



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AMENDED AGENDA

Wednesday, March 15, 2023 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Room 306
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:

- **General Plan and Downtown Infrastructure Enhancement Project Update**
Deputy Director of Economic & Community Development, Loreli Cappel

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – February 15, 2023**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the February 15, 2023 meeting. [City Staff]

B. BUSINESS ITEMS:

1. **Mission College Preparatory Catholic High School Job Fair Opportunity**
 - Recommendation: ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2023 job fair. [City]
 - Fiscal Impact: None.

2. California Mid-State Fair Sponsorship Opportunities

- Recommendation: ATBID Board review and provide staff direction on the 2023 California Mid-State Fair shared sponsorship opportunity with the City. [City]
- Fiscal Impact: Up to \$3,750

3. Budget Ad Hoc Committee Update for 2023-2025 Budget Preparation

- Recommendation: ATBID Board review and provide staff direction from the Budget Ad Hoc Committee Update for the 2023-2025 budget worksheet. [ATBID Ad Hoc Committee/City Staff]
- 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. ATBID Marketing Update. [Verdin Marketing]
3. City Business and Administrative Update. [City Manager's Office]
4. *Lodging Business Owner Nomination Meeting for ATBID Board Member Positions:* March 22, 2023 at 2:30 pm at Bridgeworks, 6907 El Camino Real, Suite A.

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. (TBD)
2. Central Coast Cider Festival Event Support Request. (April)
3. Atascadero Lakeside Wine Festival Event Support Request. (April)
4. Marketing Plan & Quarterly Marketing Report. (April)
5. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
6. 2023-2024 ATBID Annual Assessment. (April/ May)
7. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, February 15, 2023 at 2:30 P.M.

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:30 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Corina Ketchum, Board Member Deana Alexander, Board Member Tom O'Malley, and Board Member Amar Sohi

Absent: None

Staff Present: Deputy City Manager Terrie Banish, Administrative Services Director Jeri Rangel, 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 – January 18, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the January 18, 2023 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. 2023-2025 Budget Preparation

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

Administrative Services Director Rangel and Deputy City Manager Banish presented this item and answered questions from the Board.

Director Rangel and Deputy City Manager Banish explained the City’s budget process to the Board and how the ATBID Ad Hoc budget committee will fit into the City’s overall budget process. This explanation included a reminder to the Board that a desired responsive fund for unexpected ATBID expenses should be considered an “opportunities” fund to differentiate from an emergency and/or contingency fund, which would be earmarked for natural disasters, pandemics, economic depressions, or other catastrophic situations. Director Rangel also invited ATBID Board Members to attend one or all of the six Finance Committee meetings occurring in April and May, and gave a brief explanation of the City’s guiding principles for economic investments and financial stewardship.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The 2023-2025 Budget Preparation was received and filed.

2. Central Coast Craft Beer Festival Update

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

Andres Nuno with En Fuego Events and Tony Grimes with Figueroa Mountain Brewing Company presented this item and answered questions from the Board.

Mr. Nuno and Mr. Grimes led the Board through a detailed recap of the 2022 Central Coast Craft Beer Festival, including data on the number of festival attendees, where they traveled from, how much they spent at Atascadero hotels and restaurants, and more. Mr. Nuno and Mr. Grimes informed the Board that they were exploring shuttle options that will allow hotel guests to utilize a complimentary shuttle as part of their festival attendance, but that details are still being considered. Ms. Akers also mentioned the possibility of Visit Atascadero pushing advertisements across social channels with photography and/or video of the Friday night event before the main Saturday festival as a way to pique social media interest immediately preceding the festival's commencement.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Central Coast Craft Beer Festival Update was received and filed.

3. Visit SLO CAL Pinterest Co-op Opportunity

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

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

Ms. Akers provided the Board with an overview of the current state of social media popularity among different groups, with most data showing Pinterest as a revived digital platform where tourists with disposable income often plan vacations, adventures, and excursions. Creating a strong Pinterest presence for Atascadero will ensure the City and its ATBID stakeholders benefit from the most robust possible social media engagement.

The Board expressed a desire for Ms. Akers to, at some point in the near future, take some time with the Board at a regular meeting to walk the Board through the specifics of Pinterest and how the co-op opportunity benefits ATBID.

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 Board Member Alexander to approve staff recommendation for a \$15,000 expenditure pursuant to the Pinterest co-op opportunity.
Motion passed 5:0 by a roll call vote.

4. Budget Overview and Monthly Report

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

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

4. IPW 2023 Participation and Delegation

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

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

Deputy City Manager recapped the successes of the IPW 2022 delegation from Visit SLO CAL, including securing numerous sales leads that were forwarded to lodging owners in summer 2022. The Board reiterated their support for a delegation to the IPW 2023 and asked Deputy City Manager Banish and Ms. Akers to decide between themselves who shall attend IPW this year.

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 sponsor a delegation to the IPW 2023 at the requested amount of \$8,000.
Motion passed 5:0 by a roll call vote.

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

F. ADJOURNMENT

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

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mission College Preparatory Catholic High School Job Fair Opportunity

RECOMMENDATION:

ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2023 job fair.

DISCUSSION:

The ATBID Board has an opportunity to be involved with the Mission College Preparatory Catholic High School's (Mission Prep) March 2023 job fair, taking place on March 30, 2023, from 9:45 – 11:25am at the school's campus.

The Mission Prep Job Fair offers two sessions: the first session, on March 2, was a skill-building workshop that focused on Human Resources professionals coaching students on writing a resume, preparing for an interview, and other relevant job-seeking skills; the second session is the upcoming March 30 job fair, featuring over 20 businesses and organizations that are seeking seasonal or year-round help in paid or volunteer positions.

