundation Performing Arts Marketing Presentation was received and filed by the Board.***

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.

Bovine Classic Founder and Creative Director Bryan Yates presented this item and answered questions from the Board.

The Board thanked Mr. Yates for successfully implementing an event that attracts visitors who want to stay, eat, and entertain themselves in the north county and Atascadero in particular. The Board expressed a desire for the Bovine Classic to include more Atascadero-specific destinations at their next event and to make sure the Board is recouping sponsorship costs in lodging occupancy and entertainment dollars spent. Mr. Yates stated that the Bovine Classic would like to see a continued buildup of the rural cycling infrastructure throughout the north county, and that a bike path connecting the northern part of Atascadero with Templeton would be enormously beneficial in attracting other similar cycling events.

**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 Sohi and seconded by Board Member O'Malley to sponsor the 2023 Bovine Classic with \$10,000.  
*Motion passed 5:0 by a roll call vote.***

**3. Assignment of Responsibilities of 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.

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

The Board reaffirmed its intention of involvement with the City budget cycle, and agreed that the participation of an ATBID Ad Hoc Committee would assuage any questions or concerns about how ATBID funds are allocated via the City budget cycle. Deputy City Manager Banish and Deputy City Clerk James reiterated that ATBID funds are inaccessible to the rest of the City, that these funds cannot be reallocated to any other department, and that the ATBID Board's participation in the City budget cycle will continue to elucidate these facts.

**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 Alexander and seconded by Vice Chairperson Ketchum to:

1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle; and
2. Direct the Ad Hoc Committee to meet and determine their questions, concerns, and priorities prior and immediately following the budget cycle; and
3. Compile a report for the ATBID Board upon conclusion of the budget cycle.

***Motion passed 5:0 by a roll call vote.***

**4. Short-term Rental Compliance Check-in**

- Recommendation: ATBID Board receive and file the short-term rental compliance update. [City]
- Fiscal Impact: None.

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

The Board and City staff agree that compliance enforcement for short-term rentals is often non-cost-effective and uses more staff resources than what is lost in tax revenue. Still, the Board and the City are committed to ensuring short-term rentals are compliant with business license registration, transient occupancy tax collection, and ATBID priorities.

**PUBLIC COMMENT:**

***Chairperson Harden opened public comment.***

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

***Chairperson Harden closed public comment.***

***The Short-Term Rental Compliance Check-in was received and filed.***

**5. 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. 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**

Board Member O'Malley left the meeting at 4:29 P.M.

Chairperson Harden adjourned the meeting at 4:30 P.M.

**MINUTES PREPARED BY:**

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Dillon Dean James  
Deputy City Clerk

**APPROVED:**



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

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### **Staff Report**

#### **ATBID Board 2023 Meeting Schedule**

#### **RECOMMENDATION:**

ATBID Board approve the proposed ATBID Board meeting schedule for 2023.

#### **DISCUSSION:**

Chapter 16 of Title 3 of the City of Atascadero's Municipal Code comprises the governing mandate of the Advisory Board for the Atascadero Tourism Business Improvement District. Pursuant to Section 3-16.08, ATBID's Board shall meet "no less than quarterly."

Historically, the ATBID Board meets once monthly on the third Wednesday of the month from January through June, does not hold a meeting in July, resumes monthly meetings from August through November, and does not hold a meeting in December. The attached proposed meeting schedule for 2023 meets these conditions.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENT:**

ATBID Board 2023 Meeting Schedule



# ***Advisory Board for the Tourism Business Improvement District***

## **ATBID Board 2023 Meeting Schedule**

<b>MEETING DATE</b>	<b>TYPE OF MEETING</b>
January 18	Regular
February 15	Regular
March 15	Regular
April 19	Regular
May 17	Regular
June 21	Regular
July	NO MEETING
August 16	Regular
September 20	Regular
October 18	Regular
November 15	Regular
December	NO MEETING

***Meetings are held at 2:30 p.m.***

***6500 Palma Avenue, Atascadero, CA 93422  
 (805) 470-3400***



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

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### ***Staff Report***

## **Garagiste Festival Event Recap 2022 & Event Sponsorship Renewal 2023**

### **RECOMMENDATIONS:**

ATBID Board:

1. Receive and file recap of marketing results from the November 2022 Garagiste Festival.
2. Provide staff direction on the sponsorship renewal request for the November 2023 Garagiste Festival.

