



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

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### **AGENDA**

**Wednesday, April 19, 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.

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

##### **1. ATBID Board Draft Action Minutes – March 15, 2023**

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

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

##### **1. Central Coast Craft Beer Festival Event Recap 2023 and Event Sponsorship Request 2024**

- Recommendation: ATBID Board:
  1. Receive recap of marketing results of the March 25, 2023 Central Coast Craft Beer Festival; and
  2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival. [En Fuego Events]
- Fiscal Impact: Up to \$10,000

**2. Central Coast Cider Festival Event Sponsorship Request**

- Recommendation: ATBID Board review and provide staff direction on the 2023 Central Coast Cider Festival Event Sponsorship request. [Central Coast Cider Association]
- Fiscal Impact: Up to \$10,000

**3. Mission Prep March 2023 Job Fair Recap and Discussion of Future ATBID Job Fair Involvement**

- Recommendation: ATBID Board:
  1. Receive and file recap of ATBID’s presence at the Mission Prep March 2023 job fair; and
  2. Discuss and provide direction regarding future ATBID involvement in job fairs throughout the County of San Luis Obispo. [ATBID]
- Fiscal Impact: None.

**4. ATBID Board Amended 2023 Meeting Schedule**

- Recommendation: ATBID Board approve the proposed amended ATBID Board meeting schedule for the remainder of meetings in calendar year 2023. [City]
- Fiscal Impact: None.

**5. ATBID Event Sponsorship Application Blackout Dates**

- Recommendation: ATBID Board review, discuss, and provide staff direction to add blackout dates to the Event Sponsorship Application. [City]
- Fiscal Impact: None.

**6. Budget Overview and Monthly Report**

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

**C. UPDATES:**

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/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. (TBD)
2. Atascadero Lakeside Wine Festival Event Support Request. (May)
3. Marketing Plan & Quarterly Marketing Report. (May)
4. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
5. 2023-2024 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)
7. All Things Google Training (June).

**F. ADJOURNMENT**



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

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## DRAFT MINUTES

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

Atascadero City Hall - 6500 Palma Avenue, Room 306  
Atascadero, California

### CALL TO ORDER:

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

### ROLL CALL:

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

Absent: Vice Chairperson Corina Ketchum (arrived at 2:51 P.M.)

Staff Present: Deputy City Manager Terrie Banish, Deputy Director of Economic & Community Development Loreli Cappel, Deputy City Clerk Dillon Dean James, and Marketing Consultant Ashlee Akers

### APPROVAL OF AGENDA:

**MOTION:** By Board Member Alexander and seconded by Board Member Sohi to approve the agenda.  
*Motion passed 4:0 by a roll call vote. [Ketchum absent]*

**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.***

**PRESENTATION:**

- **General Plan and Downtown Infrastructure Enhancement Project Update**

Deputy Director of Economic & Community Development Loreli Cappel gave the presentation and answered questions from the Board.

Vice Chairperson Corina Ketchum arrived at 2:51 P.M.

**A. CONSENT CALENDAR**

**1. ATBID Draft Action Minutes – February 15, 2023**

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

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

**B. BUSINESS ITEMS:**

**1. Mission College Preparatory Catholic High School Job Fair Opportunity**

- Recommendation: ATBID Board review and provide 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.

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

Deputy City Manager Banish and Board Member Sohi discussed the importance of training the next generation of hospitality leadership, including outreach to young workers who may be uninterested in traditional college education, but may be unaware of the potential for growth and success in the hospitality industry. Board Member Sohi suggested that ATBID Board Members contribute short shifts to operate an informational/educational booth at Mission Prep's job fair. The Board agreed that ATBID should invest in the next generation of hospitality workers, and instructed Board Member Sohi to return to ATBID in April with a recap of the Mission Prep job fair's success.

**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 send ATBID representatives to the Mission College Preparatory Catholic High School's March 2023 job fair, and to report back to the ATBID Board after the conclusion of the job fair.  
*Motion passed 5:0 by a roll call vote.***

**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: \$3,750.

Deputy City Manager Banish gave the presentation for this item and answered questions from the Board.

Despite the absence of bussing/other transportation option for Atascadero lodging guests to the Mid-State Fair, the ATBID Board still expressed a desire to partner with the City of Atascadero for a combined \$7,500 total sponsorship, split between ATBID and the City, for an ATBID-specific fiscal impact of \$3,500. Transportation challenges notwithstanding, the ATBID Board expressed appreciation for a robust partnership with the Mid-State Fair and its continued positive impact on tourism and lodging.

**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 Board Member O'Malley to sponsor the 2023 Mid-State Fair with \$3,750.  
*Motion passed 5:0 by a roll call vote.***

**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.

Ad Hoc Committee Members/Board Members O'Malley and Sohi presented this item and answered questions from the Board.

Committee Members/Board Members O'Malley and Sohi led the Board through a discussion and exploration of ATBID funds, how these funds are held, and what the ATBID Board can do with these funds in certain emergency situations, or where a "contingency fund" may be needed to respond to various sudden changes in the hospitality industry, such as the disruption caused by COVID. ATBID Board Members thanked Committee Members/Board Members O'Malley and Sohi for their work on the Ad Hoc Committee.

**PUBLIC COMMENT:**

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

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

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

**MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to accept findings from the Budget Ad Hoc Committee**

**for the 2023-2025 City budget cycle.  
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.***

**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 2:30pm at BridgeWorks, 6907 El Camino Real, Ste. A

**D. BOARD MEMBER COMMENTS:** None.

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

1. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (April)
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**

Chairperson Harden adjourned the meeting at 4:22 P.M.

**MINUTES PREPARED BY:**

\_\_\_\_\_  
Dillon Dean James  
Deputy City Clerk

**APPROVED:**



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

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### ***Staff Report***

## **Central Coast Craft Beer Festival Event Recap 2023 and Event Sponsorship Request 2024**

### **RECOMMENDATIONS:**

ATBID Board:

1. Receive recap of marketing results of the March 25, 2023 Central Coast Craft Beer Festival; and
2. Provide staff direction on sponsorship request for the March 2024 Central Coast Craft Beer Festival.

