

# SPECIAL MEETING

## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Wednesday, July 19, 2023  
2:30 P.M.

Atascadero City Hall, Club Room, Fourth Floor  
6500 Palma Avenue, Atascadero, California

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# AGENDA

## CALL TO ORDER:

**ROLL CALL:** Chairperson Patricia Harden, SpringHill Suites by Marriott  
Vice Chairperson Corina Ketchum, Home2 Suites by Hilton  
Board Member Deana Alexander, The Carlton Hotel  
Board Member, Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express & 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 – May 17, 2023**
  - Recommendation: ATBID Board approve the Draft Action Minutes of the May 17, 2023 meeting. [City Staff]

## B. BUSINESS ITEMS:

1. **Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2023-2024 Fiscal Year Term**
  - Recommendation: ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2023-2024 fiscal year term. [City]
  - Fiscal Impact: None.

**2. Inclusion of Santa Margarita on Visit Atascadero Website**

- Recommendation: ATBID Board discuss and provide staff direction for inclusion of all Santa Margarita attractions, restaurants, wineries, etc. on the Visit Atascadero website. [City/Verdin]
- Fiscal Impact: Up to \$2,000.

**3. At Her Table Street Festival Sponsorship Request for 2024 Event**

- Recommendation: ATBID Board discuss and provide staff direction on sponsorship request for the At Her Table Street Festival, March 10, 2024 in Downtown Atascadero. [Enjoy SLO]
- Fiscal Impact: Up to \$7,500

**4. Spartan Race Visit SLO CAL Co-op Sponsorship Renewal for 2023 Event**

- Recommendation: ATBID Board provide staff direction on sponsorship renewal for the Spartan Race Visit SLO CAL Co-op, November 3-5, 2023 in Santa Margarita. [City]
- Fiscal Impact: Up to \$5,000

**5. Visit SLO CAL Resident Sentiment Study Results for Atascadero**

- Recommendation: ATBID Board receive and file the Visit SLO CAL Resident Sentiment Study results for Atascadero. [City]
- Fiscal Impact: None.

**6. ATBID 2023-2025 Budget Approval**

- Recommendation: ATBID Board receive and file the 2023-2025 approved budget for Visit Atascadero. [City]
- Fiscal Impact: None.

**7. 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/Marketing Committee liaisons]
2. Marketing Update [Verdin Marketing]
3. 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. (TBD)
3. Marketing Plan Presentation 2023-2024. (August)
4. RFP Discussion for upgrades to Visit Atascadero website. (August)
5. Forecasting & Trends discussion. (August)

**F. ADJOURNMENT:**

**The ATBID Board will adjourn to its next Regular Session on August 23, 2023.**

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STATE OF CALIFORNIA )  
COUNTY OF SAN LUIS OBISPO )  
CITY OF ATASCADERO )

DILLON DEAN JAMES, being fully sworn, deposes, and says: That he is the Deputy City Clerk of the City of Atascadero and that, on July 13, 2023, he caused the above Notice to be posted at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, California and was available for public review in the Customer Service Center at that location.

\_\_\_\_\_  
Dillon Dean James, Deputy City Clerk  
City of Atascadero



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

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## DRAFT MINUTES

Wednesday, May 17, 2023 at 2:30 P.M.

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

### CALL TO ORDER:

Vice Chairperson Ketchum called the meeting to order at 2:32 P.M.

### ROLL CALL:

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

Absent: Chairperson Patricia Harden, Board Member Tom O'Malley

Staff Present: Deputy City Manager Terrie Banish, Deputy City Clerk Dillon James

### APPROVAL OF AGENDA:

**MOTION:** By Board Member Sohi and seconded by Board Member Alexander to approve the agenda.

*Motion passed 3:0 by a roll call vote. [Harden, 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.

*Vice Chairperson Ketchum opened the Public Comment period.*

The following citizens provided public comment: Michelle Barrera with At Her Table.

*Vice Chairperson Ketchum closed the Public Comment period.*

### A. CONSENT CALENDAR

#### 1. ATBID Draft Action Minutes – May 17, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the May 17, 2023 meeting. [City Staff]

**MOTION:** By Board Member Alexander and seconded by Board Member

**Sohi to approve the consent calendar.  
*Motion passed 3:0 by a roll call vote. [Harden, O'Malley absent]***

**B. BUSINESS ITEMS:**

**1. Central Coast Craft Beer Festival 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.

Andres Nuño with En Fuego Events gave the presentation for this item and answered questions from the Board.

Mr. Nuño and the Board agreed that the festival is an exciting, vibrant annual event that draws out-of-town visitors and sells out Atascadero lodging properties. Mr. Nuno expressed a desire for an even larger festival in 2024 and discussed detailed 2023 data with the Board.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

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

***Vice Chairperson Ketchum closed public comment.***

**MOTION: By Board Member Alexander and seconded by Board Member Sohi to sponsor the 2024 Central Coast Craft Beer Festival at a Tier 2 level of \$7,500.  
*Motion passed 3:0 by a roll call vote. [Harden, O'Malley absent]***

**2. Quarterly Marketing Report**

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

Marketing Consultant Ashlee Akers with Verdin presented this item and answered questions from the Board.

Marketing Consultant Akers noted the slight but steady decline in hospitality business in Atascadero and throughout the United States, indicating an impending economic recession. The Board requested projections for the fourth quarter of 2023. Marketing Consultant Akers and Deputy City Manager Banish agreed to agendize revenue projections at a later ATBID meeting date.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

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

***Vice Chairperson Ketchum closed public comment.***

***The Quarterly Marketing Report was received and filed.***

**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: None.

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

The Board agreed that they have been pleased with Verdin's work with the ATBID Board and expressed enthusiastic support for Verdin's contract extension.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

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

***Vice Chairperson Ketchum closed public comment.***

**MOTION:** By Board Member Sohi and seconded by Board Member Alexander to approve the third of four one-year contract extensions for Verdin Marketing Services in the 2023/2024 fiscal year.  
***Motion passed 3:0 by a roll call vote. [Harden, O'Malley absent]***

**4. ATBID Annual Assessment 2023-2024**

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

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

Deputy City Manager explained the cyclical nature of the assessment, which is done at the beginning of each new fiscal year (in June of each calendar year), and encouraged ATBID Board Members to attend the May 23 and June 13, 2023 City Council meetings where the assessment will be considered and approved.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

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

***Vice Chairperson Ketchum closed public comment.***

***The ATBID Annual Assessment 2023-2024 was received and filed.***

**5. 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.

Deputy City Manager Banish reiterated that ATBID Board Members should prepare their respective lodging properties for further economic setbacks as the local hospitality industry experiences a slight downward business trend.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

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

***Vice Chairperson Ketchum 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. All Things Google Training. (June)
3. Marketing Plan Presentation 2023-2024. (August)

**F. ADJOURNMENT**

Vice Chairperson Ketchum adjourned the meeting at 4:14 P.M.

**MINUTES PREPARED BY:**

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

**APPROVED:**



ITEM NUMBER:  
DATE:

B-1  
07/19/23

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

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**Election of Chairperson and Vice Chairperson  
for the Atascadero Tourism Business Improvement  
District (ATBID) Advisory Board for the  
2023-2024 Fiscal Year Term**

**RECOMMENDATION:**

ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2023-2024 fiscal year term.