### **DISCUSSION:**

The Garagiste Festival celebrated the 11<sup>th</sup> annual event, kicking off with the event at the Pavilion on the Lake on Friday, November 11<sup>th</sup>. The event continued Saturday at the Paso Robles Event Center. This recap will provide an overview of where the event was promoted and the variety of promotions that Atascadero was a part of with the overall goal to encourage overnight stays.

As the Garagiste Festival team recaps the success of their recent event, they are also looking forward to planning their 12<sup>th</sup> annual coming up on November 2023. For the 2022 event, they requested up to \$10,000 and were rewarded \$7,500. Part of this recap will also provide the investment they are looking for in 2023.

### **FISCAL IMPACT:**

Up to \$7,500.

### **ATTACHMENTS:**

1. 2022 Garagiste Festival Atascadero Event Recap
2. 2023 Garagiste Event Sponsorship Application



## 11<sup>th</sup> Anniversary Garagiste Festival Post-Game Report

### MEDIA

Interview on KSBY from the Pavilion on the Lake

Radio Campaign on Krush FM

Articles Napa Valley Register

New Times

Paso Robles Press

Calendar Listings throughout California

### PROMO/PR/ADVERTISING

Two Atascadero-specific E-Blasts to in-house mailing list of 9600+

Social Media – Facebook, Twitter, Instagram

- #VisitAtascadero hashtag used consistently in social media
- Boosted posts

Visit Atascadero included in Press releases

Visit Atascadero logo and link on website

Visit Atascadero logo in all e-blasts

Visit Atascadero logo in programs

Postcards distributed widely to wine shops in LA

**NUMBERS:**

**746 Tickets Sold - 66% of attendees from out of SLO County**

**States Represented**

NC / PA / NV / LA / VA / FL / AZ / AK / WA / MI / IL / OH / MT / HI / CO / TX / MN / UT  
/ MA / WI

**First Time Attending Festival?**

Yes: 64%  
New to Paso Event: 39%  
First time in area: 7%  
So overall 64% new to event...

**How Often Do You Visit?**

First Time: 14%  
1 or 2 per year: 28%  
3-5 per year: 21%  
Monthly: 3%  
Live in SLO County: 34%

**Where Staying:**

Hotel: 33%  
Vacation rental: 18%  
With Friends: 6%  
Camping RV: 5%  
Live in SLO: 34%

**How Many Nights Stayed (non-locals)?**

1-2: 34%  
3-4: 26%  
5-7: 3%



**Event Support Application Form**

Requesting Organization: GARAGISTE Events, Inc.  
Contact: Doug Minnick Phone Number: 818-929-3684  
Email: DKMINNICK@MCC.COM Mailing Address: 5225 Santa Rita Ranch Rd.  
City, State, Zip: Templeton, CA 93465

Name of Event: The Garagiste Festival  
Event Description: The only event that showcases high-end micro-wineries of the Central Coast

Event Dates/Times: Nov. 9-12, 2023

Is event located in Atascadero?  Yes  No

Venue Name: Pavilion on the Lake / Paro Event Center

Venue Location: Atascadero / Paro Ruble

Event Website: GARAGISTEFESTIVAL.COM

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

Yes  No

Total Anticipated Attendees: 800 Portion from Outside SLO County: 65 %

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: We average 3000 attendees  
for the weekend, 68% from outside  
of SLO County

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

Tickets range from \$79 to \$179 for  
Weekend Pass - with levels in between

Crowd Control Safety Plan Details:

Minimum security is needed for our  
well-behaved crowd of wine aficionados.  
We are highly experienced in crowd logistics.