### **DISCUSSION:**

The Central Coast Craft Beer Festival occurred on March 25, 2023, marking the fifth year in a row that the Craft Beer Festival took place in Downtown Atascadero. The event was approved in April 2022. This event is in conjunction with SLO Beer Fest week held the last week of March each year.

The Central Coast Craft Beer Festival event team will provide an update of the event with the number of tickets sold, marketing efforts, and the geography of attendees.

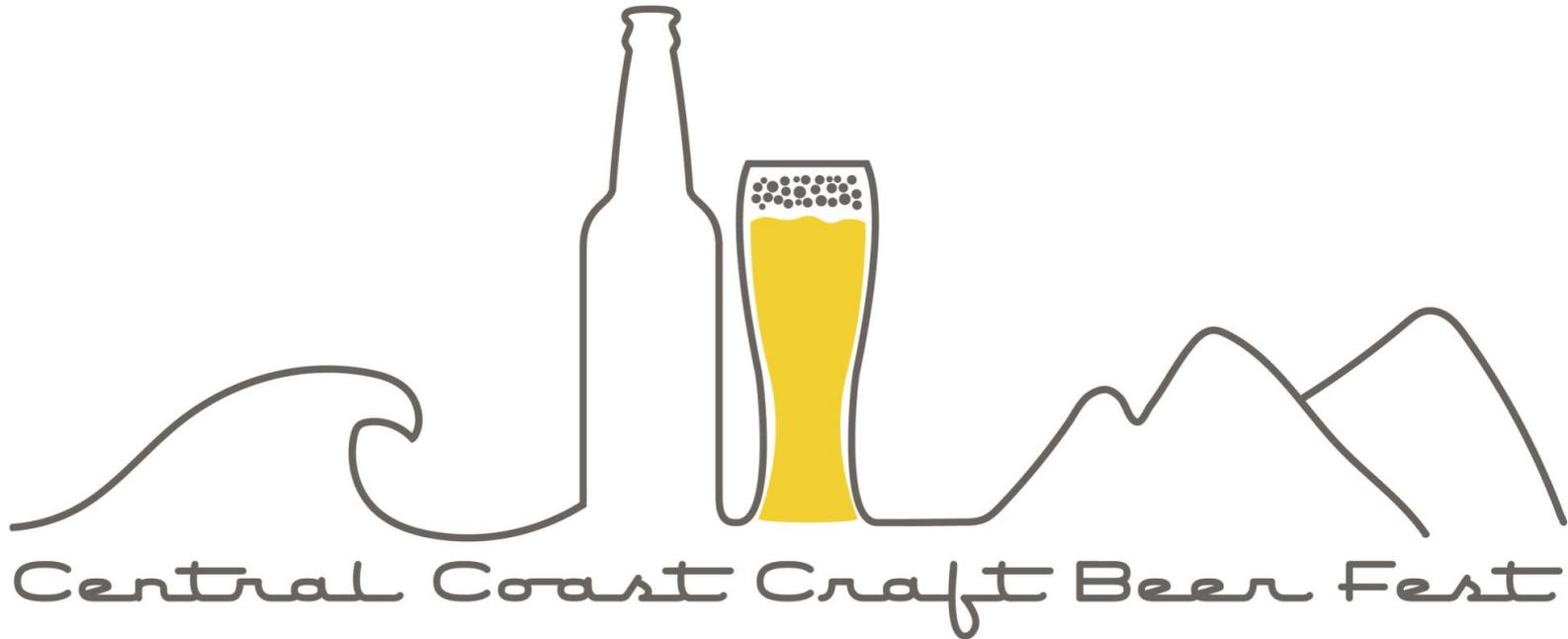
In addition, the Central Coast Craft Beer Festival will be placing a new special event request for March 23, 2024 to take place again in the Sunken Gardens. This will mark the sixth annual event held in the Sunken Gardens in Downtown Atascadero.

### **FISCAL IMPACT:**

\$5,000.

### **ATTACHMENT:**

1. 2024 Central Coast Craft Beer Festival Presentation
2. ATBID Event Support Application – CCCBF 2024



**Saturday, March 23<sup>rd</sup>, 2024 • 12-4 p.m.**

**Central Coast Craft Beer Festival  
Event Support and Partnership**

**Atascadero Tourism Board  
Improvement District**

Central Coast Brewers Consortium  
Andres Nuño – Event Organizer  
[info@surfbeerfest.com](mailto:info@surfbeerfest.com)  
(805) 448-7070



# Central Coast Brewers Guild

## MISSION

Increase awareness by educating consumers about the California Central Coast's influence on local craft beer and breweries.

## ABOUT

Current Membership

57 Breweries

77 Locations

- Established in 2013
- Brewery Members from Monterey, San Luis Obispo, Santa Barbara, and Ventura Counties



## Central Coast Craft Beer Week Highlights

March 22nd – 23rd

### **VIP Brewers Reception**

#### **Wild Fields Brewhouse**

Friday, March 22nd, 6 - 9 pm

Includes most breweries  
joining us at the Festival!

### **Central Coast Craft Beer Festival**

*at the Famous Sunken Gardens*

Saturday, March 23<sup>rd</sup> • 12 – 4 p.m.

- 50+ Member Breweries
- 10+ Invited Guest Breweries
- 10+ Seltzers, Cideries and Wineries
- Live Entertainment, Arts & Crafts and Food Vendors & Lawn Games



**Added!**

## **Disc Golf Tournament**

Hosted by Ancient Owl at  
Heilmann Regional Park at 12 pm.  
In 2023 we had over 20 people participate  
in our first tournament!  
Hope to increase that in 2024!

## **California Craft Brewers Association Regional Meeting**

We hope to bring this back in 2024.

Addressing competition, date and trends in  
California and changes to State law that impact  
your brewery's long-term planning.



3 straight events with over 2,000 guests!

# Central Coast Craft Beer Festival

## Expected Attendance

### 2023 Summary

### OUR BEST YEAR TO DATE!!!!

**Paid VIP Guests: 804 • Paid General Admission Guests: 1,109**  
**Paid DD: 42**

We once again drew over 2,000+ guests and saw an amazing increase in VIP tickets. 2022 was our best year and some of those tickets were still from 2020 purchases. This was our first true year with sales for a single event since Covid.

### 2024 Goals

**VIP Guests: 900+**  
**General Admission Guests: 1,400+**

Our goal is 2,500+ with 2,000 guests will be our baseline.