This opportunity complements Visit SLO CAL's focus on engaging and encouraging students to consider the tourism industry as an option when they look for employment in San Luis Obispo County. It is also an opportunity for Visit Atascadero to demonstrate the variety of positions available in the hospitality sector in this County. The booth would need to be staffed with volunteers from the ATBID Board.

FISCAL IMPACT:

None.

ATTACHMENT:

March 2023 Mission Prep Job Fair Flyer

JOB FAIR

SUMMER JOBS/INTERNSHIPS/VOLUNTEERISM

← MCP Gym

Thursday, March 30, 2023
9:45-11:25 AM

MCP is looking to partner with local businesses to offer our students the opportunity for employment, internships and volunteerism.

Please email Mary Verdin at marygverdin@gmail.com

Thank you!



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

California Mid-State Fair ATBID/City Shared Sponsorship Opportunity

RECOMMENDATION:

ATBID Board review and provide staff direction on the 2023 California Mid-State Fair shared sponsorship opportunity with the City.

DISCUSSION:

The California Mid-State Fair has provided their annual sponsorship opportunity—similar to the 2022 sponsorship in which ATBID and the City participated—with the exclusion of the bus transportation option. The fair is back to a regular experience including carnival rides, live entertainment, local bands, concerts, contests, awards, food, merchants, and the renowned livestock program.

In the past, the sponsorship has been shared with the City, and this year, like last year, will be the same dollar amount, with the same exclusion of the bus option. At this time, it does not appear the busses will be an option in the future. The hotels can plan for their own shuttles, but the Mid-State Fair will not be able to provide a bus.

The sponsorship will continue to be the \$7,500 rather than the \$15,000 when it had included busses. The \$7,500 provides the opportunity to have the VIP passes/parking, access to sponsor concert reception area, concert and fair admission ticketing program for Visit Atascadero promotions, sponsor tie-in with branded Visit Atascadero glasses to the craft brewery awards, along with sponsor mention and local business tie-in to the apple pie judging, as well as signage presence and announcements throughout the fair. The ticketing program can be offered this year to hotel employees in addition to City employees with the option to purchase both concert and admission tickets. The City would like to continue sharing this sponsorship expense.



FISCAL IMPACT:

Up to \$3,750.

ATTACHMENT:

- 1. Mid-State Fair Sponsorship Proposal 2023
- 2. Mid-State Fair Final Results 2022

**CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447
TOM KEFFURY TK@MIDSTATEFAIR.COM 805-459-5530**

SPONSORSHIP DETAILS (not official agreement)

**CITY OF ATASCADERO/VISIT ATASCADERO
6500 PALMA AVENUE, ATASCADERO, CA 93422
TERRIE BANISH – (805) 235-2539 – tbanish@atascadero.org**

Scope of Work

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

Contractor agrees to:

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than JUNE 1, 2023**.
- 2.) Term of this agreement is **JAN 1, 2023 – DEC 31, 2023**.
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

In exchange for the above, State agrees to provide the Contractor with the following:

- 1.) Advertising & Exposure
 - a. Business Listing in Official Daily Schedule.
 - b. Business Logo/Link on CMSF Website (www.midstatefair.com).
 - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
 - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
 - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
 - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
 - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
 - d. **Access** to our outdoor Sponsor Reception Area, which features light appetizers, complimentary water/soda, and a full no-host bar (concert ticket required).
 - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
 - a. Contractor to be sponsor of **Apple Pie Baking Contest** taking place THU 7/27/23 and as such shall receive: Name/logo on all marketing and promotional materials... Name/logo on print ads purchased in Atascadero News & PR Press... Opportunity to have up to five (5) celebrity judges of the contest... Press release before the contest... Photo opportunity after the contest.
 - b. Contractor to be sponsor of **Get Crafty Awards & Tasting** taking place on SUN 7/23/23 and as such shall receive: Name/logo on all marketing and promotional materials... Custom plastic glasses to be used at event... and opportunity to have one (1) celebrity judge at event.

INSURANCE

In the event Sponsorship includes display space or physical access to the fairgrounds, Sponsor shall be responsible to provide proof of insurance set forth in State of California Standard Agreement.

SPECIAL TERMS AND CONDITIONS

EVACUATION ORDER

The California Mid-State Fair, along with all other large venue public gathering places and events around the country have been advised by Federal, State and Local Authorities that an emergency evacuation of the premises may be ordered by any of these authorities at any time. This decision would be driven by information available to those authorities that:

- (1) May not be available to the California Mid-State Fair, or may be classified by those authorities, and therefore the California Mid-State Fair would not be able to share it with our exhibitors, contractors, participants, guests, or renters;
- (2) Could arise out of an actual or threatened act of terrorism;
- (3) Could arise from any number of natural disasters, or other public safety concerns the authorities have for the safety of the general public at our Fair or at our facility, property, grounds, or parking areas.

If an evacuation order occurs, you will be asked to leave the premises immediately. The law does not only require your cooperation, but for your own safety and the safety of others, common sense demands your full cooperation. The Paso Robles Police Department and/or Fair staff/security personnel will direct the evacuation. We are further advised that any evacuation order given will be for personnel only! No other property, animals, trailers, merchandise, equipment, etc. will be allowed off the premises. This is to allow the most efficient and speedy evacuation of the public from the threatened area. If an evacuation order is given, do not attempt to remove anything other than yourselves and, if applicable, your immediate means of transportation.

The evacuation plan calls for designated law enforcement personnel, California Mid-State Fair management, staff, or volunteers to remain on the grounds to secure the facility and premises.