**DISCUSSION:**

The ATBID Chairperson facilitates ATBID Board meetings and is expected to be prepared and knowledgeable about items on the agenda, vendors, and Board policies and procedures. Additionally, the ATBID Chairperson should be aware of the legalities and practices regarding public advisory boards.

The Vice Chairperson is expected to act as ATBID Chairperson in case the Chairperson is absent or otherwise unable to lead an ATBID meeting.

Board Member Patricia Harden has served as the Chairperson for the ATBID Board for the previous term. Board Member Corina Ketchum has served as the Vice Chairperson for the ATBID Board for the previous term.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.





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

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**Staff Report**

**Inclusion of Santa Margarita  
on Visit Atascadero Website**

**RECOMMENDATION:**

ATBID Board discuss and provide staff direction for inclusion of all Santa Margarita attractions, restaurants, wineries, etc. on the Visit Atascadero website.

**DISCUSSION:**

The community of Santa Margarita is unincorporated and lacks certain promotional resources commonly found in the incorporated Cities throughout the County, including Atascadero, such as a Tourism Business Improvement District. Santa Margarita currently relies on primary promotion from Visit SLO CAL. Staff is proposing that Santa Margarita's attractions, restaurants, and wineries be included on the Visit Atascadero website.

Santa Margarita's inclusion on the Visit Atascadero website is not expected to compete with lodging owners or hoteliers in Atascadero because Santa Margarita does not feature any official lodging properties. The addition of Santa Margarita's dining, wineries, and adventure tourism opportunities will expand the imagination of Atascadero visitors and encourage longer stays, thereby further investing in Atascadero's lodging and tourism industry.

In order to effectively accomplish date entry and the necessary creative work to match current themes on the website, Verdin Marketing would need to be involved in designing and implementing the profiles.

**FISCAL IMPACT:**

Up to \$2,000.

**ATTACHMENTS:**

None.



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

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**Staff Report**

**At Her Table Street Festival  
Sponsorship Request for 2024 Event**

**RECOMMENDATION:**

ATBID Board discuss and provide staff direction on sponsorship request for the At Her Table Street Festival Event, March 10, 2024 in Downtown Atascadero.

**DISCUSSION:**

In celebration of Women's History Month, the event organizer of At Her Table is looking to make the event an annual showcase of women-owned businesses throughout our county. Events occur March 1 through March 10, 2024, with a variety of dinners, workshops, and events as a part of all the destinations in our area. For Atascadero, that means the event would kick off as part of a "First Friday" on March 1 in Downtown Atascadero with a variety of things to do and will end in Downtown Atascadero with the At Her Table Street Festival (AHTSF) on March 10, 2024. AHTSF is a unique opportunity for Atascadero to be part of a week-long countywide celebration, kicking off the event with International Women's Day, along with the itineraries across the county for Women's History Month, ending in Atascadero!

The second annual AHTSF was scheduled for March 12, 2023, in Downtown Atascadero. Unfortunately, AHTSF organizers were forced to cancel the event in light of an impending atmospheric river that brought torrential rain and made the street festival impossible to execute. AHTSF is once again interested in staging their event in Downtown Atascadero. Atascadero did enjoy the first year with the festival in the Downtown in March 2022.

The dates on the application have been modified, but on Sunday, March 10, AHTSF will run from 11:00 A.M. to 8:00 P.M., and will consist of a street festival with women-led and women-owned vendors, partnerships with Downtown businesses interested in hosting workshops, and family-friendly activities throughout the day. The festival portion of the event will be from 10:00 A.M. to 3:30 P.M., encouraging attendees to grab dinner and drinks in the Downtown as the festival wraps up. Currently AHTSF is entertaining ideas

to launch a Friday evening kick off on March 1 and is working with staff on the logistics of what activities will be chosen.

**FISCAL IMPACT:**

Up to \$7,500.

**ATTACHMENTS:**

1. At Her Table Street Festival 2024 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)? **Please Note:** ATBID Event Sponsorship Application will not be considered if the event falls on a weekend, Friday-Sunday, from the second week of June through the third week of August of each year.
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 fourth 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

**Please Note:** The ATBID Event Sponsorship Application will not be considered if the event falls on a weekend, Friday-Sunday, from the second week of June through the third week of August of each year.



## Event Support Application Form

**Requesting Organization:** At Her Table

**Contact:** Michelle Barrera      **Phone Number:** [REDACTED]

**Email:** athertableslo@gmail.com      **Mailing Address:** [REDACTED]

**City, State, Zip:** [REDACTED]

**Name of Event:** At Her Table: Street Festival

**Event Description:** Full day event celebration Women's History Month and International Women's Day on Saturday, March 9th in Atascadero. Event will run from 11a-8p and will consist of a street festival with women vendors and it will be in partnership with businesses in Downtown Atascadero who wish to host workshops that are family friendly throughout the day. Tentatively the festival will be from 10a - 3:30p, cleanup from 3:30p-5:30p encouraging visitors to get dinner in downtown Atascadero. 6p-7:45p family friendly movie in Sunken Garden open free to the public followed at the same time women business owners will have a chance to mix and mingle in city hall to connect over small bites from 6-7:30p. At 8p everyone will be encouraged to watch the fireworks over city hall and celebrate a woman in their life. Activities pending according to weather forecasts.

**Event Dates/Times:** Saturday, March 9th 10a-9p (Booth setup 8a-10a)

**Is event located in Atascadero?** Yes

**Venue Name:** Sunken Garden, Entrada St., & Atascadero City Hall

**Venue Location:** Downtown Atascadero

**Event Website:** www.athertable.com

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

**Yes**

**Total Anticipated Attendees:** 800+ **Portion from Outside SLO County:** 20%

**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 first festival took place in 2022 with an estimated attendance of 350 people and around 40 vendors. Since then our marketing efforts for 2023 have grown greatly with a feature in EaterLA (readership of over 2 million people), a billboard on the 101 fwy, California marketing campaign with Edible Magazine, and the doubling of our social media following, and increasing press coverage of our event. Due to this year's atmospheric storms we had to cancel our festival but we increased our vendorship participation to almost 60 businesses.

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

Yes - The city hall activation will be ticketed at around \$50-75 pp. Vendor booth fees will be \$50 per participant. Participating businesses will also be charged a \$50 participation fee to host a workshop at their location - these fees will support the growth of our organization and provide quality marketing for participants.




**Crowd Control Safety Plan Details:** We will work with a licensed and insured security company.

**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? **Not yet**

**Describe how the event supports Visit Atascadero's mission and goals:** By hosting the At Her Table Festival in Atascadero it provides a unique and advantageous opportunity to expand on Atascaderos history and tell the story of local women, past and present. By hosting the fireworks celebration Atascadero has the opportunity to make history again by being one of the first places in the United States to have fireworks on International Women's Day - after researching carefully I was not able to find anywhere in the US that did fireworks in honor of Women's History Month or International Women's Day except for normal daily Disneyland display. This event was created so visitors from outside of the central coast can learn about our local purveyors and business owners.

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

<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
X		<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 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 requesting \$7500 to create an event that increases the relevance of Atascadero on the Central Coast and to create a high level marketing plan to reach mainstream media attention through major TV, Radio, and Print outlets.