# Budget Summary

## Expected Budget 2024 - \$60,000

Security - \$3,000  
Fencing / Restrooms / Handsinks - \$6,000  
Tenting / Tables / Chairs - \$3,500  
Janitorial Service - \$750  
Stage / Sound / Generator - \$4,000  
Live Entertainment - \$1,500  
Glassware - \$3,500  
Wristband - \$200  
Ice - \$2,500  
Marketing - \$5,000  
Permits - \$75  
Photographer / Videographer - \$1,500  
VIP Brewer's Party - \$2,000  
Event Management - \$14,000  
Staffing - \$3,200  
Charitable Donation - \$500  
Merchandise - \$2,000  
Insurance - \$750  
Radios - \$350  
Misc. - \$4,000

## Estimated Revenue

Tickets (VIP & GA): \$80,000  
Designated Driver Tickets: \$500

### Vendor Fees

Arts and Crafts / Food - \$5,000

Merchandise Sales - \$1,500

Sponsorships - \$7,500

**Profit Goal: \$35,000+**



# Atascadero Tourism Board Improvement District (ATBID)

## Approved Support

We would like to ask for an increased amount of \$7,500 in 2024.  
With the Central Coast Craft Beer Festival continuing to grow, so do our costs.  
Across the board vendors have increased their rates (restrooms, stage,  
security, fencing, etc.)

## With the support of the ATBID, CCBC will be able to do the following

- Promote the Visit Atascadero mission by bringing 2,200+ guests into the city for the festival, approximately 35% from outside of San Luis Obispo County
- Our Disc Golf and VIP Brewer's Reception on Friday, March 22<sup>nd</sup> increased the number of breweries staying overnight in 2023.

(75% of participating breweries are outside SLO County,  
and 65% are located over 2 hours away.)



# Strategic Partnerships

## Marketing

- Social Media targeting S.F. to S.D.
- Local Radio and Print Marketing
  - Includes American General Media, Santa Maria Sun, and New Times
- Coasters and Flyers distributed at Breweries

## Hotel Packages and Discounted Rates

- **Holiday Inn Express**
  - **Co-Presenting & Stage Sponsor**
- **SpringHill Suites Discounted Rates**
  - **Wristband Sponsor**
- **Carlton Hotel Discounted Rates**
- **Home 2 Suites Discounted Rates**

## Shuttle Transportation Option

*Hop on Beer Tours*

Providing bus transportation to and from the event  
**San Luis Obispo, Paso Robles & Local Hotels**



## **LODGING PARTNERS**

- Holiday Inn Express & Suites – SOLD OUT
- SpringHill Suites – SOLD OUT
- Home 2 Suites – Close to Selling Out



## Continued Support of the Local Business Community

- **We will offer local businesses a discounted vendor booth to make money outside of their brick and mortar locations.**
- Support from the ATBID created a solid, professional event for our inaugural year. This event has continued to grow in popularity, guest attendance
- Hotel stays have increased year after year



**Cheers to 2024!**



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

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

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

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

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

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

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

**Please submit application and all additional documents by email to Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org) in a PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

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

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



## Event Support Application Form

**Requesting Organization:** Central Coast Brewers Guild

**Contact:** Andres Nuno      **Phone Number:** 805-448-7070

**Email:** [info@surfbeerfest.com](mailto:info@surfbeerfest.com)      **Mailing Address:** 1072 Casitas Pass Rd. #232

**City, State, Zip:** Carpinteria, CA 93013

**Name of Event:** Central Coast Craft Beer Fest 2024

**Event Description:** The Central Coast Craft Beer Festival had its best year in 2023 and continues to attract guests locally and outside of the area. It features over 55 independently owned craft breweries, seltzers, ciders, kombucha and more.

**Event Dates/Times:** Saturday, March 23<sup>rd</sup>, 2024

**Is event located in Atascadero?**       Yes       No

**Venue Name:** Sunken Gardens      **Venue Location:** Sunken Gardens

**Event Website:** CentralCoastCraftBeerFest.com

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

Yes       No

**Total Anticipated Attendees:** 2,500      **Portion from Outside SLO County:** 35%

**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:** This will be our sixth annual event and we continue to increase our ticket sales year after year!

Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities. VIP Tickets - \$60 / GA Tickets - \$50 / DD - \$20

Crowd Control Safety Plan Details: We will work with Mille Security.

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  No

Describe how the event supports Visit Atascadero’s mission and goals: We strive to bring breweries in early to spend 2 nights with us and our marketing is aimed at bringing in guests from outside of San Luis Obispo County.

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

x <input type="checkbox"/>		<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 type="checkbox"/>		<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"/>		<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:

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

We are hoping to ask for an increase from \$5,000 to \$7,500 in 2024. As this event continues to grow, so do our overall operating costs. Nearly all of our vendors have increased their rates and we don't want to have to increase our ticket costs to offset that.

**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
Social Media Marketing	\$1,000
Print and Radio Marketing	\$2,000
Glassware	\$3,500

**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


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
Santa Maria Sun	Print / Weekly	
American General Media	Radio / 2 Weeks	
5,000 Coasters	30 Days	
Posters	30 Days	

Please share your intended public relations outreach.

We will work with the City to put out a Press Release and work with local media to get coverage of the event.

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

You are the main logo on all of our marketing material, as well as on our glassware.

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

We will continue our strong partnerships with our lodging partners (Holiday Inn Express; SpringHill Suites, Home 2 Suites, The Carlton). We also plan to continue our Super Mega Giveaway where we choose 2 winners to spend 2 nights in Atascadero, join us at our Brewers Party and get 2 VIP tickets!

**Additional Details:**

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### **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 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: Andres Nuno**

**Date: 4/13/23**

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



ITEM NUMBER:  
DATE:

B-2  
04/19/23

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

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***Staff Report***

**Central Coast Cider Festival Event  
Sponsorship Request**

**RECOMMENDATION:**

ATBID Board review and provide staff direction on the 2023 Central Coast Cider Festival Event Sponsorship request.