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:

We bring much attention to Atascadero &  
Paso by promoting the event in So Cal.  
We employ a professional PR firm to  
generate earned media - TV, Press, Radio

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

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

Additional details about eligible event tier qualification:

We have a robust + loyal subscriber base of over 10,000, not including Social Media reach of 8,000 + We will dedicate marketing to specifically promote Atascadero

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

We would like to request continuing your \$7,500 level of support again in 2023 and the use of the Pavilion on the Lake

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
Ex. Social Media Ads	\$2,000
TBD - including	
• Print in So Cal	
• Radio in So Cal	
• Professional Publicist	
to generate earned media	
• Social Media + E-Books	

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
Ex. City of Atascadero	\$2,500 in-kind venue sponsorship
TBD plus	
We have a number of	
B to B sponsors who	
like to reach our	
winners	



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
TBD as we get closer to event -		
Similar to our successful strategies of past years		

Please share your intended public relations outreach.

M Webb Communications has worked for us for 12 years, and generated tremendous national attention - including #1 Fest in USA Today Best Festival in Sunset Mag, LA Times, ABC, many more  
Safe to say that no other wine event generates as much out-of-area press + attention.

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

Dedicated E-Blasts. Dedicated Social Media, web links logos on all materials, mentions in every press release table at the event.

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

*See previous answer.*

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**Additional Details:**

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\*\*\*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 9.

**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  Date 12-20-22

In case of questions or the need for clarification, please contact the Destination Liaison, Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org).



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

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### **Staff Report**

### **Atascadero Fall Festival Event Recap 2022 & Event Sponsorship Request 2023**

#### **RECOMMENDATIONS:**

ATBID Board:

1. Receive and file recap of marketing results from the November 2022 Atascadero Fall Festival.
2. Provide staff direction on the sponsorship renewal request for the November 2023 Atascadero Fall Festival.

#### **DISCUSSION:**

The Atascadero Fall Festival was held in the Sunken Gardens on November 19<sup>th</sup> through November 21<sup>st</sup> with a variety of musical entertainment, from local community entertainment to major bands, like reggae legend, Pato Banton. The event included carnival rides, games, food vendors, a craft beer event on Saturday, merchandise vendors, and more! The event created a fantastic backdrop shared among many across social media. A family-fun event created many memories for those who attended.

En Fuego Events will provide a presentation at the ATBID Board meeting that will provide an update to the marketing dollars invested, the number of people that came to enjoy the event, and where they came from. In addition, En Fuego Events has included a special event sponsorship request to bring the event back in 2023.

Event sponsorship history: 2021 awarded \$5,000 sponsorship. 2022 awarded \$20,000 sponsorship (\$10,000 request and increased due to a multi-day event). \$10,000 paid 2021/22; \$10,000 paid 2022/23.

#### **FISCAL IMPACT:**

Up to \$20,000.

#### **ATTACHMENT:**

2023 Special Event Sponsorship Request



## **Event Support Application Form**

**Requesting Organization:** \_\_\_En Fuego Events\_\_\_\_\_

**Contact:** \_\_\_Andres Nuno\_\_\_ **Phone Number:** \_\_\_805-448-7070\_\_\_

**Email:** \_\_\_info@surfbeerfest.com\_\_\_\_\_ **Mailing Address:** 1072 Casitas Pass Rd. #232

**City, State, Zip:** \_\_\_Carpinteria, CA 93013\_\_\_\_\_

**Name of Event:** \_\_\_Atascadero Fall Festival 2023\_\_\_\_\_

**Event Description:** \_\_\_\_\_ The Atascadero Fall Festival is a 3-day, free admission event that is "Fun for the Whole Family." It features carnival games and rides, 30+ bands on 2 stages, and over 60 street faire and food vendors.