**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>Online, Email &amp; Print Ads</i>	\$2,500
<b>Fireworks</b>	<b>\$5000</b>

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

Income Source	Amount
<i>City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship (pending)</i>
<b>Vendor Booth Fees</b>	<b>\$2500+ (estimated)</b>
<b>Ticket Fees</b>	<b>\$2500+ (estimated)</b>
<b>Other Sponsorships</b>	<b>\$5000 (potential)</b>

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

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
<i>Posters</i>	<i>30 days</i>	<i>\$500</i>
<b>Banners</b>	<b>30 days</b>	<b>\$1000</b>
<b>Facebook Ads</b>	<b>30 Days</b>	<b>\$500</b>
<b>805 tix</b>	<b>14 Days</b>	<b>\$500</b>

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

We will be releasing a press release prior to the event, coordinate all vendors and participating businesses in a promotional campaign, All local and major news outlets will be contacted.

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

Visit Atascadero will be prominently displayed on our website, marketing materials, social media shoutouts, and press release.

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

We hope to work with local hotels to set up event packages and offer add on experiences. A full day family festival will encourage visitors to stay local.

**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 these rules and regulations set forth on Pages 9 & 10.

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

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

**Applicant Signature** \_\_\_\_\_ **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).**



ITEM NUMBER:  
DATE:

B-4  
07/19/23

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

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**Spartan Race Visit SLO CAL Co-op  
Sponsorship Renewal for 2023 Event**

**RECOMMENDATION:**

ATBID Board provide staff direction on sponsorship renewal for the Spartan Race Visit SLO CAL Co-op, November 3-5, 2023 in Santa Margarita.

**DISCUSSION:**

ATBID has the opportunity to partner with Visit SLO CAL again in a co-op agreement to sponsor the Spartan Race in Santa Margarita from November 3-5, 2023.

In March 2022, the Spartan Race made its debut at Santa Margarita Ranch after being rescheduled due to COVID in 2020. The provided attachment is a comparison from STR data of occupancy and ADR for Spartan weekend 2022 compared to the same weekend in 2021.

For 2023, the ATBID's sponsorship of the Spartan Race will include logo placement on the event page, race day program, and in pre- and post-race emails from Spartan; two pages of content in the Travel Guide shared with all Spartan attendees; three dedicated social media posts on Spartan's Facebook, Instagram, and Twitter pages; dedicated content on Visit SLO CAL's socials; and participant activation at race. Local media will also be contacted about the economic impact/tourism boost contributed by the race.

Visit SLO CAL is seeking a \$5,000 commitment from ATBID for a co-op agreement for sponsorship of the 2023 Spartan Race.

**FISCAL IMPACT:**

Up to \$5,000.

**ATTACHMENTS:**

- 1. Spartan Comp Results 2022



<b>OCC</b>	<b>Friday,</b>	<b>Friday,</b>	<b>% Increase</b>	<b>Saturday,</b>	<b>Saturday</b>	<b>% Increase</b>	<b>Sunday,</b>	<b>Sunday</b>	<b>% Increase</b>
	<b>March 12,</b>	<b>March 11,</b>		<b>March 13,</b>	<b>March 12,</b>		<b>March 14,</b>	<b>March 13,</b>	
	<b>2021</b>	<b>2022</b>		<b>2021</b>	<b>2022</b>		<b>2021</b>	<b>2022</b>	
Atascadero, CA+	59.8	91.6	53%	73.1	94.7	29%	38.1	63.9	68%
Cambria, CA+	74.3	75.4	2%	89.7	90.6	1%	59.5	61.0	2%
Morro Bay, CA+	71.0	81.3	14%	86.8	89.9	3%	50.8	53.3	5%
Paso Robles, CA+	68.6	88.3	29%	85.6	94.0	10%	45.5	58.4	29%
San Luis Obispo, CA+	73.8	87.1	18%	88.3	93.5	6%	50.1	55.6	11%
North Coast+	66.9	73.6	10%	84.6	89.5	6%	51.8	54.1	4%
San Luis Obispo County	70.4	81.5	16%	86.8	91.4	5%	51.7	56.7	10%

<b>ADR</b>	<b>Friday,</b>	<b>Friday,</b>	<b>% Increase</b>	<b>Saturday,</b>	<b>Saturday</b>	<b>% Increase</b>	<b>Sunday,</b>	<b>Sunday</b>	<b>% Increase</b>
	<b>March 12,</b>	<b>March 11,</b>		<b>March 13,</b>	<b>March 12,</b>		<b>March 14,</b>	<b>March 13,</b>	
	<b>2021</b>	<b>2022</b>		<b>2021</b>	<b>2022</b>		<b>2021</b>	<b>2022</b>	
Atascadero, CA+	120.78	170.18	41%	139.56	190.74	37%	100.38	122.46	22%
Cambria, CA+	214.07	242.74	13%	243.52	269.10	11%	151.04	180.49	19%
Morro Bay, CA+	153.31	184.86	21%	179.23	214.89	20%	111.58	137.66	23%
Paso Robles, CA+	151.32	199.76	32%	171.25	233.62	36%	111.42	129.91	17%
San Luis Obispo, CA+	158.97	202.55	27%	173.56	232.06	34%	127.89	161.44	26%
North Coast+	179.72	201.55	12%	203.39	227.94	12%	132.60	155.16	17%
San Luis Obispo County	169.46	204.28	21%	196.45	236.18	20%	130.51	153.93	18%





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

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***Staff Report***

**Visit SLO CAL Resident Sentiment Study  
Results for Atascadero**

**RECOMMENDATION:**

ATBID Board receive and file the Visit SLO CAL Resident Sentiment Study results for Atascadero.

**DISCUSSION:**

At the October 19, 2022 ATBID Board meeting, ATBID approved a partnership with Visit SLO CAL and Destination Analysts to include Atascadero in a resident sentiment survey of folks living throughout San Luis Obispo County. ATBID pledged \$6,800 to fund Atascadero's participation in this exciting survey opportunity.

The objectives of the resident sentiment survey were defined as: assessing the current sentiment of San Luis Obispo County residents towards tourism in their communities; identifying pain points of residents as well as strengths and opportunities; providing an expert analysis of tourism sentiment among residents as well as recommendations for future tourism marketing, destination development, and community involvement; assessing awareness of Visit SLO CAL and understanding of the organization's work to build a vibrant tourism economy; and contextualizing results against state-level metrics for resident sentiment on tourism.

Destination Analysts and Visit SLO CAL have synthesized the resident sentiment survey results into a comprehensive report, which is attached for ATBID's review. The report covers numerous topics and inquiries, but some key points for ATBID include:

- Nearly 45% of Atascadero residents have lived here for at least 10 years.
- More than 62% of Atascadero residents identify our quality of life as a main reason for continuing to live in this community.
- Over 81% of Atascadero residents say they are proud to live in this community.

- Among Atascadero residents, affordable housing was cited as one of the top challenges facing this community, followed closely by homelessness and the high cost of living.
- Nearly 60% of Atascadero residents agreed that tourism in this community makes it a better place to live; this is slightly lower than the 66% of responses from elsewhere in the county but still on par with other destinations in California.
- More than 85% of Atascadero residents said that tourism is important or very important to the vitality of San Luis Obispo County's economy.