In the unlikely case an evacuation occurs, the California Mid-State Fair will exercise every reasonable effort to care for property, animals, commercial exhibits, merchandise, etc. until the authorities remove the evacuation order and the public is allowed back into the facility. No one will be allowed back on the grounds until the authorities have given the approval to return. The California Mid-State Fair staff/security personnel along with the Paso Robles Police Department will enforce the order in strict accordance with instructions from the authorities.

The State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its directors, officers, agents, servants, nor employees cannot, and will not, be held liable or responsible for any loss or damage to any Contractor's, exhibitor's, or patron's personal property, equipment, merchandise, animals, exhibits, etc. during or after any such event.

By entering into this agreement Contractor hereby agrees to indemnify, defend and save harmless the State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, participant, exhibitor, and any other person, firm or corporation attending, or participating in, any activity or event covered under this agreement and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged in the performance of this Agreement.

RIGHT TO TERMINATE

The State reserves the right to terminate this agreement subject to 30 days' written notice to the Contractor. Contractor may submit a written request to terminate this agreement only if the State should substantially fail to perform its responsibilities as provided herein.

However, the agreement can be immediately terminated for cause. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of the contract. In this instance, the contract termination shall be effective as of the date indicated on the State's notification to the Contractor.

This agreement may be suspended or cancelled without notice, at the option of the Contractor, if the Contractor or State's premises or equipment are destroyed by fire or other catastrophe, or so substantially damaged that it is impractical to continue service, or in the event the Contractor is unable to render service as a result of any action by any governmental authority.

FORCE MAJEURE

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of god such as earthquakes, floods, and other natural disasters such that performance is impossible.

PREPARED BY TOM KEFFURY ~ 805-459-5530 ~ TK@MIDSTATEFAIR.COM



THURSDAY, AUGUST 4, 2022
FOR IMMEDIATE RELEASE

2022 CALIFORNIA MID-STATE FAIR ROARS BACK TO LIFE!

"Full Steam Ahead!" theme proves to be prophetic

PASO ROBLES (CA) – The 76th annual California Mid-State Fair returned for 12 full days of fun July 20-31 with a theme of "Full Steam Ahead!" In addition to the usual attractions of 4-H and FFA Exhibitors, Carnival rides, Exhibits, Food, Shopping and Live Music... the Fair was also highlighted by a new dance area called La Cantina and saw the actual on-site build of a tiny home that was donated to Operation WEBS.

CEO Colleen Bojorquez said, "We are absolutely thrilled with the results of the Fair. The Staff and Board worked extremely hard to bring back a 100% normal Fair and we feel we accomplished that. The response from the community with the large turnout was overwhelming and proved people were ready to come experience one of the great traditions of San Luis Obispo County. For us, seeing so many smiling faces was a dream come true."

LIVESTOCK AUCTIONS

Revenue from the 2022 livestock auctions raised \$2,469,341 on 731 animals (unofficial). Of that, \$667,250 came from the Replacement Heifer Sale and \$1,802,091 came from the Junior Livestock Auction. Add-ons close August 7, so auction totals will increase after August 8. The total revenue raised is slightly greater than last year... a big testament to our community.

MICHELOB ULTRA CONCERT SERIES

Concerts in the Chumash Main Grandstand roared back to life with over 89,000 guests attending performances, a staggering number not seen since 2017, a year that featured two sold-out Garth Brooks concerts. This year, the biggest attractions were a sold-out Kane Brown concert, Santana, Old Dominion, Dan + Shay, Darius Rucker, Journey, Los Tigres del Norte and John Fogerty.

INDUSTRIAL ARTS AUCTION

This year's auction brought in a stunning \$191,000 – on 59 projects – the most ever raised in a single-year. Thanks to the generous support from the community, over \$940,000 has been brought in since the auction began over 22 years ago.

OVERALL ATTENDANCE

Total overall attendance topped 310,000 (unofficial) which was a 42.5% increase over last year's modified Fair. While official ticket counts will take several weeks to calculate, the Fair wishes to sincerely thank all those who participated in, and/or attended the 2022 Fair!

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446

MAILING: PO Box 8, Paso Robles, CA 93447

www.midstatefair.com



CARNIVAL

Helm and Sons Amusements, Inc. of Colton, California generated almost \$1,600,000 in total revenue, a 16% increase from 2021.

EXHIBITS

There were 6,206 entries between both adult and youth which was up significantly from last year's 4,250. Also, the number of exhibitors between adult and youth doubled this year (1,091) from last year (560).

CONCESSIONS

Slightly over 50 food and beverage (non-alcoholic) vendors reported gross revenues of just over \$3 million dollars, a number that far surpassed previous Fairs.

SPONSORSHIPS

The Fair once again received generous support from businesses and individuals in the form of corporate sponsorships. Over 90 total sponsors gave over \$1.2 million dollars in cash and in-kind donations.

CENTRAL COAST WINE COMPETITION

The Central Coast Wine Competition named Pear Valley Vineyards as the **2022 Winery of the Year**. The Paso Robles winery had 22 entries with two best of class awards, three double golds and nine golds. This is the second Winery of the Year honor for Pear Valley. Other winners:

Best of Show/Best of Red – Riboli Family Wines, Paso Robles, CA, 2019 San Simeon Cabernet Sauvignon Reserve

Best Dessert – Halter Ranch, Paso Robles, CA, 2019 Vin De Paille

Best Sparkling – Vintage Wine Estates, Arroyo Grande, CA, Laetitia Brut Rosé

Best Rose – Cass Winery, Paso Robles, CA, 2022 Oasis

Best White – Midnight Cellars, Paso Robles, CA, 2021 Aurora Reserve

This year's competition included 95 wineries and 572 wines entered. The competition features 71 classes based on grape varieties and vintages, where the "Best of" wines are selected for their varietal typicity, quality and character. The blind-tasting event, held June 14-16 at the Paso Robles Event Center, is the largest wine competition on California's Central Coast, which encompasses ten counties stretching from Alameda to Ventura. It was sponsored this year by Bank of the Sierra.

