



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, May 17, 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 – April 19, 2023**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the April 19, 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 23, 2024 Central Coast Craft Beer Festival. [En Fuego Events]
 - Fiscal Impact: Up to \$10,000

2. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file the detailed Quarter 3 Marketing Report from Verdin Marketing. [Verdin]
- Fiscal Impact: None.

3. Marketing Services Contract Renewal

- Recommendation: ATBID Board:
 1. Review proposed Marketing Scope of Work; and
 2. Provide staff direction regarding the one-year contract extension (3 out of 4 one-year extensions) for Verdin Marketing Services in the 2023/2024 fiscal year. [Verdin]
- Fiscal Impact: \$220,000

4. ATBID Annual Assessment 2023-2024

- Recommendation: ATBID Board receive and file the 2023-2024 Annual Assessment for Visit Atascadero. [City]
- Fiscal Impact: None.

5. 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. All Things Google Training. (June)
3. Marketing Plan Presentation 2023-2024 (August)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, April 19, 2023 at 2:30 P.M.

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

CALL TO ORDER:

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

ROLL CALL:

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

Absent: Board Member Tom O'Malley

Staff Present: Deputy City Manager Terrie Banish and Deputy City Clerk Dillon Dean James

APPROVAL OF AGENDA:

Because the presenter for item B-1 was unexpectedly unavailable for the ATBID Board meeting, Deputy City Clerk James requested the item be revisited at the next regular ATBID Board meeting.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the agenda as amended.
Motion passed 4:0 by a roll call vote. [O'Malley 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.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 15, 2023

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

**MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
*Motion passed 4:0 by a roll call vote. [O'Malley absent]***

B. BUSINESS ITEMS:

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.

Poisoned Apple owner Cody Broadstone and Two Broads Cider owner Maggie Przybylski gave the presentation for this item and answered questions from the Board.

While the Board expressed enthusiasm for the festival and its continued growth, the Board also noted that the festival is routinely scheduled on a weekend that is already busy for local hoteliers, and an ATBID financial sponsorship may not make sense if lodging properties do not have sufficient space for Cider Festival visitors. Mr. Broadstone and Ms. Przybylski understood the Board's concern and committed to better coordination and communication between the festival organizers and the ATBID Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

**MOTION: By Board Member Sohi and seconded by Board Member Alexander to sponsor the Central Coast Cider Festival at a Tier 2 level of \$7,500.
*Motion passed 4:0 by a roll call vote. [O'Malley absent]***

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.

Board Member Sohi presented this item and answered questions from the Board.

Board Member Sohi reported on some encouraging interactions at the Mission Prep job fair, but also noted that advisory bodies and organizations for the local lodging and hospitality industry should consider pooling resources to administer a countywide hospitality-related job fair. Board Member Sohi said he would mention this at the next meeting of the County's Tourism Marketing District (TMD) Board. Deputy City Manager Banish further advised that hoteliers may want to consider partnering with local Chambers of Commerce as well.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Mission Prep March 2023 Job Fair Recap was received and filed.

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.

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

Deputy City Manager Banish explained that it would be easier for City staff to assemble and publish ATBID Board meeting agendas if ATBID agendas were not published during the same week of the month that a City Council meeting agenda is always published. Accordingly, Deputy City Manager Banish proposed shifting ATBID Board meeting dates from the third Wednesday of each month to the fourth Wednesday of each month, excluding November, when the fourth Wednesday would be the day immediately preceding the Thanksgiving holiday.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

**MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the amended ATBID Board meeting schedule for the remainder of calendar year 2023.
*Motion passed 4:0 by a roll call vote. [O'Malley absent]***

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.