The co-op opportunity provided by this report has given us an insight into Atascadero residents' feedback specific to tourism. Only three destinations participated in the survey, and the results have proven well worth the investment.

The ATBID Board is encouraged to review the Resident Sentiment Study in detail to understand the nuances and challenges of uniting residents and visitors in a way that benefits Atascadero's economy without alienating permanent residents. The results of the study prove that Atascadero residents see and appreciate the benefits of tourism, understand the potential economic pitfalls of certain aspects of tourism (i.e., an oversaturation of short-term rentals in an already squeezed long-term rental market), and are proud to live here and share what makes this community special with folks visiting and touring the area.

Tourism and lodging industry professionals in Atascadero should be heartened by the results of the study as proof positive that our robust promotions and outreach program is effecting genuine economic benefits to the entire community.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.



# VISIT SLO CAL

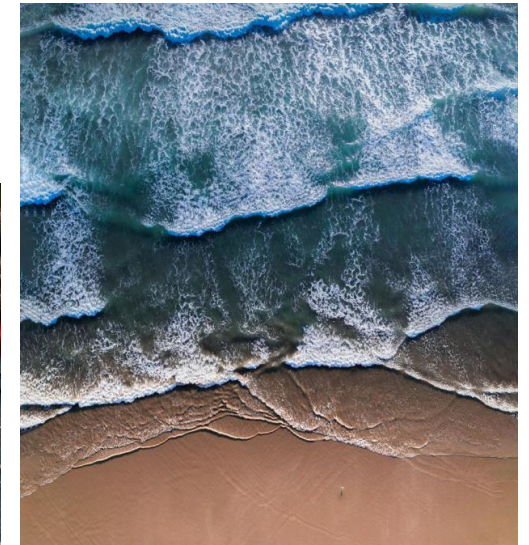
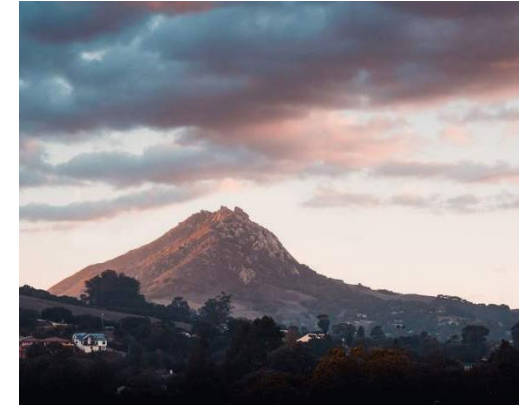
## RESIDENT SENTIMENT STUDY

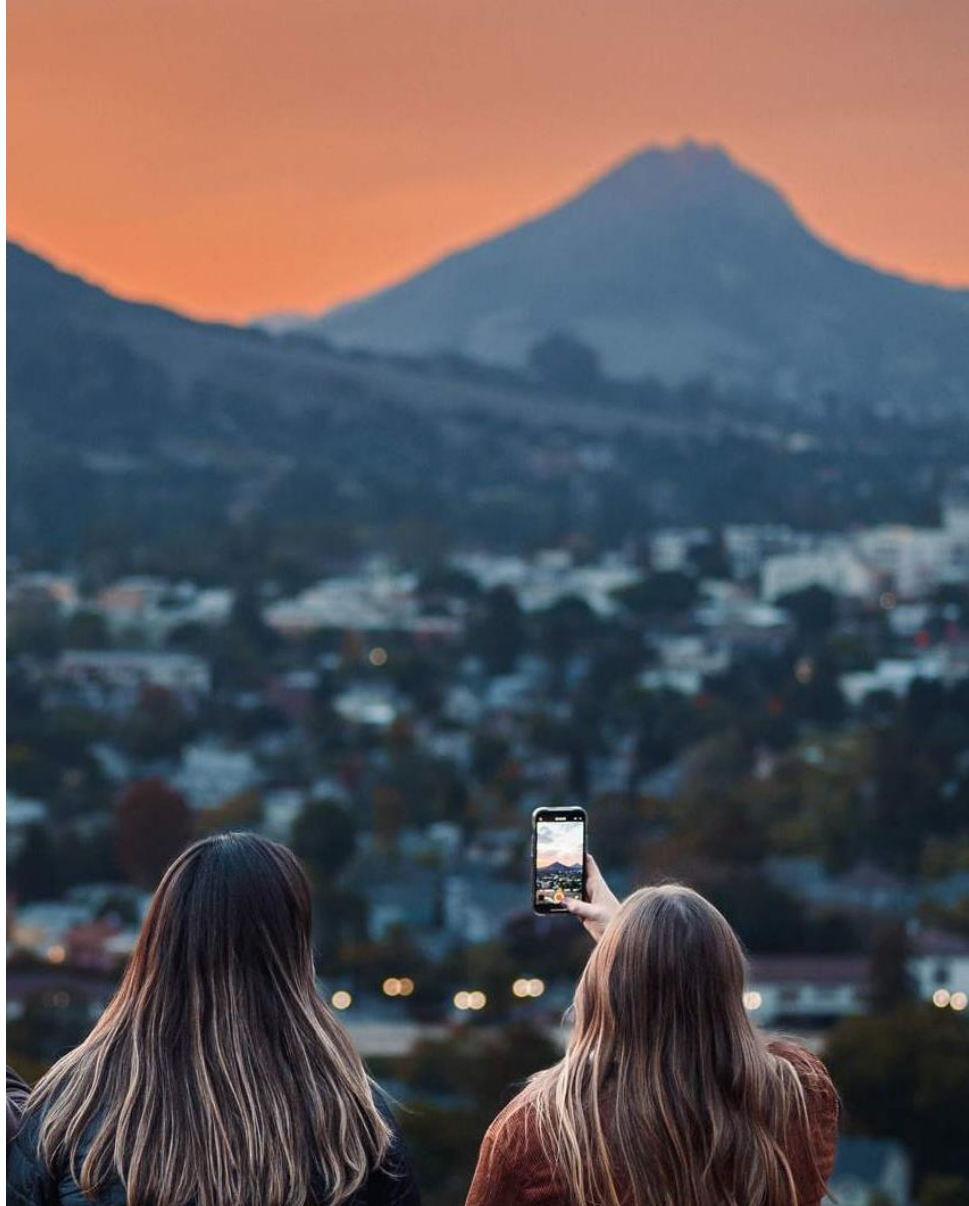
### ATASCADERO

### REPORT OF FINDINGS

JUNE 2023

Destination  Analysts





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# RESEARCH OVERVIEW

This report presents the findings for Atascadero residents from the Visit SLO CAL resident sentiment study conducted by Destination Analysts on behalf of Visit SLO CAL. This study was designed to provide Visit SLO CAL with in-depth insights on San Luis Obispo County residents' current opinions regarding tourism in their communities. The objectives of this research included:

- Assess the current sentiment of residents towards tourism in their communities
- Identify pain points of residents as well as strengths and opportunities
- Provide an expert analysis of tourism sentiment among residents as well as recommendations for future tourism marketing, destination development, and community involvement
- Assess awareness of Visit SLO CAL and understanding of the organization's work to build a vibrant tourism economy
- Contextualize results against state-level metrics for resident sentiment on tourism



# RESEARCH METHODOLOGY

Destination Analysts conducted both an online survey and intercept surveys of full-time adult residents of San Luis Obispo County. Full-time students were excluded from the survey.