CENTRAL COAST VINEGAR COMPETITION

The Central Coast Vinegar Competition featured 3 brands with 7 total entries in 11 classes based on varieties. The **Best of Show** winner was Kismet Refining Company from Escondido, CA with their Black Garlic Balsamic.

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446

MAILING: PO Box 8, Paso Robles, CA 93447

www.midstatefair.com



CALIFORNIA CRAFT SPIRITS COMPETITION

The California Craft Spirits Competition featured 60 total classes with 17 companies and 47 total entries. Winners:

Best of Show/Best White Spirit – Wine Shine & Tin City Distillery, Paso Robles, CA, Vodka

Best Brandy – Bethel Rd. Distillery, Templeton, CA, VSOP

Best Liqueur – Bethel Rd. Distillery, Templeton, CA, Orange Liqueur

SAN LUIS OBISPO COUNTY WINE INDUSTRY AWARDS

Winemaker of the Year – Bob Lindquist, Verdad Wine Cellars & Lindquist Family Wines

Wine Grape Grower of the Year – Hilary Graves, Booker Vineyard

Wine Industry Person of the Year – Gretchen Roddick, Hope Family Wines

AGRICULTURE AWARDS

Agriculturalist of the Year – Tom Bordonaro

Cattlemoan of the Year – Sarah Kramer

Cattleman of the Year – Paul Tognazzini

COUNTRY RODEO FINALS WINNERS

The Country Rodeo Finals All-Around Cowboy was Colter Negrante. Other winners:

Team Penning

CODY MORA, CHAD RAVA, TOM MARTINUS

Barrels

MEGAN MCNULTY

Ranch Rope & Brand

WILL CENTONI, BRINAN VARIAN, RYAN PASCOE, KEITH PASCOE

Mixed Ribbon Roping

CODY MORA, LILLY THOMPSON

Match Roping

KELLY BARKER, CLAYTON GRANT

Double Mugging

DANNY LESLIE, FRANKY MARTINEZ

Ladies Breakaway Roping

GRACE LOPEZ

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446

MAILING: PO Box 8, Paso Robles, CA 93447

www.midstatefair.com



LEGACY PROJECT SCHOLARSHIP

The James W. Brabeck Youth Legacy (JWBYLF) Fund selected Cody Domingos as the 2022 Scholarship winner. Cody is the first winner to submit a welding project to the committee. He is a senior at Paso Robles High School and very active in his local FFA Chapter and the captain of the water polo team. At the award ceremony, both his welding teacher and water polo coach spoke highly of his leadership skills and compassion towards others. After graduation, Cody plans to attend the University of Tennessee to major in Food and Ag Business with a minor in Marketing.

MISS CALIFORNIA MID-STATE FAIR

This year's Queen was 17-year-old Brooke Smith of Templeton. She was also named Miss Congeniality. Brooke is a graduate of Templeton High School and will be attending Cuesta College and her hobbies and interests include jet skiing, horseback riding, and showing animals. 19-year-old Sarah Barr of Templeton was the 1st Runner Up and 17-year-old Jenna Shapero of Paso Robles was 2nd Runner Up.

The 2023 California Mid-State Fair runs July 19-30, 2023

For more information, please contact publicity@midstatefair.com

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446
MAILING: PO Box 8, Paso Robles, CA 93447
www.midstatefair.com



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Ad Hoc Committee Update for 2023-2025 Budget Preparation

RECOMMENDATION:

ATBID Board review and provide staff direction from the Budget Ad Hoc Committee Update for the 2023-2025 budget worksheet.

DISCUSSION:

In February, the Budget Ad Hoc Committee met with City staff to review the detailed 2023-2025 budget worksheets for the two-year City budget cycle.

The review from the ATBID Board along with public engagement is an important part of this process. The ATBID Advisory Board may make recommendations to staff on the preparation of the two-year budget for the Atascadero Tourism Business Improvement District. As the City's elected governing board, the City Council makes the final decisions on adoption of the two-year budget.

Once approved, the ATBID budget worksheet will be submitted to the City's Finance Department (Administrative Services). From there, each section of the citywide budget is reviewed in detail at six well-publicized, publicly-held Finance Committee meetings in April and May to receive input from the public. Once all of the input is incorporated into the draft citywide budget, the City Council reviews and adopts the budget at their publicly-held meeting in June.

The Ad Hoc Committee has provided input to the 2023-2025 two-year budget worksheet and will be presenting that to the ATBID Board in this meeting.

FISCAL IMPACT:

Up to \$432,510.

ATTACHMENT:

1. 23-25 235 TBID Budget Worksheet
2. 2022-2023 ATBID Marketing Budget Estimated - \$205,990
3. 2023-2024 ATBID Marketing Budget Requested - \$245,000

OTHER FUNDS
 Atascadero Tourism Business Improvement District (ATBID) Fund

\$

| | |
|-------------|-----------------|
| FUND | TYPE |
| 235 | Special Revenue |

DESCRIPTION

This fund accounts for the revenues and expenses associated with the Atascadero Tourism Business Improvement District (ATBID). On June 1, 2013, the City established ATBID for the purpose of funding tourism promotion and increasing stays at the lodging businesses in Atascadero. A two percent (2%) assessment is placed on the nightly rent of all occupied rooms or spaces for all transient occupancies in Atascadero.