**DISCUSSION:**

Prior to the COVID pandemic, the Central Coast Cider Festival was an ATBID- and City-sponsored event for each annual occurrence, from August 2016 through August 2019. The festival was awarded \$35,000 from the ATBID Board in December 15, 2015 for a three-year sponsorship, and then another \$15,000 sponsorship for 2019. The awarded amount was to be used to generate awareness for the cider category and draw out-of-town visitors to Atascadero, resulting in increased overnight stays.

Since the pandemic, the Central Coast Cider Festival has been dormant and the Central Coast Cider Association (CCCA) has been regrouping in an effort to bring back this event. Since 2019, the special event sponsorship criteria for Tier 1 has changed along with the dollar amounts. The Fiscal Impact below reflects the adjusted Tier 1 level of \$10,000. At this ATBID Board meeting, the CCCA will present a new festival to take place in August/September 2023 and discuss bringing back a new version of the event.

**FISCAL IMPACT:**

Up to \$10,000.

**ATTACHMENTS:**

1. Central Coast Cider Festival ATBID Event Support Application
2. 2023 Central Coast Cider Festival Event Presentation



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

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

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

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

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

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

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

**Please submit application and all additional documents by email to Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org) in a PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

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

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



## **Event Support Application Form**

**Requesting Organization:** Central Coast Cider Association

**Contact:** Maggie Przybylski Phone Number: 805 292 1500

**Email:** maggie@twobroadscider.com **Mailing Address:** 3427 Roberto Court, Suite 130

**City, State, Zip:** San Luis Obispo, Ca 93401

**Name of Event:** Central Coast Cider Association

**Event Description:** The Central Coast Cider Festival is a unique experience for attendees. The event will feature local cider producers and cider producers from throughout California. Guests will be able to taste through a number of craft ciders, enjoy bites by local restaurants and food trucks, and enjoy the charming scenery of Atascadero.

**Event Dates/Times:** August 12th, 2023, 5-9p

**Is event located in Atascadero?** **Yes**

**Venue Name:** Lake Pavilion

**Venue Location:** Pavilion rooms and outdoor area immediately around it.

**Event Website:** www.centralcoastciderfestival.com

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

**Total Anticipated Attendees:** 750 **Portion from Outside SLO County:** 40%

**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:** The event has been present for 4 years. In years past, there have been 514 (2019), 373 (2018), 504 (2017), and 494 (2016) attendees. In 2019, 40% of attendees stayed in Atascadero, 29% staying in hotels and motels. The event featured 15 cider producers, local and from 30% from out of town, 7 food vendors, and music.

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

\$45 regular tickets, \$65 VIP tickets (early entry and special pour)

**Crowd Control Safety Plan Details:**

There will be hired security guards and ample parking.

**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? TBD**

**Describe how the event supports Visit Atascadero's mission and goals:** The Central Coast Cider Festival helps position Atascadero as the epicenter of the burgeoning cider industry. Hosting this growing event in Atascadero not only attracts awareness and overnight stays to the destination during the event weekend, but also establishes a key attraction of the destination positioning for future visitation from the audience.

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

**TIER 1- Total support up to \$10000**

- 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

**TIER 2 Total support up to \$7500**

- Attracts 750+ attendees
- At least 25-30% of target market is out-of-town visitors
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero

**TIER 3-Eligible for in-kind support**

- Attracts 750 or less attendees
- Marketing message encourages visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero
- Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2

Additional details about eligible event tier qualifications: We meet every condition for TIER 1 except over 1500 attendees. This event will include many cider makers and folks that can talk in depth about production, which is rare access. The 2019 festival cost \$30k+ to put on, and the cost this year will be more expensive due to rising costs everywhere, even though we are making extra effort to trim the budget.

**Support Request (desired monetary amount or in-kind marketing support):**\$15,000

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	\$2,000
<i>Venue (Pavilion)</i>	\$1000
<i>Security</i>	\$400
<i>Advertising/Marketing</i>	\$4000
<i>Atmosphere/Decoration</i>	\$2000
<i>Rentals</i>	\$4000
<i>Fencing</i>	\$600
<i>Ice</i>	\$400

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	\$2,500 in-kind venue sponsorship
City of Atascadero	in-kind venue sponsorship
<i>Visit Atascadero</i>	\$7500
<i>ETS Lab</i>	\$2500
<i>Avila Valley Barn</i>	\$500 in-kind
<i>CIDERCRAFT Magazine</i>	\$1750 in-kind

<i>805 Living</i>	<i>\$1000 in-kind</i>
<i>Atascadero News/Paso Robles Press</i>	<i>\$1000 in-kind</i>
<i>Bake Wine &amp; Grape Analysis Inc</i>	<i>\$500</i>
<i>Bristol's Cider House</i>	<i>\$500</i>
<i>SLODoCo</i>	<i>\$500</i>
<i>Mercenary Canning Solutions</i>	<i>\$500</i>
<i>Taco Works</i>	<i>\$500</i>
<i>BottleCraft</i>	<i>\$500</i>
<i>The Poisoned Apple</i>	<i>\$500</i>
<i>New Times SLO</i>	<i>\$500</i>
<i>Nature's Touch</i>	<i>\$500</i>
<i>SLO Cider</i>	<i>\$500 in kind (printed marketing material)</i>
<i>Two Broads Ciderworks</i>	<i>\$500</i>
<i>Shindig Cider</i>	<i>\$500</i>

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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.

<b>Media Outlet &amp; Geographic Location of advertising</b>	<b>Type &amp; Frequency</b>	<b>Cost of Advertising</b>
<b>Facebook</b>		<b>300</b>
<b>Instagram</b>		<b>300</b>

KCBX	Sponsorship and community calendar	2500
The krush	Adam and Jeremy, Cork Dorks	TBD
Edible SLO Magazine		\$500
Local Influencers	Enjoy SLO	\$300
Local podcasters	Playing with Food with Fr. Ian Dilenger which appears on issues and ideas on KCBX	TBD
Local podcaster	Consumed with Jamie Lewis	0
Press releases to all local news outlets	New Times, SLO Tribune...	
Bigger podcast shout outs	Courage and other C words, Cider Chat, Neutral Cider Hotel	

**Please share your intended public relations outreach.**

The event will be advertised through multiple outlets, including but not limited to: social media, radio, published articles and press releases, and email blasts. 60% of advertising efforts will be directed to out of county locations. The other 40% will be targeted towards in county locations and current visitors of the area.