Respondents must have met the following screening requirements:

- Adults age 18+
- Live in San Luis Obispo County

Online survey responses were collected in partnership with a trusted online panel provider between December 21, 2022 – March 31, 2023. Intercept surveys were collected in San Luis Obispo County from February 23-26, 2023. In total, 2,520 complete surveys were collected, with the data collected and weighted to mirror the population sizes of the 7 cities and the unincorporated area of the county. This report specifically focuses on Atascadero residents; 201 completed surveys were collected from Atascadero residents.





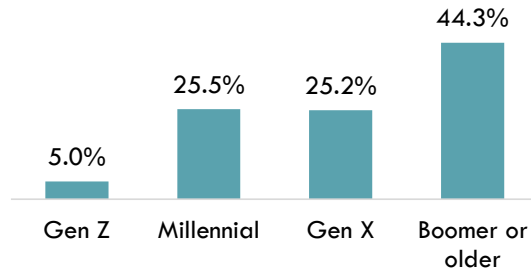


# ATASCADERO RESIDENTS

## Resident Profile



### RESIDENTS BY GENERATION



### ANNUAL HOUSEHOLD INCOME

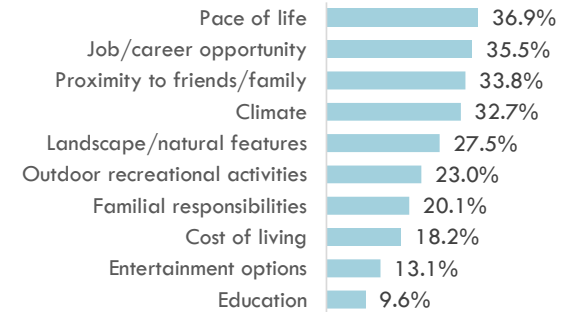
**\$81,776**

### CHILDREN IN THE HOUSEHOLD

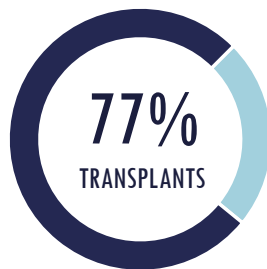
**30.1%**

### TOP 10 REASONS FOR MOVING TO SAN LUIS OBISPO COUNTY

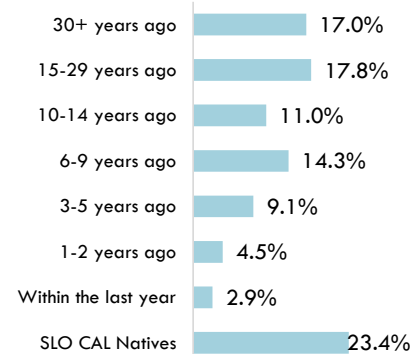
(TOP 2 BOX)



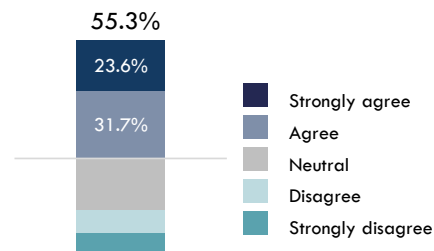
### RESIDENT TYPE



### LENGTH OF RESIDENCY

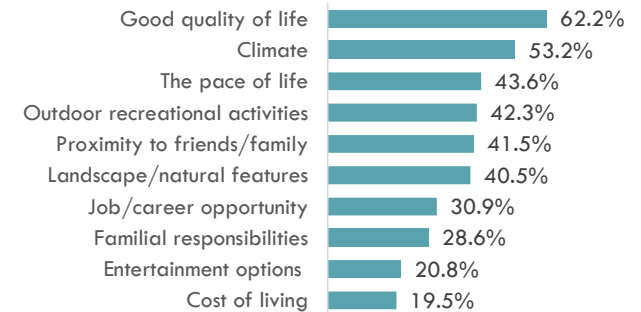


### RESIDENCY DRIVEN BY PRIOR VISIT



### TOP 10 REASONS FOR CONTINUING TO LIVE IN SAN LUIS OBISPO COUNTY

(TOP 2 BOX)





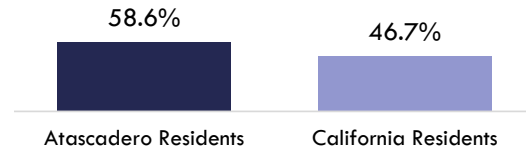
# ATASCADERO RESIDENTS

## California Comparative Analysis



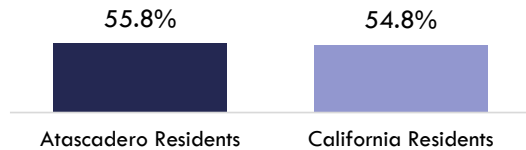
### “TOURISM MAKES MY COMMUNITY A BETTER PLACE TO LIVE”

(TOP 2 BOX)



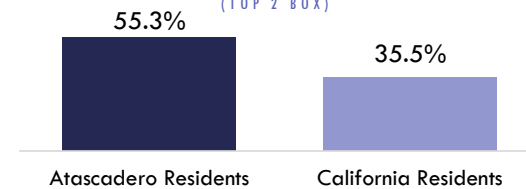
### SATISFACTION WITH DIRECTION COMMUNITY IS HEADED

(TOP 2 BOX)



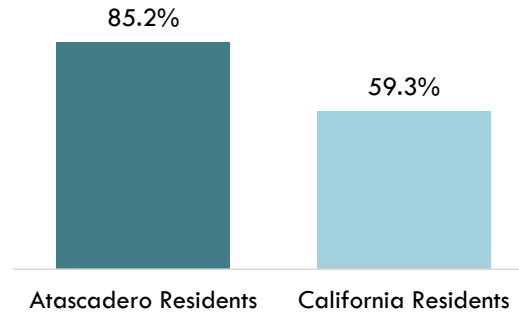
### “I MOVED TO MY COMMUNITY BECAUSE I VISITED AND LOVED THE PLACE”

(TOP 2 BOX)



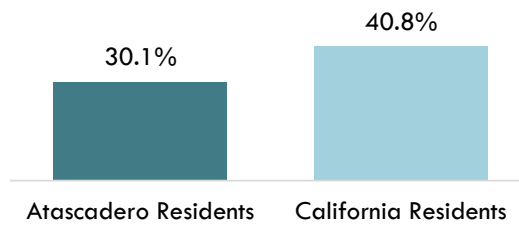
### IMPORTANCE OF TOURISM INDUSTRY TO ECONOMIC VITALITY

(TOP 2 BOX)



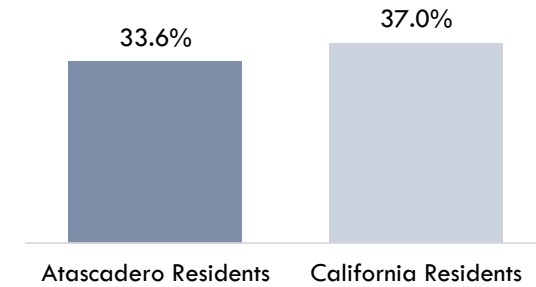
### “I HAVE INFLUENCE ON THE DEVELOPMENT/MANAGEMENT OF TOURISM IN MY COMMUNITY”