ACTIVITY DETAIL

| OBJECT NUMBER | EXPENSE CLASSIFICATION | 2020-2021 ACTUAL | 2021-2022 ACTUAL | 2022-2023 BUDGETED | 2022-2023 ESTIMATED | 2023-2024 REQUESTED | 2024-2025 REQUESTED | 2025-2026 REQUESTED | 2026-2027 REQUESTED | 2027-2028 REQUESTED | 2028-2029 REQUESTED | 2029-2030 REQUESTED |
|-------------------------|--------------------------------------|-------------------|-------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| OPERATIONS | | | | | | | | | | | | |
| 6050000 | Office Expense | \$ - | \$ 264 | \$ 250 | \$ 115 | \$ 250 | \$ 250 | \$ 275 | \$ 275 | \$ 275 | \$ 275 | \$ 275 |
| 6070000 | Advertising | 43,142 | 127,366 | 165,000 | 161,050 | 175,000 | 180,000 | 182,000 | 184,000 | 186,000 | 188,000 | 190,000 |
| 6400000 | Operating Supplies | - | - | - | - | - | - | - | - | - | - | - |
| 6500000 | Contract Services | 106,295 | 143,436 | 145,000 | 140,490 | 172,500 | 175,000 | 177,000 | 179,000 | 181,000 | 183,000 | 185,000 |
| 6600000 | Professional Development | - | 731 | 450 | 8,000 | 8,000 | 8,000 | 8,000 | 8,200 | 8,400 | 8,600 | 8,800 |
| 6700000 | Business Development | - | - | - | - | - | - | - | - | - | - | - |
| 6900000 | Administration | 2,774 | 4,106 | 2,920 | 4,100 | 4,180 | 4,260 | 4,350 | 4,440 | 4,520 | 4,620 | 4,710 |
| | Total Operations | 152,211 | 275,903 | 313,620 | 313,755 | 359,930 | 367,510 | 371,625 | 375,915 | 380,195 | 384,495 | 388,785 |
| SPECIAL PROJECTS | | | | | | | | | | | | |
| 7805029 | Opportunities Fund | - | - | - | - | 60,000 | 65,000 | 65,000 | 67,000 | 69,000 | 71,000 | 73,000 |
| | Total Special Projects and Purchases | - | - | - | - | 60,000 | 65,000 | 65,000 | 67,000 | 69,000 | 71,000 | 73,000 |
| ACTIVITY TOTAL | | \$ 152,211 | \$ 275,903 | \$ 313,620 | \$ 313,755 | \$ 419,930 | \$ 432,510 | \$ 436,625 | \$ 442,915 | \$ 449,195 | \$ 455,495 | \$ 461,785 |

Terrie Banish:
 Verdin Media Buy of \$98k plus \$3,750 MSF sponsorship 2022 \$10k Bovine 2022; \$6.8k Resident Tourism Survey; \$10k Fall Fest 2022; Garagiste 2022 \$7.5k; \$10k Fall Fest 2023 - half; CCCBF 2023 \$5k; \$10k Pinterest co-op

Terrie Banish:
 IPW Co-op participation & booth May 2023

Terrie Banish:
 Verdin Contract Services & Pinterest set up; City Admin Services (agenda, minutes, meeting facilitation, etc.)

Terrie Banish:
 Verdin Contract Services raised from \$107,990 to \$145,000- (adding \$37,010) plus City Admin Services flat at \$27500 = total \$172500

| | | | | | | | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Revenue | 227,287 | 409,652 | 298,170 | 410,000 | 418,020 | 426,380 | 434,900 | 443,600 | 452,480 | 461,520 | 470,760 |
| Fund Balance | 400,770 | 524,111 | 331,780 | 620,356 | 618,446 | 612,316 | 610,591 | 611,276 | 614,561 | 620,586 | 629,561 |

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-3
03/15/23
2



Detailed Spending

| | Budget | Actual <i>Jul</i> | Actual <i>Aug</i> | Actual <i>Sep</i> | Actual <i>Oct</i> | Actual <i>Nov</i> | Actual <i>Dec</i> | Actual <i>Jan</i> | Actual <i>Feb</i> | Proj. <i>Mar</i> | Proj. <i>Apr</i> | Proj. <i>May</i> | Proj. <i>Jun</i> | TOTAL | Remaining |
|----------------------------|----------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|----------|-----------|
| Strategy/Planning/Meetings | \$21,600 | \$902 | \$2,003 | \$1,485 | \$1,875 | \$1,875 | \$1,650 | \$1,995 | \$1,793 | \$2,000 | \$2,000 | \$2,000 | \$2,023 | \$21,600 | \$0 |
| Marketing Plan | \$5,000 | \$1,080 | \$1,110 | \$285 | \$1,974 | \$540 | - | - | - | - | - | - | - | \$4,989 | \$11 |
| Creative Development | \$36,000 | \$2,615 | \$2,565 | \$3,510 | \$5,715 | \$3,348 | \$2,775 | \$3,735 | \$3,450 | \$3,000 | \$2,000 | \$2,000 | \$1,288 | \$36,000 | \$0 |
| Website Updates | \$5,000 | - | \$510 | \$241 | - | \$145 | - | \$432 | \$770 | \$1,000 | \$1,500 | - | \$402 | \$5,000 | \$0 |
| Social Media | \$19,200 | \$1,590 | \$1,605 | \$1,590 | \$1,605 | \$1,605 | \$1,590 | \$1,605 | \$1,605 | \$1,600 | \$1,600 | \$1,600 | \$1,605 | \$19,200 | \$0 |
| Email Marketing | \$12,000 | \$979 | \$1,014 | \$939 | \$1,014 | \$999 | \$759 | \$1,041 | \$1,056 | \$1,000 | \$1,000 | \$1,000 | \$1,199 | \$12,000 | \$0 |
| Public Relations | \$5,000 | - | \$345 | \$256 | \$105 | \$334 | \$240 | \$616 | \$2,683 | \$421 | - | - | - | \$5,000 | \$0 |
| Media Planning | \$4,200 | \$330 | \$375 | \$348 | \$345 | \$345 | \$360 | \$345 | \$345 | \$357 | \$350 | \$350 | \$350 | \$4,200 | \$0 |
| Media Buy | \$98,000 | \$537 | \$425 | \$16,113 | \$16,081 | \$8,596 | \$6,834 | \$6,648 | \$8,800 | \$8,800 | \$8,800 | \$8,800 | \$7,566 | \$98,000 | \$0 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|-----------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-------|
| Invoice Totals | \$206,000 | \$8,033 | \$9,952 | \$24,767 | \$28,714 | \$17,786 | \$14,208 | \$16,417 | \$20,501 | \$18,178 | \$17,250 | \$15,750 | \$14,433 | \$205,990 | |
| Added Value | | | \$930 | | | \$180 | | \$1,020 | | | | | | \$2,130 | |