**Event Dates/Times:** \_\_\_\_\_Friday, Nov. 17<sup>th</sup> – Sunday, Nov. 19<sup>th</sup>, 2022\_\_\_Friday: 4-10 pm  
/ Saturday & Sunday: 12 pm – 10 pm\_\_\_

**Is event located in Atascadero? Yes**

**Venue Name:** \_\_\_Sunken Gardens\_\_\_\_\_

**Venue Location:** \_\_\_Downtown Atascadero\_\_\_\_\_

**Event Website:** \_\_\_www.AtascaderoFallFest.com\_\_\_\_\_

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

**Yes**

**Total Anticipated Attendees:** \_\_\_20,000 over 3 days\_\_\_

**Portion From Outside SLO County:** \_\_\_35\_%

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

**If this event has taken place previously, please provide historical data including attendance numbers:** \_\_\_\_ In our second we had over 18,000 guests over 3 days. The community and visitors thoroughly enjoyed the event and it was once again a very successful event. This has quickly become a can't miss event in San Luis Obispo County.

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

\_\_\_\_ This is a free admission event. \_\_\_\_\_

**Crowd Control Safety Plan Details:** \_\_\_\_ We will work with a licensed and insured security company that has worked large events in California.

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**Will the event require an ABC Permit? Yes**

**Has a City permit been issued for your event or contracted the venue for your event date? Yes**

**Describe how the event supports Visit Atascadero's mission and goals:** The Atascadero Fall Festival is able to attract guests from all over California to join us at a free admission, 3-day event that includes a little bit of something for everyone. The Atascadero Fall Festival is an event that locals, and travelers, enjoyed and will mark on their calendars for years to come.

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



- 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
- Page 22 of 43**

Total Support =  
Up to \$10,000

X

**Additional details about eligible event tier qualification:**

\_\_\_\_\_ In 2022, we topped 18,000 guests and the Atascadero Fall Fest was a must visit event. The entire community was proud of the Atascadero Fall Festival and the we saw an increase of local businesses and non profit groups participating this year. We believe that the Atascadero Fall Fest has already left a lasting impression and will continue to grow in popularity.

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

Last year we received \$20,000 in funding from ATBID and it was a tremendous help in putting the Fall Fest on. Our budget increased to over \$110,000 in 2022 but we believe the event flowed much better, had better entertainment and visually looked like a bigger production. This signature event has already become one of the top events not only in San Luis Obispo County, but throughout the Central Coast.

We also promise to to give the City of Atascadero this exclusive event that will not be duplicated by En Fuego Events anywhere in San Luis Obispo County.

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
<b>New Times</b>	<b>\$2,500</b>
<b>Santa Maria Sun</b>	
<b>American General Media</b>	<b>\$2,000</b>
<b>Social Media</b>	<b>\$1,000</b>
<b>Banners</b>	<b>\$500</b>
<b>Posters</b>	<b>\$500</b>

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
<b>Visit Atascadero</b>	<b>\$20,000</b>
<b>Firestone Walker Brewing Co.</b>	<b>In-Kind Donation</b>
<b>Cali Squeeze Seltzer</b>	<b>In-Kind Donation</b>
<b>Wild Fields Brewhouse</b>	<b>In-Kind Donation</b>
<b>Porch Pounder Wine</b>	<b>In-Kind Donation</b>
<b>Topa Topa Brewing Co.</b>	<b>In-Kind Donation</b>
<b>Figueroa Mountain Brewing Co.</b>	<b>In-Kind Donation</b>



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

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
New Times	Print / Weekly	\$2,000
Santa Maria Sun	Print / Weekly	
American General Media	2 Weeks	\$1,000
Atascadero News	Weekly	\$1,000
Sunny Country Radio	2 Weeks	\$1,000
Social Media	4 Weeks	\$1,000

Please share your intended public relations outreach.

\_\_\_\_ We will send out several Press Releases that include information about the overall event, our entertainment schedule and other happenings.

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

\_\_\_\_ All marketing material will include the Visit Atascadero logo, including posters, social media content and we will continue to call our main stage the Visit Atascadero Main Stage and have your banner hanging on it. This is the premier banner location that the Atascadero Fall Fest has to offer.