(TOP 2 BOX)



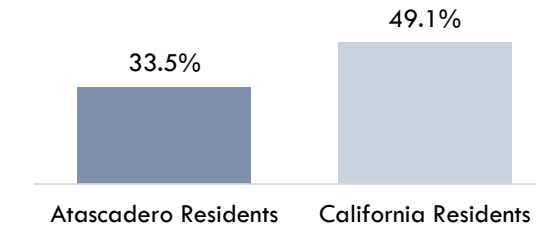
### PRIOR AWARENESS OF LOCAL DMO

(TOP 2 BOX)



### FAMILIARITY WITH LOCAL DMO'S WORK

(TOP 2 BOX)



# EXECUTIVE SUMMARY

## San Luis Obispo County Community Sentiment

**Just over one in four (41.0%) of Atascadero residents said their personal quality of life has improved compared to one year ago.** In comparison, over half of overall San Luis Obispo residents (52.3%) said the same, a -11.2 percentage point difference. However, this disparity is primarily attributed to a larger share of Atascadero residents saying that their personal quality of life has not changed compared to the wider county (43.2% of Atascadero residents vs. 33.9% of overall San Luis Obispo County residents). Differences between Atascadero residents and overall San Luis Obispo County residents who say their quality of life has worsened are nominal.

Figure: One-Year Change in Personal Quality of Life

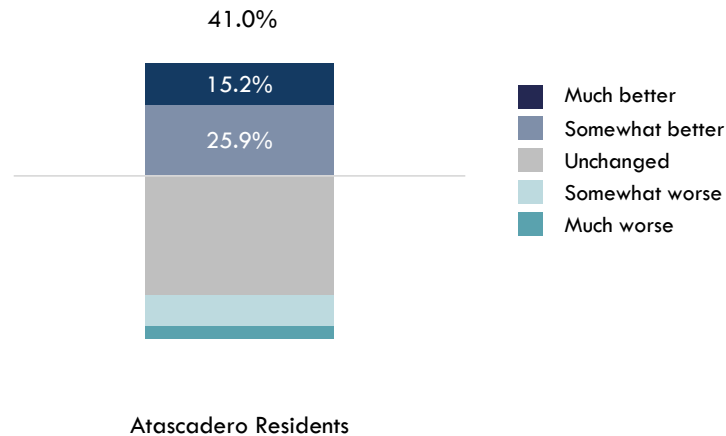
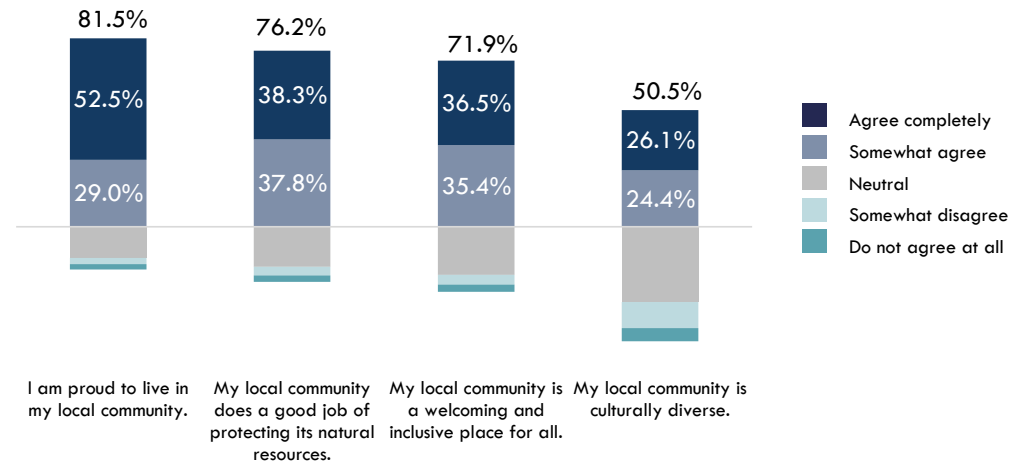


Figure: Community Sentiment Statements



**Over eight in ten (81.5%) of Atascadero residents said they are proud to live in their local community, on par with the wider San Luis Obispo County resident sentiment (81.1%). In fact, more than half (52.5%) of Atascadero residents strongly agreed with that statement.** More than three-fourths (76.2%) also agreed that their local community does a good job of protecting its natural resources, also measuring similarly against the overall county. While over seven in ten (71.9%) agree that their local community is a welcoming and inclusive place for all, this was slightly behind overall county residents (-3.1pp). Atascadero residents were also somewhat less likely to agree with all San Luis Obispo County residents that their local community is culturally diverse (-7.4pp), but nevertheless half of Atascadero residents agreed with this statement.

# EXECUTIVE SUMMARY

## San Luis Obispo County Community Sentiment (continued)

The majority of Atascadero residents agreed that San Luis Obispo County is a safe place to live (81.3%), on par with overall San Luis Obispo County residents (82.4%). Over seven in ten (71.3%) agree that the county has a variety of family and kid-friendly activities, just behind overall county sentiment (-2.1pp). However, agreement levels dropped in terms of availability of jobs at all skill and income levels, with about four in ten (42.2%) agreeing; this was also markedly lower than total San Luis Obispo residents (51.1%). Only 36.9 percent of Atascadero residents agree that there is a variety of single-family and multi-family housing available for all income levels, -8.6 percentage points lower than the overall county (45.5%). Less than one-third (30.7%) of Atascadero residents agreed that the cost of living is affordable in San Luis Obispo County (-7.9pp compared to the overall county).

Figure: Community Assets

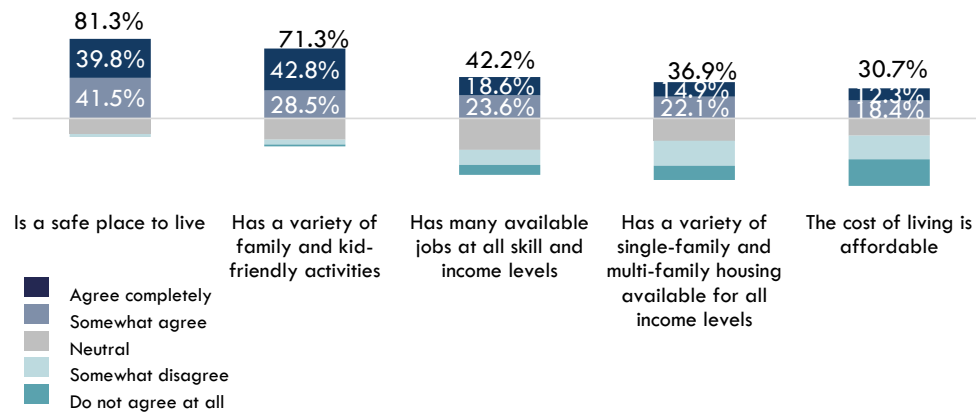
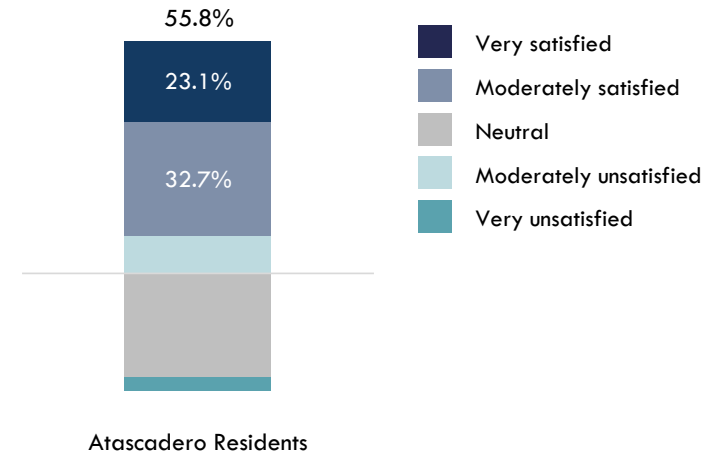