Out of Scope

| | Budget | Actual <i>Jul</i> | Actual <i>Aug</i> | Actual <i>Sep</i> | Actual <i>Oct</i> | Actual <i>Nov</i> | Actual <i>Dec</i> | Actual <i>Jan</i> | Actual <i>Feb</i> | Proj. <i>Mar</i> | Proj. <i>Apr</i> | Proj. <i>May</i> | Proj. <i>Jun</i> | TOTAL | Remaining |
|-------------------------------|---------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------|-----------|
| Pinterest Set Up & Management | \$5,000 | | | | | | | | | \$5,000 | | | | \$5,000 | \$0 |
| IPW | \$8,000 | | | | | | | | | | \$4,200 | \$3,800 | | \$8,000 | \$0 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|---------|---------|---------|-----|----------|-------|
| Invoice Totals | \$13,000 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$5,000 | \$4,200 | \$3,800 | \$0 | \$13,000 | |
| Added Value | | | | | | | | | | | | | | | |

Marketing Budget

Visit Atascadero | Budget: \$245,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-3
03/15/23
3



Detailed Spending

| | Budget | Proj. Jul | Proj. Aug | Proj. Sep | Proj. Oct | Proj. Nov | Proj. Dec | Proj. Jan | Proj. Feb | Proj. Mar | Proj. Apr | Proj. May | Proj. Jun | TOTAL | Remaining |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strategy/Planning/Meetings | \$22,000 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$2,000 | \$2,000 | \$22,000 | \$0 |
| Marketing Plan | \$5,000 | \$2,500 | \$2,500 | - | - | - | - | - | - | - | - | - | - | \$5,000 | \$0 |
| Creative Development | \$36,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$36,000 | \$0 |
| Photo/Video Asset Development | \$10,000 | - | - | \$5,000 | - | - | - | - | - | \$5,000 | - | - | - | \$10,000 | \$0 |
| Website Redesign | \$25,000 | \$10,000 | \$15,000 | - | - | - | - | - | - | - | - | - | - | \$25,000 | \$0 |
| Website Blog and Updates | \$4,500 | | | | \$900 | | \$900 | | \$900 | | \$900 | | \$900 | \$4,500 | \$0 |
| Social Media | \$21,500 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,700 | \$21,500 | \$0 |
| Email Marketing | \$12,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$12,000 | \$0 |
| Public Relations | \$5,000 | - | \$2,500 | - | - | - | - | - | - | \$2,500 | - | - | - | \$5,000 | \$0 |
| Media Planning | \$4,000 | \$600 | \$400 | \$300 | \$300 | \$300 | \$300 | \$300 | \$300 | \$300 | \$300 | \$300 | \$300 | \$4,000 | \$0 |
| Media Buy | \$100,000 | \$4,000 | \$4,000 | \$8,000 | \$10,000 | \$10,000 | \$8,000 | \$8,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$8,000 | \$100,000 | \$0 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-------|
| Invoice Totals | \$245,000 | \$24,700 | \$32,000 | \$20,900 | \$18,800 | \$17,900 | \$16,800 | \$15,900 | \$18,800 | \$25,400 | \$18,800 | \$18,100 | \$16,900 | \$245,000 | |
| Added Value | | | | | | | | | | | | | | \$0 | |



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 January 2023.

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 (3.03.23)