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

\_\_\_\_\_We already have 3 lodging partners in place for 2023, The Holiday Inn Express, SpringHill Suites and Home 2 Suites. The Holiday Inn Express and SpringHill Suites have commented on increased stays from Year 1 to Year 2 during the Fall Fest, and having significant increase in stays during that time period from previous years. \_\_\_\_

**Additional Details:** \_\_\_\_\_We would like to slightly increase our footprint in 2023 so that we can bring in more ride and games for the Carnival. We would like to extend all the way to Entrada on Palma.

We would also like to utilize the area where our restrooms were for more rides as well.

We will move the restrooms to the other empty lot across the walkway.

The Carnival is very important to the guest experience, and our carnival partners have told us that more rides and games, lead to guests spending more time at the event.

\_\_\_\_\_

## **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](http://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](http://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** \_\_\_\_\_ **Andres Nuño** \_\_\_\_\_ **Date** \_\_ 1/12/21 \_\_

**In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com).**



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

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**Staff Report**

**Quarterly Marketing Report**

**RECOMMENDATION:**

ATBID Board receive and file Verdin Marketing's quarterly marketing report for Q2 2022.

**DISCUSSION:**

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

Quarter 2 (October – December 2022) stat summary of the success of the fall/winter campaigns. The stat report takes you through the performance of the "All In" video ad campaign over the quarter, as well as performance results for Google AdWords, social media posts, and the thrice-monthly e-newsletters. The stat report is attached and highlights the successes of the summer campaign. Verdin will provide an oral presentation to review the quarterly marketing report.

**FISCAL IMPACT:**

None.

**ATTACHMENT:**

Quarter 2 Stat Report

January 10, 2023

Visit Atascadero

# Quarter 2 Stat Report

## Summary of Performance

Paid media in Q2 for Visit Atascadero included programmatic video pre-roll and display, Google AdWords, and social channels. Creative for the pre-roll campaign featured the “All In” videos, promoting the unique experiences and culture of Atascadero. Pre-roll impressions and clicks increased in Q2 for a combined total of 753,854 impressions and 2,339 clicks. Programmatic display was included into the media mix and gained a total of 148,203 impressions and 223 clicks. Google AdWords impressions increased from 22,867 in Q1 to 37,320 in Q2, though the clicks dipped to 1,814. Campaign adjustments are being made in Q3 to optimize the click-through-rate for AdWords. Email marketing performed very well exceeding industry benchmarks with an average open rate of 50.9%. Top performing social posts included event promotions and holiday highlights.

## Paid Media

### Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Conversions
Programmatic Video	All In Video #1	378,476	1,184	0.31%	N/A
Programmatic Video	All In Video #2	375,378	1,155	0.30%	
Display - Retargeting	All In - Book	148,203	223	0.15%	N/A
Google Adwords	SEM - General	37,320	1,814	4.86%	0
Social	Boosted posts	58,701	3,524	6.00%	N/A

### Total Campaign Summary:

- Impressions: 998,078
- Clicks: 7,900
- Avg. CTR: 0.79%
- Visits/Conversions: 0

**Owned Media**

*Email Marketing Campaign Results:*

Verdin developed and deployed three monthly e-newsletters in Q2. They included information on local events, holiday happenings and small businesses. Below are the results:

**October 25:**

- Open rate: 48.7%
- Click rate: 3.5%
- Total clicks: 101

**November 10:**

- Open rate: 53.2%
- Click rate: 4.4%
- Total clicks: 138

**December 8:**

- Open rate: 50.8%
- Click rate: 2.9%
- Total clicks: 118

*Social Media Results:*



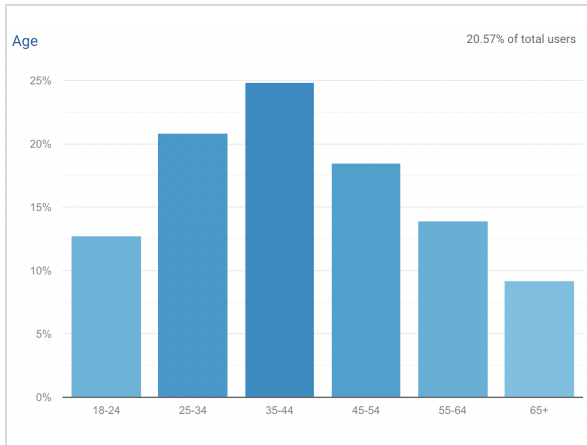
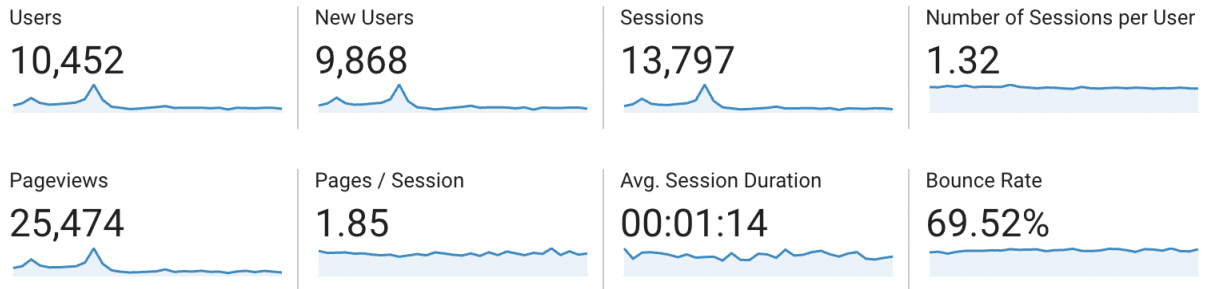
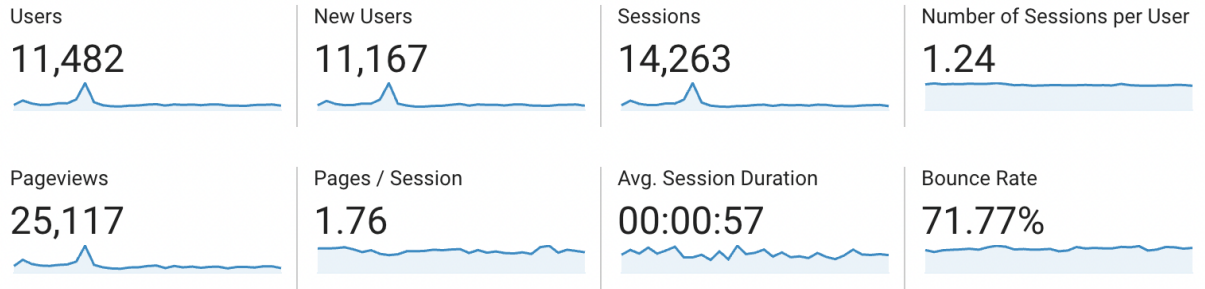
Platform	Impressions	Engagements	Followers	Demographics
Facebook	230,814	13,335	7,103	Women 35-44
Instagram	159,620	5,121	4,607	Women 35-44