Figure: Satisfaction Levels with the SLO CAL's Direction



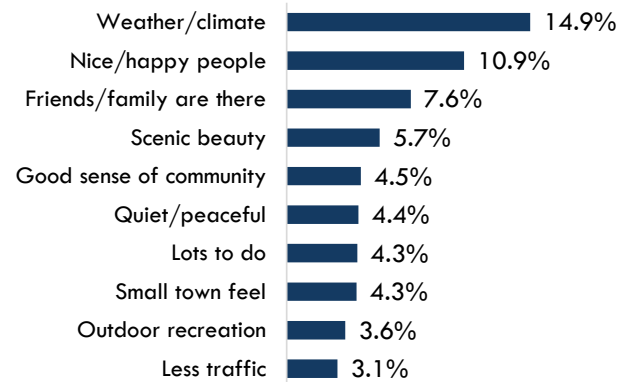
When asked how satisfied they are with the direction San Luis Obispo County is headed, over half (55.8%) of Atascadero residents said they are moderately or very satisfied. While this comprises the majority of Atascadero residents, their agreement levels fall behind those of the overall San Luis Obispo County residents (65.6%). Despite this, Atascadero residents were slightly less likely than overall county residents to say they were very unsatisfied with the county's direction (3.8% of Atascadero residents vs. 5.1% of total county residents). However, Atascadero residents were much more likely than all San Luis Obispo County residents to select neutral (29.7% of Atascadero residents vs. 18.9% of total county residents).

# EXECUTIVE SUMMARY

## San Luis Obispo County Community Sentiment (continued)

The quality of the weather/climate (14.9%) was the most frequently named characteristic that Atascadero residents love the most about their community. This was followed by over one in ten who cited the nice/happy people who live in their community (10.9%), as well as 7.6 percent who said the fact that they have friends and family there is their favorite aspect of living in Atascadero.

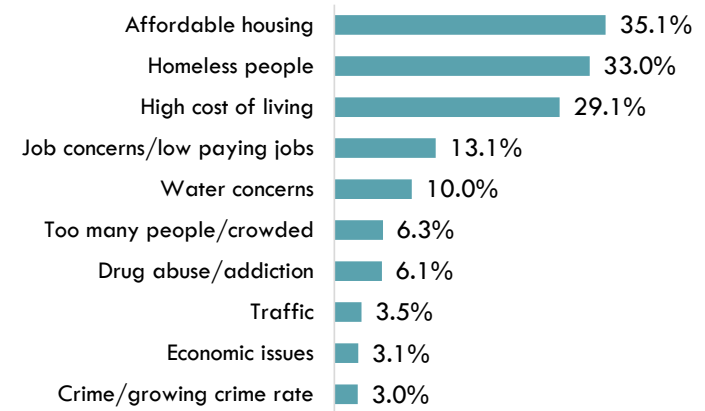
Figure: Top 10 Favorite Aspects of Living in Local Community (unaided)



*The people are friendly, and the weather is nice.*

*I love the people. There is a definite small town feel and a sense that the people who live here are happy to be doing so.*

Figure: Top 10 Challenges Facing Local Community (unaided)



*We live in the most expensive county in California.*

*It is getting to the point where this is becoming an unaffordable place to live. The cost of living has skyrocketed, and I think that that has greatly contributed to our homeless population growing to ridiculous amounts.*

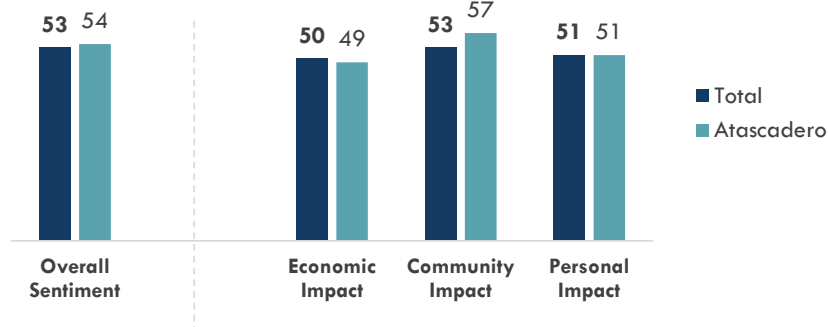
Among Atascadero residents, affordable housing was cited as one of the top challenges facing their community by more than one-third of respondents (35.1%), followed closely by homelessness (33.0%) and the high cost of living (29.1%). These issues were largely perceived to be interconnected, with one Atascadero resident saying that “the cost of living has skyrocketed, and I think that has greatly contributed to our homeless population.”

# EXECUTIVE SUMMARY

## San Luis Obispo County Tourism Sentiment

When considering the share of positive responses to 21 different statements related to the impact of San Luis Obispo County's tourism industry, with the highest possible share being 100, Atascadero resident sentiment stands at 54 points on a 100-point scale, on par with the overall county resident sentiment (53 points). Perceptions of community impact were most positive, at 57 points among Atascadero residents (vs. 53 points among total county residents), while economic impact came in at 51 points. Sentiment around economic impact of San Luis Obispo County's tourism industry ranked lowest at 49 points.

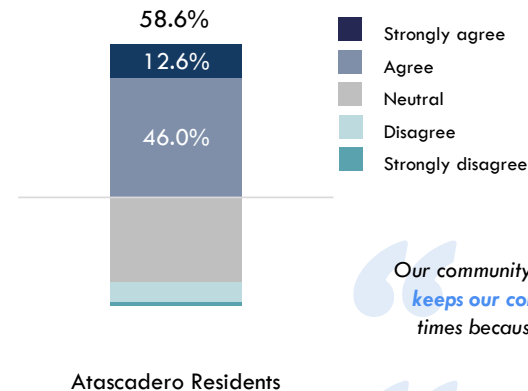
Figure: SLO CAL Tourism Industry Sentiment Index



Well over half (58.6%) of Atascadero residents agreed that tourism in their community makes it a better place to live, though this is somewhat behind overall San Luis Obispo County residents (66.2%). As seen with prior agreement statements, Atascadero residents were more inclined to select neutral (32.6%) compared to overall county residents (24.1%). Atascadero residents were also less likely to strongly disagree (1.3% of Atascadero residents vs. 3.7% of total county residents).