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

Deputy City Manager Banish advised the ATBID Board that they may want to consider “blacking out” periods of time throughout the year when event sponsorships are frequently received but local hotels are already at capacity, complicating ATBID’s incentive to sponsor said events during those timeframes. Deputy City Manager Banish proposed amending the ATBID Event Sponsorship Application to state that weekend events beginning the second week of June through the third week of August may not be considered for future ATBID event sponsorships.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to amend the ATBID Event Sponsorship Application to disallow weekend events (Friday-Sunday) from the second week of June through the third week of August of each year.
Motion passed 4:0 by a roll call vote. [O’Malley absent]

6. Budget Overview and Monthly Report

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

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/City Manager’s Office]
2. City Business and Administrative Update. [City Manager’s Office]

D. BOARD MEMBER COMMENTS: None.

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

1. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (TBD)
2. Marketing Plan & Quarterly Marketing Report. (May)
3. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
4. 2023-2024 ATBID Annual Assessment. (May)
5. Marketing Services Contract Renewal. (May)
6. All Things Google Training. (June)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:10 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

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 23, 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 festival took place in Downtown Atascadero. The event was approved by the ATBID Board 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 23rd, 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
(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 23rd • 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 22nd 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 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 **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 23rd, 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"> Attracts 1,500+ attendees At least 35-40% of target market is out-of-town visitors Marketing campaigns reach at least 1,000 subscribers Event encourages multi-night stay in Atascadero 	Total Support = Up to \$10,000
<input type="checkbox"/>		<ul style="list-style-type: none"> Attracts 750+ attendees At least 25-30% of target market is out-of-town visitors Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero 	Total Support = Up to \$7,500
<input type="checkbox"/>		<ul style="list-style-type: none"> Attracts 750 or less attendees Marketing message encourages visiting Atascadero Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2 	Eligible for In-kind Support

Additional details about eligible event tier qualification:

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:

Rules and Regulations for Event Coordinators

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

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

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

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



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

Staff Report

Quarterly Marketing Report

RECOMMENDATION:

ATBID Board receive and file the detailed Quarter 3 Marketing Report from Verdin Marketing.

DISCUSSION:

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

Quarter 3 (January - March 2023) stat summary of the success of the winter/ spring campaigns. The stat report takes you through the performance of the "All In" video ad campaign that remained in rotation, as well as performance results for Google AdWords, social media posts, and the three monthly e-newsletters. The stat report is attached and highlights the successes of the Q3 campaign. Verdin will provide an oral presentation to review the quarterly marketing report.

FISCAL IMPACT:

None.

ATTACHMENT:

Quarter 3 Stat Report

May 11, 2023
 Visit Atascadero

Quarter 3 Stat Report

Summary of Performance

Paid media for Visit Atascadero continues to include a mix of programmatic video pre-roll and display, Google AdWords, and social channels. The “All In” creative videos remained in rotation and maintained a high impact in the target markets among audience members during Q3. Programmatic pre-roll served 723,663 impressions and 3,402 clicks (up from 2,339 in Q2). Programmatic display impressions totaled 144,619 and achieved 342 clicks, up from 223 in Q2. Google AdWords performance was strong as well with 24,047 impressions and 1,321 clicks throughout the quarter. Email marketing performed very well exceeding industry benchmarks with an average open rate of 50.5%. Top-performing social posts included event promotions and video content.

Paid Media

Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	Visits/ Conversions
Programmatic Video	All In Video #1	449,646	1,969	0.44%	99
Programmatic Video	All In Video #2	274,017	1,433	0.52%	41
Display - Retargeting	All In - Book	144,619	342	0.23%	N/A
Google Adwords	SEM - General	24,047	1,321	5.49%	2
Social	Boosted posts	88,995	7,415	8.33%	N/A

Total Campaign Summary:

- Impressions: 981,324
- Clicks: 12,480
- Avg. CTR: 3.00%
- Visits/Conversions: 142

Owned Media

Email Marketing Campaign Results:

Verdin developed and deployed three monthly e-newsletters in Q3. They included information on local events, holiday happenings and local businesses. Below are the results:

January 7:

- Open rate: 52.9%
- Click rate: 6.0%
- Total clicks: 202

February 10:

- Open rate: 52.8%
- Click rate: 4.4%
- Total clicks: 171

March 8:

- Open rate: 45.9%
- Click rate: 3.4%
- Total clicks: 109



Social Media Results:

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
Reporting Period	5,138	531	103	163,969	163,969	0	6,447
Jan 1, 2023 - Mar 31, 2023	↗ 11.5%	↗ 59.9%	↗ 27.2%	↗ 4.4%	↗ 4.4%	→ 0%	↗ 27.4%
Compare to	4,607	332	81	157,007	157,007	0	5,061
Oct 3, 2022 - Dec 31, 2022							

Page	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
Reporting Period	7,175	70	63	152,948	43,674	108,493	14,033
Jan 1, 2023 - Mar 31, 2023	↗ 1%	↘ 21.3%	↗ 14.5%	↘ 32.4%	↘ 17.7%	↘ 37.1%	↗ 6.8%
Compare to	7,103	89	55	226,251	53,069	172,401	13,136
Oct 3, 2022 - Dec 31, 2022							

Top Posts:

Post Content	Total Engagements	Likes	Comments	Saves
GIVEAWAY! Win two free tickets to the Central Coast Craft Beer Fest on Saturday, March 25, a...	1,285	448	818	19
The Jim Green Trail is an Atascadero gem, appropriate for people of all ages. At 1.7 miles, it's a pretty quic...	289	232	6	28
The 7th Annual Atascadero Tamale Festival has been officially rescheduled for May 6! 🌮🌮 The...	249	219	11	19
Get ready to join us for the fifth annual Central Coast Craft Beer Fest on Saturday, March 25, at the...	239	226	4	9
Cheers from the Central Coast Craft Beer Festival in downtown Atascadero! #cccbf #visitascade...	238	193	6	34

Localhood - Crowdriff Partnership:

Google Search & Discover

*Google data trails by 3 days.

Data filters:

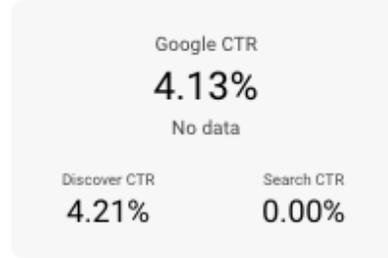
Jan 1, 2023 - Mar 31, 2023

Story Title

Google Performance Overview



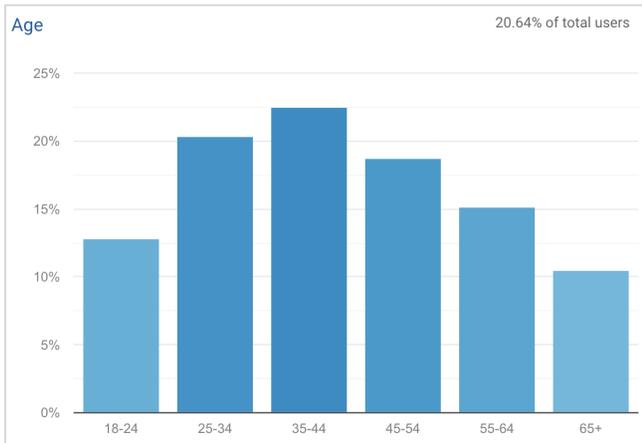
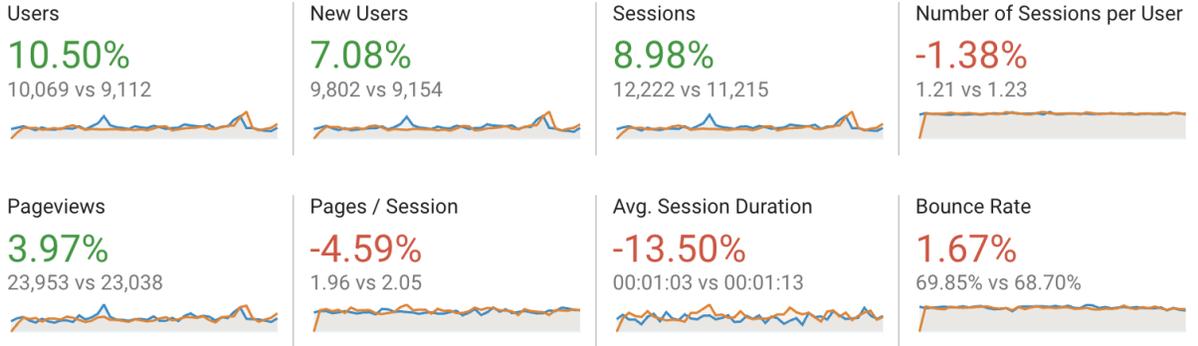
Number of times your Stories appeared in Google Discover or in Google search results