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

- a banner on the Central Coast Cider Festival website that links to the VA website.
- partnership promoted through social media with links
- email blasts with links
- printed programing, glassware, Cider Passport
- named sponsor of the VIP hour.

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

Auxiliary events will encourage visitors to stay for multiple nights in Atascadero and experience Atascadero outside of the event. There will be some Auxiliary events throughout the county as well the idea of the Cider Passport with one stop being The Poisoned Apple featuring out of the area cideries. Most importantly, with Atascadero as the home for the festival, it will be the best place for folks to stay overnight.

**Additional Details:**

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**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.

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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**  /maggie przybylski/ **Date**  April 12, 2023

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



## City of Atascadero Special Event Sponsorship Criteria

The purpose of establishing Special Event Sponsorship Criteria is to be able to attract a variety of events and travel shows to the City. These events might already be established with another location in the County; would have an interest to add an event to our City that would be new; or bring media value that reaches a considerable amount of people in and outside the County. The venue would be offered as part of the value of the sponsorship program being considered.

### Special Event Sponsorship Guidelines

To be able to qualify for sponsorship, the event would need to follow certain criteria for consideration. Following are the Sponsorship criteria:

- New and emerging events may be considered based on these criteria:
  - Regional appeal.
  - National or Tourism appeal.
  - Event has promotional ability:
    - Secured marketing funds to promote event that provides exposure.
      - Requires measureable media exposure with City logo. Includes City logo on event website, mention and/or logo in brochures; logo identification and mention in print and online banner ads.
    - Other sponsors
  - Potential for growth and sustainability.
  
- If the event qualifies, the City would provide the following as part of the sponsorship:
  - Venue of choice (i.e., The Pavilion, Sunken Gardens, Atascadero Lake Bandstand).
  - City Press Release to promote the event to the Media for Editorial exposure.
  - At a minimum, event is included on City's Facebook and Website. Inclusion on the Visit Atascadero Website and Facebook pages is not a guarantee and is subject to the type of event as it must be tourism specific to be included on anything related to "Visit Atascadero."

If the special event does not meet the above guidelines, we would provide the regular Rental Rates that apply to the venue being considered for the inquiring organization.

Any questions or interest in our Special Event Sponsorship Program, please call Terrie Banish (805) 470-3490.

CC Meeting - 71117



## City of Atascadero Special Event Application Form

*Please fill out the information below in detail. In addition, please provide detail of your event budget and marketing strategy. Upon approval, our event coordinator will meet to fill out the necessary Facility Use Agreements and confirm the date is available. All documents and approvals must be provided two weeks prior to the event.*

**Requesting Organization:** Central Coast Cider Association

**Contact:** Maggie Przybylski **Phone Number:** 805 292 1500

**Email:** [maggie@twobroadscider.com](mailto:maggie@twobroadscider.com) **Mailing Address:** 3427 Roberto Court, Suite 130

**City, State, Zip:** San Luis Obispo, CA 93401

**Name of Event:** Central Coast Cider Festival

**Event Description:** The Central Coast Cider Festival is a unique experience for attendees who will enjoy craft cider from local producers and producers from throughout California. Guests will be also enjoy bites by local restaurants and food trucks, and enjoy the charming scenery of Atascadero.

**Event Dates/Times:** August 12, 5p-9p **Event Website:** [www.centralcoastciderfestival.com](http://www.centralcoastciderfestival.com)

**Anticipated Attendees:** 750 **% From Outside SLO County:** 40% **Total**

**Is this the first time for the event? If not, where has the event been located in the past and why is it being moved to our City?**

The event has been at the Lake Pavilion four times. In year's past, there have been 373 (2018), 504 (2017), and 494 (2016) attendees. In 2018, 27.7% of attendees stayed in Atascadero, 20.7% staying in hotels and motels. The event featured 14 local and out of the area cider producers, dinner, music, and snacks from local food trucks and restaurants.

**Support Requested** (desired monetary amount or in-kind marketing support): \$15,000

**Additional Details:** Central Coast Cider Festival helps position Atascadero as the epicenter of the burgeoning cider industry. Hosting this growing event in Atascadero not only attracts awareness and overnight stays to the destination during the event weekend, but also establishes a key attraction of the destination positioning for future visitation from the audience.

**Please see attached the event budget, marketing strategy and any additional information for consideration.**

CC Meeting - 71117



## City of Atascadero Special Event Application

### Form

#### EXHIBIT A

##### Organization Obligation:

- Event at the Venue being considered will receive the following:
  - Listing on organization website: **YES**
  - Mention in Social Media: **YES** If YES, how many posts, and boosts? **ALL**
  
  - Mention at the Event: **YES**
  - Tickets to the Event: **YES** If YES, how many tickets & value: \$45-65, 500-1000
  - Booth Space: **YES** If YES, please include value: **???**
  
- Ad promoting the Venue on will be included in the following (please include value):
  - Print Ads Include:
  - Commercial Spot on following TV stations:
  - Commercial Spot on following Radio stations: KCBX, Krush
  - Online Banner Ad included: **YES** or **NO**, (Circle One). If YES, How many impressions & value:
  
- Total value/ cost: \$4000**

#### EXHIBIT B

##### City of Atascadero Obligation:

- Venue being considered: **Lake Pavilion**  
(Agreement with detail of usage must be filled out and accommodate this agreement.)  Agrees to give use of the following Venue:
- Use of sound system & electricity: Yes or **No**
- Total value/ cost: TBD**

Signature Date Signature Date /maggie przybylski/ April 12, 2023

ORGANIZATION: CITY:

City of Atascadero

Contact: Contact: Terrie Banish Phone: Phone: 805-470-3490 E-mail: E-mail:  
[tbanish@atascadero.org](mailto:tbanish@atascadero.org) Address: 6500 Palma Ave. Atascadero, CA 93422

CC Meeting - 71117



## Detailed marketing plan for August 12, 2023

### Radio:

- KCBX community calendar
- Local Podcaster Fr. Ian Dilinger "Playing with Food" (who's shows get rebroadcast on KCBX)
- Local podcaster Jamie Lewis "Consumed"
- Hire a band that Neal Losey will plug on the daily Morning Cup show "Erin Montgomery and The Road Kings"
- Feature on "The Crush Radio" with Adam 2-3 weeks prior to the event