*Top Posts:*

<p><b>visitatascadero</b> Fri 11/18/2022 8:38 pm PST</p> <p>The Atascadero Fall Festival is popping off at the Sunken Gardens through Nov. 20! Will we see you...</p> <p><b>Total Engagements</b> 536</p> <p>Likes 377</p> <p>Comments 12</p> <p>Shares 128</p> <p>Saves 19</p>	<p><b>visitatascadero</b> Sun 11/13/2022 6:53 am PST</p> <p>The Fall Festival is back, baby! 🍂 This popular free event returns this Friday, Nov. 18, and lasts through...</p> <p><b>Total Engagements</b> 371</p> <p>Likes 342</p> <p>Comments 7</p> <p>Saves 22</p>	<p><b>visitatascadero</b> Wed 12/28/2022 6:48 am PST</p> <p>The year may be coming to an end, but that means it's almost time for one of Atascadero's BEST events:...</p> <p><b>Total Engagements</b> 321</p> <p>Likes 304</p> <p>Comments 6</p> <p>Saves 11</p>	<p><b>visitatascadero</b> Tue 12/13/2022 7:07 am PST</p> <p>Visiting the Central Coast this holiday season? Just about a half-hour from Atascadero is some...</p> <p><b>Total Engagements</b> 260</p> <p>Likes 215</p> <p>Comments 4</p> <p>Shares 32</p> <p>Saves 9</p>	<p><b>visitatascadero</b> Sun 12/4/2022 6:47 am PST</p> <p>❄️ Winter Wonderland returns Friday, Dec. 9! 📍 One of the Central Coast's largest holiday events is...</p> <p><b>Total Engagements</b> 189</p> <p>Likes 178</p> <p>Comments 3</p> <p>Saves 8</p>
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Website Analytics:

Comparing 2022 v. 2021



1. San Jose	1,676
2. Los Angeles	1,561
3. Atascadero	1,328
4. Paso Robles	784
5. San Luis Obispo	466
6. (not set)	391
7. San Francisco	223
8. Sacramento	102
9. Baywood-Los Osos	87
10. Arroyo Grande	77





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

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### ***Staff Report***

#### **Budget Overview and Monthly Report**

#### **RECOMMENDATION:**

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

#### **DISCUSSION:**

The ATBID summary and expenditure report shows the expenditures that have been submitted through December 2022. FY 2022 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 (1.05.23)

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND 235 TYPE  
Special Revenue

	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL 6/30/2021	ACTUAL 6/30/2022*	YTD ACTUAL* 2022-2023 through 11/30/2022	BUDGETED 2022-2023
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 145,432	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	493	-
46110.0000 Investment Earnings	1,580	9,631	10,720	2,027	(11,341)	-	6,640
Total Revenue	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>399,244</u>	<u>145,924</u>	<u>304,810</u>
<b>EXPENSES</b>							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	53,358	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	68,094	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	1,459	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>122,911</u>	<u>313,620</u>
<b>NET INCOME/(LOSS)</b>	(46,761)	(37,593)	(7,419)	127,103	123,341	23,013	(8,810)
<b>BEGINNING AVAILABLE BALANCE</b>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>256,830</u>
<b>ENDING AVAILABLE BALANCE</b>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 547,124</u>	<u>\$ 248,020</u>

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

\*\* Contract Services

Special Events	
Atascadero Fall Festival Sponsorship 2022	\$ 10,000
Destination Marketing Services	46,636
Administrative Services Fee	11,458
	<u>\$ 68,094</u>

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 Periods: 0 through 5

**Expenditure Detail Report**

ITEM NUMBER: B-4  
 DATE: 01/18/23  
 ATTACHMENT: 2

CITY OF ATASCADERO  
 07/01/2022 through 11/30/2022

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
<b>Total Office Expense</b>	<b>250.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>
0000.6070000 Advertising						
0000.6070000 Advertising	165,000.00	0.00	0.00	0.00	165,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				100,000.00		
Line Description: DESTINATION MARKETING SERVICES				0.00		
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				0.00		
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				0.00		
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977						

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

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0000.6077025 Digital Media Advertising	(Continued)					
11/1/2022 ap IN 14393 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 172770		47.95				
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,823.82				
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,823.82		
0000.6077025 Digital Media Advertising	0.00	33,970.53	33,970.53	66,221.27	-100,191.80	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				18,000.00		
7/1/2022 ap IN 220072 Line Description: 2022 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586		3,750.00				
9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730		2,500.00				

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0000.6077060 Advertising	(Continued)					
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-2,500.00		
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		6,337.50				
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				-6,337.50		
11/30/2022 ap IN 14242 Line Description: DESTINATION MARKET SURVEY Vendor: 00406 VISIT SLO CAL Check # 173079		6,800.00				
0000.6077060 Advertising	0.00	19,387.50	19,387.50	9,162.50	-28,550.00	0.00
<b>Total Advertising</b>	165,000.00	53,358.03	53,358.03	75,383.77	36,258.20	78.03
0000.6400000 Operating Supplies						
<b>Total Operating Supplies</b>	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	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 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				82,000.00		