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 01/31/2023 | BUDGETED 2022-2023 |
|------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--|-----------------------|
| REVENUES | | | | | | | |
| 41530.6300 Taxes and Assessments | \$ 275,295 | \$ 278,184 | \$ 224,609 | \$ 277,287 | \$ 409,652 | \$ 233,541 | \$ 298,170 |
| 45920.0003 Assessment Penalties | - | - | 133 | - | 933 | 2,718 | - |
| 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>236,259</u> | <u>304,810</u> |
| EXPENSES | | | | | | | |
| 6050000 Office Expense | - | - | - | - | 264 | - | 250 |
| 6070000 Advertising | 144,521 | 178,720 | 120,110 | 43,142 | 127,366 | 60,447 | 165,000 |
| 6400000 Operating Supplies | - | - | - | - | - | - | - |
| 6500000 Contract Services ** | 172,938 | 143,482 | 120,525 | 106,295 | 143,436 | 79,892 | 145,000 |
| 6600000 Professional Development | 425 | 425 | - | - | 731 | - | 450 |
| 6740000 Business Development | 3,000 | - | - | - | - | - | - |
| 6900000 Administration | 2,753 | 2,782 | 2,246 | 2,774 | 4,106 | 2,363 | 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>142,702</u> | <u>313,620</u> |
| NET INCOME/(LOSS) | (46,761) | (37,593) | (7,419) | 127,103 | 123,341 | 93,557 | (8,810) |
| BEGINNING AVAILABLE BALANCE | <u>365,441</u> | <u>318,679</u> | <u>281,086</u> | <u>273,667</u> | <u>400,770</u> | <u>524,111</u> | <u>256,830</u> |
| ENDING AVAILABLE BALANCE | <u>\$ 318,679</u> | <u>\$ 281,086</u> | <u>\$ 273,667</u> | <u>\$ 400,770</u> | <u>\$ 524,111</u> | <u>\$ 617,667</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 | 53,851 |
| Administrative Services Fee | 16,042 |
| | <u>\$ 79,892</u> |

expdctl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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 | | | | 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 | | | | | | |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077025 Digital Media Advertising | (Continued) | | | | | |
| 8/31/2022 ap IN 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458 | | 584.45 | | | | |
| 8/31/2022 po LI 11005 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0 | | | | -584.45 | | |
| 9/1/2022 ap IN 14056 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 172236 | | 47.95 | | | | |
| 9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730 | | 13,771.84 | | | | |
| 9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730 | | | | -13,771.84 | | |
| 10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975 | | 9,902.15 | | | | |
| 10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975 | | | | -9,902.15 | | |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077025 Digital Media Advertising | (Continued) | | | | | |
| 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 | | |
| 12/1/2022 ap IN 14563 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173124 | | 47.95 | | | | |
| 12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797 | | 6,993.32 | | | | |
| 12/31/2022 po LI 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0 | | | | -6,993.32 | | |
| 1/1/2023 ap IN 14712 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173352 | | 47.95 | | | | |
| 0000.6077025 Digital Media Advertising | 0.00 | 41,059.75 | 41,059.75 | 59,227.95 | -100,287.70 | 0.00 |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077060 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 | | | | |
| 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 |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| Total Advertising | 165,000.00 | 60,447.25 | 60,447.25 | 68,390.45 | 36,162.30 | 78.08 |
| 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 | | | | | | |
| 7/31/2022 po LI 10946 | | | | -7,336.80 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 8/31/2022 ap IN 11005 | | 9,367.50 | | | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 172458 | | | | | | |
| 8/31/2022 po LI 11005 | | | | -9,367.50 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|---|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6501125 Promotions Consultants | (Continued) | | | | | |
| 9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730 | | 8,495.00 | | 0.00 | | |
| 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 | | 0.00 | | |
| 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 | | 0.00 | | |
| 11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0 | | | | | -8,962.32 | |
| 12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797 | | 7,215.00 | | 0.00 | | |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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

| Account Number | Adjusted Appropriation | Expenditures | Year-to-date Expenditures | Year-to-date Encumbrances | Balance | Prct Used |
|--|------------------------|------------------|---------------------------|---------------------------|------------------|--------------|
| 0000.6501125 Promotions Consultants | (Continued) | | | | | |
| 12/31/2022 po LI 11157 | | | | -7,215.00 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 0000.6501125 Promotions Consultants | 0.00 | 53,850.64 | 53,850.64 | 28,149.36 | -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 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - July | | | | | | |
| 8/1/2022 je GJ JE23 08-01 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Aug | | | | | | |
| 9/1/2022 je GJ JE23 09-01 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Sept | | | | | | |
| 10/1/2022 je GJ JE23 10-13 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Oct | | | | | | |
| 11/1/2022 je GJ JE23 11-03 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Nov | | | | | | |
| 12/1/2022 je GJ JE23 12-03 | | 2,291.63 | | | | |
| Line Description: ATBID Admin Service Fee - Dec | | | | | | |
| 1/1/2023 je GJ JE23 01-04 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Jan | | | | | | |
| 0000.6509010 Other Professional Services | 0.00 | 16,041.65 | 16,041.65 | 0.00 | -16,041.65 | 0.00 |
| 0000.6509032 Additional Promotional Services | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 8/18/2022 ap IN 705 | | 10,000.00 | | | | |
| Line Description: ATASCADERO FALL FEST GRANT~ | | | | | | |
| Vendor: 08621 EN FUEGO EVENTS Check # 172131 | | | | | | |
| 0000.6509032 Additional Promotional Services | 0.00 | 10,000.00 | 10,000.00 | 0.00 | -10,000.00 | 0.00 |
| Total Contract Services | 145,000.00 | 79,892.29 | 79,892.29 | 28,149.36 | 36,958.35 | 74.51 |

expdetl.rpt
 03/03/2023 5:13PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/15/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 01/31/2023

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> |
|---|-----------------------------------|---------------------|--------------------------------------|--------------------------------------|----------------|----------------------|
| 0000.6600000 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 | 140,339.54 | 140,339.54 | 96,539.81 | 76,740.65 | 75.53 |
| Grand Total | 313,620.00 | 140,339.54 | 140,339.54 | 96,539.81 | 76,740.65 | 75.53 |