Average CTR from views originating from Google Discover or Google search results

Website Analytics:

Comparing 2022 v. 2023



1. Los Angeles	3,135
2. San Jose	2,394
3. Atascadero	2,265
4. Paso Robles	1,285
5. San Luis Obispo	741
6. (not set)	628
7. San Francisco	313
8. San Diego	223
9. Sacramento	207
10. Fresno	131



ITEM NUMBER:
DATE:

B-3
05/17/23

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Marketing Services Contract Renewal

RECOMMENDATION:

ATBID Board:

1. Review proposed Marketing Scope of Work; and
2. Provide staff direction for the one-year contract extension (3 out of 4 one-year extensions) for Verdin Marketing Services in the 2023/2024 fiscal year.

DISCUSSION:

The ATBID Board appointed Verdin Marketing in 2015 for ATBID marketing services. These services include varied activities within the areas of creative development, media hard costs, planning and placement, social media, e-newsletter, contest management, public relations, web updates, and strategy and project management. The ATBID Board went out to RFP (Request for Proposal) at the end of 2020 towards the end of the five-year contract and a new contract was awarded to Verdin Marketing Services. The current contract timeline is 3/10/20-6/30/21, with the second one-year extension in place that expires 6/30/23.

The contract provides the option of up to four one-year extensions after the main contract timeline expires for up to five years. The ATBID Board has the opportunity to renew the contract for up to five years without going out to RFP.

Looking back at the 2022/2023 fiscal year, Verdin has continued to successfully implement the marketing plan from the continued aftereffects of the pandemic into the new surge in travel to the Central Coast. Verdin has continued to work on creative new campaigns based on the entrepreneurship of the “All in Atascadero” campaign. In addition, Verdin continues to utilize strategic advertising methods to entice targeted visitors to Atascadero, provide added support coordinating social media and electronic communications for selected event partnerships, provide support related to updating, and informing the ATBID Board about SLO CAL Marketing efforts, as well as pursuing co-op and reactive SLO CAL opportunities offered like the implementation of the new Pinterest platform.

Following is a recap of the current contract timeline and one-year extension:

Verdin Contract:

Year 1:

Contract End Date March 10, 2021: \$274,667.00
(3/10/2020-6/30/21; approx.15 month)

Year 1 Actual: \$122,877.58

Contract Amendment #1: \$206,000
July 1, 2021-June 30, 2022

Contract Amendment #1 \$181,500
Plus two out of scope projects under ATBID budget \$ 10,452

Year 2 Actual \$191,952

Contract Amendment #2 (In progress at this writing): \$206,000
July 1, 2022-June 30, 2023

Contract Amendment #2 **\$205,993**
(Plus added value – no charge \$2,985)

Plus two out of scope projects under ATBID budget \$ 13,000

Year 3 Actual (estimated) \$218,993

Contract Amendment #3: **\$220,000 (proposed)**
July 1, 2023-June 30, 2024

A presentation will be provided at the meeting reviewing the new Scope of Work for 2023/2024 fiscal year and the proposed budget.

FISCAL IMPACT (GL Varied):

Annually \$220,000 based on scope of work proposal.

ATTACHMENTS:

1. Visit Atascadero Marketing Budget 2022-2023
2. Visit Atascadero Marketing Budget 2023-2024
3. ATBID Scope of Work 2023-2024