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0000.6501125 Promotions Consultants	(Continued)					
7/31/2022 ap IN 10946 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458		7,336.80				
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		
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		12,474.02				

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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)					
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				-12,474.02		
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,962.32				
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,962.32		
0000.6501125 Promotions Consultants	0.00	46,635.64	46,635.64	35,364.36	-82,000.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 je GJ JE23 07-04 Line Description: ATBID Admin Service Fee - July		2,291.67				
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				
10/1/2022 je GJ JE23 10-13 Line Description: ATBID Admin Service Fee - Oct		2,291.67				
11/1/2022 je GJ JE23 11-03 Line Description: ATBID Admin Service Fee - Nov		2,291.67				
0000.6509010 Other Professional Services	0.00	11,458.35	11,458.35	0.00	-11,458.35	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00



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0000.6509032 Additional Promotional Services	(Continued)					
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
<b>Total Contract Services</b>	145,000.00	68,093.99	68,093.99	35,364.36	41,541.65	71.35
0000.6600000 Professional Development						
0000.6600000 Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
<b>Total Professional Development</b>	450.00	0.00	0.00	0.00	450.00	0.00
0000.6740000 Business Development						
<b>Total Business Development</b>	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	2,920.00	0.00	0.00	0.00	2,920.00	0.00
<b>Total Department Service Charges</b>	2,920.00	0.00	0.00	0.00	2,920.00	0.00
<b>Total Atascadero Tourism Bus Improv Dist</b>	313,620.00	121,452.02	121,452.02	110,748.13	81,419.85	74.04
<b>Grand Total</b>	313,620.00	121,452.02	121,452.02	110,748.13	81,419.85	74.04

# Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-4  
01/18/23  
3



## Detailed Spending

	Budget	Actual <i>Jul</i>	Actual <i>Aug</i>	Actual <i>Sep</i>	Actual <i>Oct</i>	Actual <i>Nov</i>	Actual <i>Dec</i>	Proj. <i>Jan</i>	Proj. <i>Feb</i>	Proj. <i>Mar</i>	Proj. <i>Apr</i>	Proj. <i>May</i>	Proj. <i>Jun</i>	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$902	\$2,003	\$1,485	\$1,875	\$1,875	\$1,650	\$2,000	\$1,800	\$2,000	\$2,000	\$2,000	\$2,010	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$540	-	-	-	-	-	-	-	\$4,989	\$11
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$3,348	\$2,775	\$3,000	\$3,000	\$3,000	\$2,400	\$2,073	\$2,000	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$241	-	\$145	-	\$1,500	\$104	\$500	\$1,500	-	\$500	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,590	\$1,610	\$1,600	\$1,600	\$1,600	\$1,600	\$1,605	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$999	\$759	\$1,050	\$1,046	\$1,000	\$1,000	\$1,000	\$1,200	\$12,000	\$0
Public Relations	\$5,000	-	\$345	\$256	\$105	\$334	\$240	\$656	\$1,500	\$564	-	\$1,000	-	\$5,000	\$0
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$345	\$360	\$347	\$350	\$350	\$350	\$350	\$350	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$8,596	\$6,834	\$7,214	\$8,800	\$8,800	\$8,800	\$8,800	\$7,000	\$98,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$206,000	\$8,033	\$9,952	\$24,767	\$28,714	\$17,786	\$14,208	\$17,377	\$18,200	\$17,814	\$17,650	\$16,823	\$14,665	\$205,989	
Added Value			\$930			\$180								\$1,110	

City of Atascadero  
 Tourism Report  
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 609,246.66	\$ 2,121,061.44
Fiscal Year 2023 *	\$ 623,430.15	\$ 29,204.14			\$ 652,634.29

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