### Social Media:

- Monthly blasts, then weekly in the month prior to the event (SLO county is very last minute)
- Coordinated support from participating ciderworks (all posting a similar message and branding for the event at the same time)
- Influencers- Enjoy SLO will blast the event

### Email newsletter:

- Biweekly blasts leading up to early bird tickets.
- Monthly blasts with updates until one month prior
- Weekly blasts until event

### Print newspaper and magazine:

- Edible SLO ad
- Press releases to all print media: 805 living, Cidercraft Magazine, SLO Tribune, New Times SLO, Atascadero City News, Westways Magazine (specifically for road tripping and maybe that will inspire them to do a whole City of Atascadero section), Zymurgy (it's a beer magazine but tons of those folk also make cider and attend festivals), Beer Advocate magazine
- Press release to online publications: Cider Culture Magazine

- Press release to ACA, American Cider Association and they will help to blast.
- Press releases to international cider podcasts: Neutral Cider Hotel, Cider Chat, Courage and other C Words
- Create Flyer that all cider businesses can hand out to guests visiting their tasting rooms

#### Cideries Audience

- Guide participating cideries in boosting the event to their audiences with postcards, newsletters, and social media.



**PACIFIC PREMIER BANK**

P.O. Box 25171  
 Santa Ana, CA 92799-9810

**STATEMENT OF ACCOUNT ACTIVITY**

866-353-1476

www.ppbi.com

**STATEMENT OF ACCOUNT ACTIVITY**

866-353-1476

www.ppbi.com

00004081-0008161-0001-0001-TIMR8006410228234706

**CENTRAL COAST CIDER ASSOCIATION  
 PO BOX 3287  
 PASO ROBLES CA 93447-3287**

Page 1 of 1  
 Branch 032  
 Account Number: 3217181827  
 Date 02/28/2023

EM

**EXECUTIVE 50 CHECKING**

**Acct 3217181827**

**Summary of Activity Since Your Last Statement**

Beginning Balance	2/01/23	10,219.89
Deposits / Misc Credits	0	.00
Withdrawals / Misc Debits	2	32.00
** Ending Balance	2/28/23	10,187.89 **
Service Charge		2.00
Average Collected Balance		10,197

**Withdrawals and Debits**

Date	Deposits	Withdrawals	Activity Description
2/08		30.00	INTUIT */QBooks Onl
2/28		2.00	2660192 CENTRAL COAST CIDER AS PAPER STATEMENT FEE

**Daily Balance Summary**

Date	Balance	Date	Balance	Date	Balance
2/08	10,189.89	2/28	10,187.89		

00004081-0008161-0001-0001-TIMR8006410228234706(00004081)-000008163



## Central Coast Cider Association

Profit and Loss  
 January - December 2019

	TOTAL
Income	
Cider Festival Income	0.00
Cider festival sponsorships	16,985.20
Cider festival ticket sales	16,902.20
Cider Shop Sales	1,872.09
<b>Total Cider Festival Income</b>	<b>35,759.49</b>
<b>Total Income</b>	<b>\$35,759.49</b>
<b>GROSS PROFIT</b>	<b>\$35,759.49</b>
Expenses	
Cider Festival	0.00
Advertising/Marketing	13,973.16
Cidershop Cider/merchandise donation	879.46
Festival Vendor fees	1,000.00
Licensing	8,044.62
mileage Reimbursement	250.00
misc. expenses	27.84
music	5,705.86
Professional services	600.00
supplies	500.00
Website	2,113.06
<b>Total Cider Festival</b>	<b>166.27</b>
Office Supplies & Software	<b>33,260.27</b>
Other Business Expenses	20.00
Quickbooks	14.95
Taxes & Licenses	50.00
temporary account	600.00
<b>Total Expenses</b>	<b>26.90</b>
<b>NET OPERATING INCOME</b>	<b>\$1,787.37</b>
<b>NET INCOME</b>	<b>\$1,787.37</b>



## Central Coast Cider Festival 2023

### Profit /Loss

FINAL

Income	Projected 2022	Notes
VIP Ticket Sales	\$ 6,500.00	ALL TICKET SALES
GA Ticket Sales	\$ 9,000.00	\$45 per GA Ticket
Early Bird Ticket Sales	\$ 4,000.00	\$65 per InCider Ticket
Brunch Tickets	\$ 1,000.00	\$40 per Early Bird Ticket
Brunch Package Tickets	\$ 350.00	\$50 per Brunch Ticket
Brunch Industry Tickets	\$ 400.00	\$40 per Brunch Industry Ticket
Sponsorships	\$ 15,000.00	Visit Atascadero and others
<b>Total Income</b>	<b>\$ 36,250.00</b>	

### Expenses

Venue	Projected	Notes
Rental Fees	\$ -	tbd
Cleaning	\$ 208.00	
Insurance	\$ 155.00	
ABC Permit	\$ 125.00	
<b>Total</b>	<b>\$ 488.00</b>	
<b>Rentals</b>		
Chairs	\$ -	tbd
Cocktail Tables	-	tbd
Linens- Cocktail	-	tbd
72" Round Tables	\$ -	tbd
Linens - 72" Rounds	\$ -	tbd
8' Tables	\$ -	tbd
8' Linens		have producers bring table decor including linens
6' Serving Tables	\$ -	tbd
6' Linens	\$ -	tbd
Ice	\$ 500.00	

Mats	\$	150.00
Trash	\$	250.00
Security	\$	400.00
Fencing	\$	600.00
Lounge Furniture	\$	2,000.00

<b>Total</b>	<b>\$</b>	<b>3,900.00</b>
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**Catering**

Small bites	\$	500.00
Dessert Station	\$	500.00

hoping for in-kind sponsorship \$500 per producer  
 hoping for in-kind sponsorship \$500 per

<b>Total</b>	<b>\$</b>	<b>1,000.00</b>
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**Drinks**

Water	\$	75.00
Glassware	\$	400.00

<b>Total</b>	<b>\$</b>	<b>475.00</b>
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**Printed Materials**

Save the Date	\$	600.00
Rack Cards	\$	300.00
Signage	\$	500.00
Misc. Printed Materials	\$	500.00
Graphic Design	\$	-
Swag Bags		-

in event consultants fee  
 collect stickers or other things from producers and sponsors