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

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1



Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$902	\$2,003	\$1,485	\$1,875	\$1,875	\$1,650	\$1,995	\$1,793	\$2,070	\$1,988	\$2,000	\$1,965	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$540	-	-	-	-	-	-	-	\$4,989	\$11
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$3,348	\$2,775	\$3,735	\$3,450	\$4,440	\$3,000	\$848	\$0	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$241	-	\$145	-	\$432	\$770	\$525	\$1,295	\$1,082	-	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,590	\$1,605	\$1,605	\$1,605	\$1,590	\$1,610	\$1,600	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$999	\$759	\$1,041	\$1,056	\$996	\$1,041	\$1,000	\$1,162	\$12,000	\$0
Public Relations	\$5,000	-	\$345	\$256	\$105	\$334	\$240	\$616	\$2,683	\$156	\$270	-	-	\$5,005	-\$5
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$345	\$360	\$345	\$345	\$360	\$345	\$352	\$350	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$8,596	\$6,834	\$6,648	\$8,808	\$8,781	\$9,159	\$8,800	\$7,217	\$98,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$206,000	\$8,033	\$9,952	\$24,767	\$28,714	\$17,786	\$14,208	\$16,417	\$20,509	\$18,933	\$18,687	\$15,692	\$12,294	\$205,993	
Added Value			\$930			\$180		\$1,020		\$270	\$585			\$2,985	

Out of Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Pinterest Set Up & Management	\$5,000									\$660	\$3,090	\$650	\$600	\$5,000	\$0
IPW	\$8,000									\$1,570		\$6,430		\$8,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$13,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,230	\$3,090	\$7,080	\$600	\$13,000	
Added Value															

Marketing Budget

Visit Atascadero | Budget: \$220,000

ITEM NUMBER:
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2



Detailed Spending

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

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$220,000	\$14,700	\$17,000	\$20,900	\$18,800	\$17,900	\$16,800	\$15,900	\$18,800	\$25,400	\$18,800	\$18,100	\$16,900	\$220,000	
Added Value														\$0	

May 11, 2023
Visit Atascadero

Scope of Work

Scope Statement

To develop and deploy marketing strategies based on set goals by Visit Atascadero (ATBID). Below is a general breakdown of the budget and marketing services for a twelve-month partnership.

Deliverables

CREATIVE DEVELOPMENT: \$46,000

Verdin will develop marketing campaigns targeting behavioral demographics to showcase Atascadero's key experiences as well as create new assets through photography and video.

Estimate includes:

- Concept creation and copywriting
- Design of all advertising based on approved media plan (TBD)
- Storyboards, visual direction, and logistics
- All final photography and video assets

MEDIA HARD COSTS, PLANNING & PLACEMENT: \$104,000

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through June 2024
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs

SOCIAL MEDIA AND E-NEWSLETTER: \$33,500

Verdin will manage ATBID's Facebook, Twitter, Instagram, Pinterest, monthly e-newsletter, and promotions.

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images
- Scheduling, monitoring, and responding
- Monthly subscription cost for Mail Chimp

PUBLIC RELATIONS: \$5,000

This will consist of content submissions, pitching, and FAM coordination with Visit SLO CAL, CCTC, and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL, CCTC, and Visit California PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL when appropriate

WEBSITE UPDATES: \$4,500

Verdin will update the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation

STRATEGY, MARKETING PLAN & PROJECT MANAGEMENT: \$27,000

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Development of Marketing Plan
- Research, strategy, consulting, and project management
- Monthly meetings and quarterly reporting
- Monthly Visit SLO CAL Marketing Committee report
- The staff report for Visit SLO CAL opportunities that require board approval

TOTAL: \$220,000

Professional Services

Verdin will perform the following services to complete the above scope during the agreement timeframe:

- Account management, strategy, and coordination
- Research
- Copywriting
- Creative direction and graphic design

Unanticipated Services

If an unanticipated need arises that is not defined in this scope, Verdin agrees to perform this additional work at a mutually agreed-upon price. This service will be priced through a separate scope change memo.

Price Guarantee

If you ever receive an invoice without authorizing the price agreement and scope of work first, you are not obligated to pay for that service.

Above deliverables will be billed monthly for work done the prior month. The contract timeframe is July 1, 2023 – June 30, 2024, and will not exceed \$220,000.

If you agree that the above adequately sets forth Visit Atascadero’s understanding of our mutual responsibilities, please authorize this Agreement and return it to our office. A copy will be provided for your records.

We would like to take this opportunity to express our appreciation for the opportunity to serve you.