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-4
03/15/23
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> | Actual <i>Jan</i> | Actual <i>Feb</i> | Proj. <i>Mar</i> | Proj. <i>Apr</i> | Proj. <i>May</i> | Proj. <i>Jun</i> | TOTAL | Remaining |
|----------------------------|----------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|----------|-----------|
| Strategy/Planning/Meetings | \$21,600 | \$902 | \$2,003 | \$1,485 | \$1,875 | \$1,875 | \$1,650 | \$1,995 | \$1,793 | \$2,000 | \$2,000 | \$2,000 | \$2,023 | \$21,600 | \$0 |
| Marketing Plan | \$5,000 | \$1,080 | \$1,110 | \$285 | \$1,974 | \$540 | - | - | - | - | - | - | - | \$4,989 | \$11 |
| Creative Development | \$36,000 | \$2,615 | \$2,565 | \$3,510 | \$5,715 | \$3,348 | \$2,775 | \$3,735 | \$3,450 | \$3,000 | \$2,000 | \$2,000 | \$1,288 | \$36,000 | \$0 |
| Website Updates | \$5,000 | - | \$510 | \$241 | - | \$145 | - | \$432 | \$770 | \$1,000 | \$1,500 | - | \$402 | \$5,000 | \$0 |
| Social Media | \$19,200 | \$1,590 | \$1,605 | \$1,590 | \$1,605 | \$1,605 | \$1,590 | \$1,605 | \$1,605 | \$1,600 | \$1,600 | \$1,600 | \$1,605 | \$19,200 | \$0 |
| Email Marketing | \$12,000 | \$979 | \$1,014 | \$939 | \$1,014 | \$999 | \$759 | \$1,041 | \$1,056 | \$1,000 | \$1,000 | \$1,000 | \$1,199 | \$12,000 | \$0 |
| Public Relations | \$5,000 | - | \$345 | \$256 | \$105 | \$334 | \$240 | \$616 | \$2,683 | \$421 | - | - | - | \$5,000 | \$0 |
| Media Planning | \$4,200 | \$330 | \$375 | \$348 | \$345 | \$345 | \$360 | \$345 | \$345 | \$357 | \$350 | \$350 | \$350 | \$4,200 | \$0 |
| Media Buy | \$98,000 | \$537 | \$425 | \$16,113 | \$16,081 | \$8,596 | \$6,834 | \$6,648 | \$8,800 | \$8,800 | \$8,800 | \$8,800 | \$7,566 | \$98,000 | \$0 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|-----------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-------|
| Invoice Totals | \$206,000 | \$8,033 | \$9,952 | \$24,767 | \$28,714 | \$17,786 | \$14,208 | \$16,417 | \$20,501 | \$18,178 | \$17,250 | \$15,750 | \$14,433 | \$205,990 | |
| Added Value | | | \$930 | | | \$180 | | \$1,020 | | | | | | \$2,130 | |

Out of Scope

| | Budget | Actual <i>Jul</i> | Actual <i>Aug</i> | Actual <i>Sep</i> | Actual <i>Oct</i> | Actual <i>Nov</i> | Actual <i>Dec</i> | Actual <i>Jan</i> | Actual <i>Feb</i> | Proj. <i>Mar</i> | Proj. <i>Apr</i> | Proj. <i>May</i> | Proj. <i>Jun</i> | TOTAL | Remaining |
|-------------------------------|---------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------|-----------|
| Pinterest Set Up & Management | \$5,000 | | | | | | | | | \$5,000 | | | | \$5,000 | \$0 |
| IPW | \$8,000 | | | | | | | | | | \$4,200 | \$3,800 | | \$8,000 | \$0 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|---------|---------|---------|-----|----------|-------|
| Invoice Totals | \$13,000 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$5,000 | \$4,200 | \$3,800 | \$0 | \$13,000 | |
| Added Value | | | | | | | | | | | | | | | |

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

| | Jul-Sep 1ST QTR | Oct-Dec 2ND QTR | Jan-Mar 3RD QTR | Apr-Jun 4TH QTR | TOTAL |
|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------|
| Fiscal Year 2014 | \$ 254,557.46 | \$ 158,389.32 | \$ 134,033.44 | \$ 232,385.37 | \$ 779,365.59 |
| Fiscal Year 2015 | \$ 262,246.00 | \$ 171,527.07 | \$ 204,920.33 | \$ 261,362.41 | \$ 900,055.81 |
| Fiscal Year 2016 | \$ 387,196.75 | \$ 260,522.61 | \$ 234,591.13 | \$ 359,952.40 | \$ 1,242,262.89 |
| Fiscal Year 2017 | \$ 441,814.34 | \$ 259,716.23 | \$ 236,432.90 | \$ 399,564.75 | \$ 1,337,528.22 |
| Fiscal Year 2018 | \$ 446,835.24 | \$ 307,035.82 | \$ 237,705.86 | \$ 384,921.01 | \$ 1,376,497.93 |
| Fiscal Year 2019 | \$ 442,255.82 | \$ 305,426.85 | \$ 236,855.54 | \$ 406,434.26 | \$ 1,390,972.47 |
| Fiscal Year 2020 | \$ 454,062.15 | \$ 325,569.25 | \$ 207,088.63 | \$ 136,898.64 | \$ 1,123,618.67 |
| Fiscal Year 2021 | \$ 348,012.06 | \$ 275,644.27 | \$ 241,653.81 | \$ 503,542.34 | \$ 1,368,852.48 |
| Fiscal Year 2022 * | \$ 624,858.40 | \$ 498,063.04 | \$ 388,893.34 | \$ 609,246.66 | \$ 2,121,061.44 |
| Fiscal Year 2023 * | \$ 623,778.21 | \$ 469,402.30 | | | \$ 1,093,180.51 |

* 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.