<b>Total</b>	<b>\$</b>	<b>1,900.00</b>
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**Marketing**

Advertising	\$	3,500.00
Website & MailChimp	\$	400.00

<b>Total</b>	<b>\$</b>	<b>3,500.00</b>
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**Entertainment**

Music	\$	600.00
Lighting	\$	200.00
Stage/ Sound	\$	500.00
Photography	\$	1,000.00

hoping for in kind donation

<b>Total</b>	<b>\$</b>	<b>2,300.00</b>
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**Décor**

Misc. Décor	\$	200.00
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<b>Total</b>	<b>\$</b>	<b>200.00</b>
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**Volunteer**

Food/ Appreciation	\$	200.00	snack bars, pizza, taco works, n/a drinks
<b>Total</b>	<b>\$</b>	<b>200.00</b>	
<b>Sales Tax Cider Shop</b>			
<b>Event consultant (HM)</b>	\$	2,500.00	estimated
<b>Event coordinators (Wintz We Shall Drink)</b>	\$	5,000.00	estimated
	<b>\$</b>	<b>21,463.00</b>	
	<b>\$</b>	<b>14,787.00</b>	

**Total Expenses**

**Net Profit/ Loss**

# ATBID Presentation, April 19



## Our beginning...

Established 2016 at the Atascadero Lake Pavilion with sponsorship from Visit Atascadero for each of the four years.

Our goal to re-establish this festival after three years Covid disruption by making this festival **consistent** with the success of 2019.



# Event details

## August 12

### TBD

Continue features with good feedback

- Local business collaboration
- Industry gathering
- Invitational cideries
- Light bites food option

New features to consider

- **VIP modified** to early entry and special pour
- **Cider Passport** to encourage folk to travel the county and stay overnight
- Inviting local food trucks and caterers to sell their delicious fare



## The ask....

### Be our presenting sponsor

- Official “Visit Atascadero” VIP Hour
- Official “Visit Atascadero” Cider Shop
- Consistent 50% of out-of-county advertising

- Recognition as the Central Coast Cider Festival Presenting Sponsor on all marketing materials
- Presenting Sponsor may have influence on the location of the event
- Presenting Sponsor will have a direct link from the event website to the URL of the sponsor’s choice to guide attendees lodging choices



## Advertising & Social

Facebook  
Instagram  
Twitter  
Local radio  
Cider and local podcasters  
Local IG influencers

- Direct support for the out of area advertising for Cider Fest with the guarantee that at least 50% of the budget will be targeted at an out of SLO County audience
- This consistent approach will be combined with the growing audience for cider on the Central Coast and cider throughout the Nation (CIDERCRAFT Magazine and podcasters with an international audience)



# Cider Passport

Each participating cidery provides something special when festival attendees present the passport at their tasting room or other beverage purveyor; a pairing, a library pour, or special flight. As the Festival is anchored in Atascadero, that is the best place for them to lay their heads. It will encourage a longer stay and perhaps a return trip.



ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-2  
04/19/23  
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# Visit Atascadero VIP early entry and special pour

Each participating cidery provides a special cider to VIP guests who get to enjoy the first hour with less crowds. To make this inclusive, that special pour can then be available to all guests an hour before the end of the festival.



## Visit Atascadero Cider Shop

- A key element that allows attendees to not only taste local ciders but take them home
- Attendees can share limited edition and local ciders with friends and family
- Encourages the participation of cideries from out of the area who will tell their audience about the event



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# Request \$15000

- Presenting sponsor \$7500
- Advertising and Social \$3500
- Cider Passport \$1000
- Cider Shop \$1500
- VIP Hour \$1000



ITEM NUMBER:  
DATE:  
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B-2  
04/19/23  
2

Thank you for your  
consideration!

Please contact us if you  
have any questions.

Maggie Przybylski, CCCA President

Two Broads Ciderworks 805 292 1500

Cody Broadstone, CCCA Secretary

The Poisoned Apple 805 423 7101

Lucas Meisinger, CCCA Treasurer

Bristol's Cider 805 440 1364





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

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### ***Staff Report***

#### **Mission Prep March 2023 Job Fair Recap and Discussion of Future ATBID Job Fair Involvement**

#### **RECOMMENDATION:**

ATBID Board:

1. Receive and file recap of ATBID's presence at the Mission Prep March 2023 job fair; and
2. Discuss and provide direction regarding future ATBID involvement in job fairs throughout the County of San Luis Obispo.

#### **DISCUSSION:**

At the March 2023 ATBID Board meeting, Board Member Sohi sought ATBID support for a booth at Mission Prep's March 2023 job fair. When the ATBID Board affirmed support for the job fair, the Board requested that Board Member Sohi return to the Board with a recap of the successes of the job fair and possible opportunities for future ATBID involvement in other job fairs throughout the County.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

None.



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

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### **Staff Report**

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

#### **RECOMMENDATION:**

ATBID Board approve the proposed amended ATBID Board meeting schedule for the remainder of meetings in calendar year 2023.

#### **DISCUSSION:**

In January 2023, the ATBID Board approved a meeting schedule for calendar year 2023 that slated ATBID Board meetings for the third Wednesday of each month, with the exception of July and December, which are months with no regular ATBID Board meeting.

After discussions between City leadership and staff about streamlining processes and maximizing efficiency, the City is interested in shifting ATBID Board meeting dates from the third Wednesday of each month to the fourth Wednesday of each month, with the only notable exception of November, when the ATBID Board meeting will still be held on the third Wednesday of the month to accommodate Board Members and City staff seeking time off for the Thanksgiving holiday.

Shifting ATBID Board meetings to the fourth Wednesday of each month allows Administrative Services, the City Manager's office, and City Clerk's office enough time to compile the necessary data, reports, and agenda items each month without sacrificing quality nor consistency.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENT:**

1. ATBID Board Amended 2023 Meeting Schedule

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

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

<b>MEETING DATE</b>	<b>TYPE OF MEETING</b>
May 24	Regular
June 28	Regular
July	NO MEETING
August 23	Regular
September 27	Regular
October 25	Regular
***November 15	Regular
December	NO MEETING

\*\*\*The November 2023 meeting will be the only meeting still held on the third Wednesday of the month, since the fourth Wednesday in November is one day before the Thanksgiving holiday.