Approved by: Ashlee Akers, VP Client Services

Date: May 11, 2023

Client: Terrie Banish, Deputy City Manager

Date:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2023-2024 ATBID Annual Assessment

RECOMMENDATION:

ATBID Board receive and file the 2023-2024 Annual Assessment for Visit Atascadero.

DISCUSSION:

Each year, the ATBID Annual Assessment is brought before City Council to approve the ATBID Annual Report and adopt the Draft Resolution declaring the intent to levy an annual Business Assessment on the lodging businesses within the Atascadero Tourism Business Improvement District and set a public hearing date at the first City Council meeting in June.

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets & Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget.

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets & Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The annual report must meet the requirements of the California

Streets and Highway Code §36533. The City Council may approve the report as filed or may modify any particular contained in the report and approve it as modified.

City staff previously budgeted \$313,620 for total ATBID expenses in fiscal year 2022-2023. Staff estimates an extremely marginal \$270 increase in expenses for fiscal year 2023-2024, at \$313,890.

The amount of the ATBID fund balance as of June 30, 2023 is projected to be \$644,360, an increase of approximately \$120,249 from the prior fiscal year's end balance of \$524,111. Staff further budgets an estimated ATBID fund balance for June 30, 2024 as \$657,990.

The Annual Report includes the above assumptions. Staff recommends the Council approve the Annual Report, adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the next regular City Council meeting scheduled for June 13, 2023.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Draft Resolution
2. ATBID Annual Report

DRAFT RESOLUTION

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT ON LODGING BUSINESSES WITHIN THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO STREETS & HIGHWAYS CODE SECTION 36500 ET.SEQ.

WHEREAS, the City Atascadero (“City”) has formed the Atascadero Tourism Business Improvement District, pursuant to Section 26500 of the Streets & Highways Code of the State of California; and

WHEREAS, the City Council has received an annual report pursuant to Section 36533 of said Code; and

WHEREAS, the City Council has approved said report and is required to adopt a resolution of intention pursuant to Section 36534.

NOW, THEREFORE BE IT RESOLVED, by the City Council of the City of Atascadero:

SECTION 1. The City Council hereby declares its intent to levy and collect assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2023-2024.

SECTION 2. The ATBID includes all of the lodging businesses, including hotels, motels, bed and breakfasts, and each business defined as a “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of the Atascadero Municipal Code (“Lodging Businesses”) within the corporate boundaries of the City.

SECTION 3. The activities to be funded by the levy of assessments against Lodging Businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination and projects, programs, and activities that benefit Lodging Businesses located and operating within the boundaries of the ATBID. The proposed activities will primarily be targeted at increasing transient stays at Lodging Businesses.

SECTION 4. The City Council sets June 13, 2023, as the date of the public hearing on the levy of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

SECTION 5. A protest may be made orally or in writing by any owner of a Lodging Business that is within the ATBID boundaries and subject to the ATBID assessment. Written protests must be received by the City Clerk, City of Atascadero, before the close of the public hearing and may be delivered or mailed to the City Clerk, Atascadero, 6500 Palma Ave., Atascadero, California 93422. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

SECTION 6. Further information regarding the proposed ATBID may be obtained from the City Manager’s Office, City of Atascadero, 6500 Palma Ave., Atascadero, CA 93422.

SECTION 7. The City Clerk is directed to provide notice of the public hearing on the proposed ATBID by causing this resolution to be published once in a newspaper of general circulation in the City not less than seven days before said hearing.

PASSED AND ADOPTED at a regular meeting of the City Council held on the ___th day of ____, 2023.

On motion by Council Member _____ and seconded by Council Member _____, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

- AYES:
- NOES:
- ABSENT:
- ADOPTED:

CITY OF ATASCADERO

Heather Moreno, Mayor

ATTEST:

Lara K. Christensen, City Clerk

APPROVED AS TO FORM:

Brian A. Pierik, City Attorney

ATBID Annual Report Fiscal Year 2023-2024

(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract Services
 - Marketing Firm
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive & Co-op Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries; Attend conferences.
 - Press Releases
 - Tour & Travel
 - Collaboration with CCTC FAMs
 - Collaboration with Visit CA FAMs
 - Collaboration with SLO CAL FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$313,890.
3. Amount of fund balance as of June 30, 2023 is projected to be \$644,360.
4. Estimated fund balance for June 30, 2024 is budgeted at \$657,990.
5. Contributions received other than assessments:
 - Estimated interest income of \$10,880 for fiscal year 2022/23
 - Estimated interest income for fiscal year 2023/24 is budgeted at \$19,400.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview and Monthly Report

RECOMMENDATION:

ATBID Board receive and file the Budget Overview and Monthly Report.

DISCUSSION:

The ATBID summary and expenditure report shows the expenditures that have been submitted through March 2023.

The ATBID/Verdin Marketing expenditure report is also included for 2022-2023, showing the budget details for the year ahead and a detailed report of the Verdin Marketing Budget & Expenditure report. 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 (5.10.23)
4. ATBID Verdin Marketing Budget & Expenditure Report FY 22-23

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 03/31/2023	BUDGETED 2022-2023
REVENUES							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 303,024	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	2,898	-
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>305,922</u>	<u>304,810</u>
EXPENSES							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	88,818	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	129,501	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	3,059	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>221,378</u>	<u>313,620</u>
NET INCOME/(LOSS)	(46,761)	(37,593)	(7,419)	127,103	123,341	84,544	(8,810)
BEGINNING AVAILABLE BALANCE	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 608,655</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	83,876
Administrative Services Fee	20,625
	<u>\$ 129,501</u>

expdctl.rpt
 05/09/2023 12:26PM
 Periods: 0 through 9

Expenditure Detail Report

ITEM NUMBER: B-5
 DATE: 05/17/23
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 03/31/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	165,000.00	0.00	0.00	0.00	165,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				100,000.00		
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 0						
7/1/2022 ap IN 13719		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171724						
7/31/2022 ap IN 10946		696.47				
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 172458						
7/31/2022 po LI 10946				-696.47		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/1/2022 ap IN 13886		47.95				
Line Description: WEB HOSTING				0.00		
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977						

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CITY OF ATASCADERO
 07/01/2022 through 03/31/2023

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

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

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 07/01/2022 through 03/31/2023

235 Atascadero Tourism Bus Improv Dist
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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)					
11/1/2022 ap IN 14393 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 172770		47.95				
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,823.82				
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,823.82		
12/1/2022 ap IN 14563 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173124		47.95				
12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797		6,993.32				
12/31/2022 po LI 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,993.32		
1/1/2023 ap IN 14712 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173352		47.95				

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 07/01/2022 through 03/31/2023

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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)					
1/31/2023 ap IN 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		7,276.71				
1/31/2023 po LI 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,276.71		
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		
3/2/2023 ap IN 15036 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173849		187.95				
3/31/2023 ap IN 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		10,483.23				

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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)					
3/31/2023 po LI 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,483.23		
0000.6077025 Digital Media Advertising	0.00	69,430.31	69,430.31	31,163.29	-100,593.60	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 po CO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-2,000.00		
7/1/2022 ap IN 220072 Line Description: 2022 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586		3,750.00				
9/30/2022 ap IN 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730		2,500.00				
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730				-2,500.00		

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
10/31/2022 ap IN 11071		6,337.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 172975						
10/31/2022 po LI 11071				-6,337.50		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 172975						
11/30/2022 ap IN 14242		6,800.00				
Line Description: DESTINATION MARKET SURVEY						
Vendor: 00406 VISIT SLO CAL Check # 173079						
0000.6077060 Advertising	0.00	19,387.50	19,387.50	7,162.50	-26,550.00	0.00
Total Advertising	165,000.00	88,817.81	88,817.81	38,325.79	37,856.40	77.06
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	145,000.00	0.00	0.00	0.00	145,000.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501				82,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2022 po CO 02501				2,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						

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 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>
0000.6501125 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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<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		
1/31/2023 ap IN 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		9,140.40				
1/31/2023 po LI 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,140.40		