***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***

#### **ATBID Event Sponsorship Application Blackout Dates**

#### **RECOMMENDATION:**

ATBID Board review, discuss, and provide staff direction to add blackout dates to the Event Sponsorship Application.

#### **DISCUSSION:**

The ATBID event sponsorship program and respective tiers were established in 2016 to guide event sponsorship support discussions. The ATBID Board uses the tiers to evaluate event compatibility with current Visit Atascadero goals and strategies. This event sponsorship program has grown since its inception to support numerous events hosted in the City of Atascadero. The event sponsorship tier system has been revised due to the increased interest in the event sponsorship program to ensure Visit Atascadero and ATBID continues to strategically host and support mutually beneficial events.

As Atascadero's tourism and hospitality industry has grown, so has the number of event requests received by ATBID. Because of the sheer volume of requests, Atascadero hoteliers have some months throughout the year when there is no vacancy and no ability to accommodate a large influx of visitors for a new event. To ensure the best use of ATBID sponsorship funds, this item is on the agenda as a further discussion of possible ATBID sponsorship blackout dates, including determining the range of those dates, and when those blackout dates should start to apply to events going forward. Upon approval by the ATBID Board, these stipulations will be added to the Event Sponsorship Application.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

1. Event Sponsorship Application



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

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

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

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

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

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

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

**Please submit application and all additional documents by email to Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org) in a PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

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

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



## Event Support Application Form

Requesting Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event Dates/Times: \_\_\_\_\_

Is event located in Atascadero?  Yes  No

Venue Name: \_\_\_\_\_

Venue Location: \_\_\_\_\_

Event Website: \_\_\_\_\_

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

Yes  No

Total Anticipated Attendees: \_\_\_\_\_ Portion from Outside SLO County: \_\_\_\_\_%

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: \_\_\_\_\_

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

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Crowd Control Safety Plan Details:

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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:

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

<input type="checkbox"/>	 <p>Tier 1</p>	<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 type="checkbox"/>	 <p>Tier 2</p>	<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"/>	 <p>Tier 3</p>	<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:

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

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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>

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>

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

Please share your intended public relations outreach.

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

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

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**Additional Details:**

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### **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 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** \_\_\_\_\_

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***

#### **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 February 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. Tourism Report – Transient Occupancy Tax Revenues (4.07.23)

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 02/28/2023	BUDGETED 2022-2023
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 235,189	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	2,726	-
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>237,914</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	70,870	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	107,389	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	2,379	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>180,638</u>	<u>313,620</u>
<b>NET INCOME/(LOSS)</b>	(46,761)	(37,593)	(7,419)	127,103	123,341	57,277	(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>\$ 581,387</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
Central Coast Brewers Guild Sponsorship	5,000
Bovine Classic Sponsorship 2023	10,000
Destination Marketing Services	64,055
Administrative Services Fee	18,333
	<u>\$ 107,389</u>

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2022 through 02/28/2023

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
<b>Total Office Expense</b>	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	165,000.00	0.00	0.00	0.00	165,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				100,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2022 ap IN 13719		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171724						
7/31/2022 ap IN 10946		696.47				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 172458						
7/31/2022 po LI 10946				-696.47		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/1/2022 ap IN 13886		47.95				
Line Description: WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977						

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Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2022 through 02/28/2023

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

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CITY OF ATASCADERO  
 07/01/2022 through 02/28/2023

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		0.00		
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		0.00		
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		0.00		

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**Expenditure Detail Report**

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 07/01/2022 through 02/28/2023

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
2/1/2023 ap IN 14880 Line Description: WEB SITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173595		117.95				
2/28/2023 ap IN 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174074		10,304.72				
2/28/2023 po LI 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,304.72		
0000.6077025 Digital Media Advertising	0.00	51,482.42	51,482.42	48,923.23	-100,405.65	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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CITY OF ATASCADERO  
 07/01/2022 through 02/28/2023

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	(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	70,869.92	70,869.92	58,085.73	36,044.35	78.15
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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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
7/31/2022 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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235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 0000 Atascadero Tourism Bus Improv Dist

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
10/31/2022 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		
12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797		7,215.00				
12/31/2022 po LI 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,215.00		
2/28/2023 ap IN 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174074		10,204.60				
2/28/2023 po LI 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,204.60		
0000.6501125 Promotions Consultants	0.00	64,055.24	64,055.24	17,944.76	-82,000.00	0.00

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 07/01/2022 through 02/28/2023

235 Atascadero Tourism Bus Improv Dist  
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<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>
0000.6509010 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		0.00		
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		0.00		
11/1/2022 je GJ JE23 11-03 Line Description: ATBID Admin Service Fee - Nov		2,291.67				
12/1/2022 je GJ JE23 12-03 Line Description: ATBID Admin Service Fee - Dec		2,291.63		0.00		
1/1/2023 je GJ JE23 01-04 Line Description: ATBID Admin Service Fee - Jan		2,291.67				
2/1/2023 je GJ JE23 02-03 Line Description: ATBID Admin Service Fee - Feb		2,291.67		0.00		
0000.6509010 Other Professional Services	0.00	18,333.32	18,333.32	0.00	-18,333.32	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 Line Description: ATASCADERO FALL FEST GRANT~ Vendor: 08621 EN FUEGO EVENTS Check # 172131		10,000.00		0.00		
2/15/2023 ap IN INV0215 Line Description: CCCBF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 173721		5,000.00				

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509032 Additional Promotional Services	(Continued)					
2/16/2023 ap IN 1145		10,000.00				
Line Description: 2023 BOVINE CLASSIC GRAVEL RID						
Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 173756						
0000.6509032 Additional Promotional Services	0.00	25,000.00	25,000.00	0.00	-25,000.00	0.00
<b>Total Contract Services</b>	145,000.00	107,388.56	107,388.56	17,944.76	19,666.68	86.44
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	178,258.48	178,258.48	76,030.49	59,331.03	81.08
<b>Grand Total</b>	313,620.00	178,258.48	178,258.48	76,030.49	59,331.03	81.08

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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 *	\$ 625,599.45	\$ 47,007.81	\$ 5,810.93		\$ 678,418.19

\* 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.