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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)					
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		
3/31/2023 ap IN 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		10,680.00				
3/31/2023 po LI 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,680.00		
0000.6501125 Promotions Consultants	0.00	83,875.64	83,875.64	124.36	-84,000.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 je GJ JE23 07-04 Line Description: ATBID Admin Service Fee - July		2,291.67				
8/1/2022 je GJ JE23 08-01 Line Description: ATBID Admin Service Fee - Aug		2,291.67				
9/1/2022 je GJ JE23 09-01 Line Description: ATBID Admin Service Fee - Sept		2,291.67				
10/1/2022 je GJ JE23 10-13 Line Description: ATBID Admin Service Fee - Oct		2,291.67				
11/1/2022 je GJ JE23 11-03 Line Description: ATBID Admin Service Fee - Nov		2,291.67				

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 07/01/2022 through 03/31/2023

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 0000 Atascadero Tourism Bus Improv Dist

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509010 Other Professional Services	(Continued)					
12/1/2022 je GJ JE23 12-03 Line Description: ATBID Admin Service Fee - Dec		2,291.63		225		
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		225		
3/1/2023 je GJ JE23 03-03 Line Description: ATBID Admin Service Fee - Mar		2,291.67				
0000.6509010 Other Professional Services	0.00	20,624.99	20,624.99	0.00	-20,624.99	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		225		
2/15/2023 ap IN INV0215 Line Description: CCCBF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 173721		5,000.00				
2/16/2023 ap IN 1145 Line Description: 2023 BOVINE CLASSIC GRAVEL RID Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 173756		10,000.00		225		
0000.6509032 Additional Promotional Services	0.00	25,000.00	25,000.00	0.00	-25,000.00	0.00
Total Contract Services	145,000.00	129,500.63	129,500.63	124.36	15,375.01	89.40
0000.6600000 Professional Development						
0000.6600000 Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
Total Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
0000.6740000 Business Development						

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

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Business Development		0.00	0.00			
0000.6900000 Department Service Charges						
0000.6900000 Administration	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Department Service Charges	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Atascadero Tourism Bus Improv Dist	313,620.00	218,318.44	218,318.44	38,450.15	56,851.41	81.87
Grand Total	313,620.00	218,318.44	218,318.44	38,450.15	56,851.41	81.87

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 609,246.66	\$ 2,121,061.44
Fiscal Year 2023 *	\$ 625,917.25	\$ 471,474.45	\$ 343,202.42		\$ 1,440,594.12

* 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.

Marketing Budget

Visit Atascadero | Budget: \$206,000

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Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$902	\$2,003	\$1,485	\$1,875	\$1,875	\$1,650	\$1,995	\$1,793	\$2,070	\$1,988	\$2,000	\$1,965	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$540	-	-	-	-	-	-	-	\$4,989	\$11
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$3,348	\$2,775	\$3,735	\$3,450	\$4,440	\$3,000	\$848	\$0	\$36,000	\$0
Website Updates	\$5,000	-	\$510	\$241	-	\$145	-	\$432	\$770	\$525	\$1,295	\$1,082	-	\$5,000	\$0
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,590	\$1,605	\$1,605	\$1,605	\$1,590	\$1,610	\$1,600	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$999	\$759	\$1,041	\$1,056	\$996	\$1,041	\$1,000	\$1,162	\$12,000	\$0
Public Relations	\$5,000	-	\$345	\$256	\$105	\$334	\$240	\$616	\$2,683	\$156	\$270	-	-	\$5,005	-\$5
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$345	\$360	\$345	\$345	\$360	\$345	\$352	\$350	\$4,200	\$0
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$8,596	\$6,834	\$6,648	\$8,808	\$8,781	\$9,159	\$8,800	\$7,217	\$98,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$206,000	\$8,033	\$9,952	\$24,767	\$28,714	\$17,786	\$14,208	\$16,417	\$20,509	\$18,933	\$18,687	\$15,692	\$12,294	\$205,993	
Added Value			\$930			\$180		\$1,020		\$270	\$585			\$2,985	

Out of Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Pinterest Set Up & Management	\$5,000									\$660	\$3,090	\$650	\$600	\$5,000	\$0
IPW	\$8,000									\$1,570		\$6,430		\$8,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$13,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,230	\$3,090	\$7,080	\$600	\$13,000	
Added Value															