Money and the economy (28.5%) were by far the top drivers of sentiment around tourism's impact and whether Atascadero residents felt that tourism makes their community a better place to live. There is a sense that the economic benefits of tourism are a necessity for the community, but there are negative side effects such as the impact of the wineries on water supplies, as one Atascadero resident mentioned. Several residents note that these issues can be mitigated through proper tourism management. On the other hand, 10.7 percent of Atascadero residents said that they were not affected by tourism or that there is little tourism in their area, with one person noting that "When the county fair comes, then there's some tourism, but Atascadero is a town you drive through without stopping. There isn't much to draw people here."

Figure: Agreement Levels with "Tourism Makes My Community a Better Place to Live"



**46.7%**  
OF ALL CALIFORNIA  
RESIDENTS SAY TOURISM  
MAKES THEIR COMMUNITY  
A BETTER PLACE TO LIVE

Our community *relies greatly on tourists*. I think in many ways it *keeps our community afloat* through these hard economical times because no matter what people always want to visit.

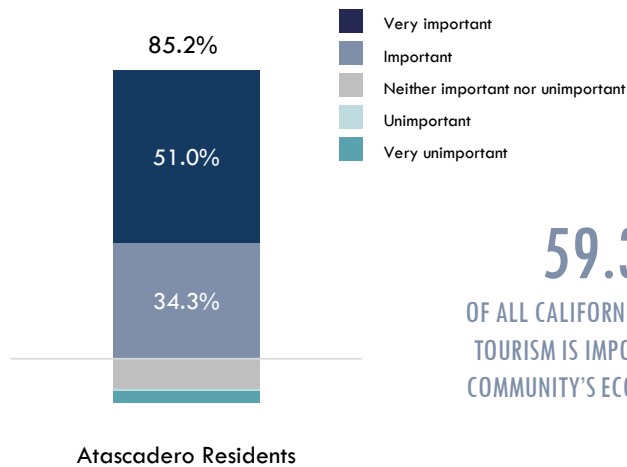
Tourism, *managed correctly*, adds many dollars to a city's coffers.

# EXECUTIVE SUMMARY

## Economic Impact of Tourism in San Luis Obispo County

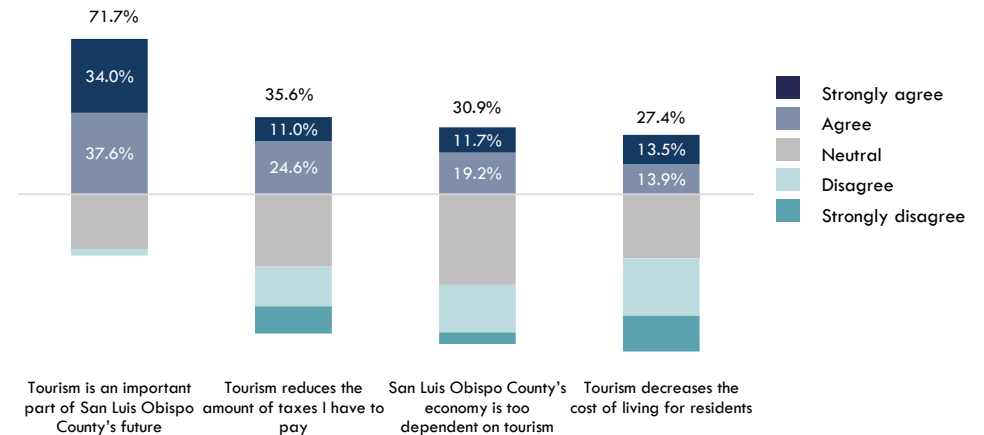
Over eight in ten (85.2%) of Atascadero residents said that tourism is important or very important to the vitality of San Luis Obispo County's economy, on par with overall county resident sentiment (83.7%). In fact, over half (51.0%) of Atascadero residents said that tourism is very important to the county's economic well-being. Only 4.0 percent of Atascadero residents said that tourism is either unimportant or very unimportant, even lower than the 6.9 percent of total San Luis Obispo County residents who selected the same.

Figure: Tourism's Importance to SLO CAL's Economic Vitality



**59.3%**  
 OF ALL CALIFORNIA RESIDENTS SAY  
 TOURISM IS IMPORTANT TO THEIR  
 COMMUNITY'S ECONOMIC VITALITY

Figure: Economic Impact Statements



Nearly three-fourths (71.7%) of Atascadero residents agreed that tourism is an important part of San Luis Obispo County's future. This was nearly level with the overall county sentiment (72.5%). At the same time, only about one-third (35.6%) of Atascadero residents agreed that tourism reduces the amount of taxes they have to pay, -4.3 percentage points below the agreement levels of the total county. Atascadero residents were also less likely (-8.1 pp) to agree that tourism decreases the cost of living for residents. On the other hand, Atascadero residents were much less likely than overall San Luis Obispo County residents to agree that the county's economy is too dependent on tourism (30.9% of Atascadero residents vs. 41.9% of total county residents).

# EXECUTIVE SUMMARY

## Short-Term Vacation Home Rentals Sentiment

Over half (55.8%) of Atascadero residents agreed that short-term vacation home rentals support local businesses and community services, slightly below the 59.3 percent of overall San Luis Obispo County residents who agreed. A significantly lower share of Atascadero residents agreed that these rentals increase rent and detract from available housing for residents, compared to total county sentiment (37.8% of Atascadero residents vs. 49.9% of total county residents). Even more significantly, only 14.4 percent of Atascadero residents agreed that short-term vacation home rentals negatively impact their local community's culture (-18.1pp compared to total county residents).

Six in ten (60.1%) Atascadero residents have stayed in a short-term vacation home rental in the past when traveling. This is nearly on par with the 62.1 percent of overall San Luis Obispo County residents who have used such a rental on their trips in the past.

Figure: Short-Term Rentals Community Impact Statements

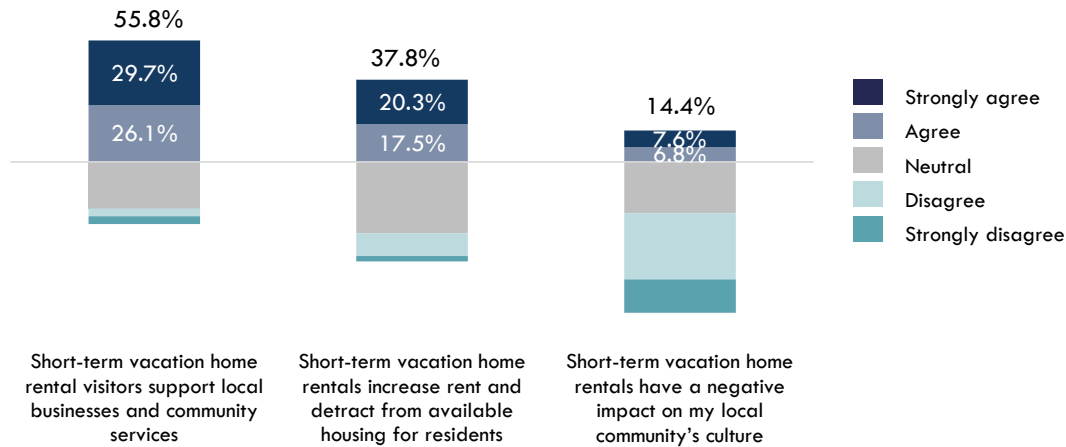
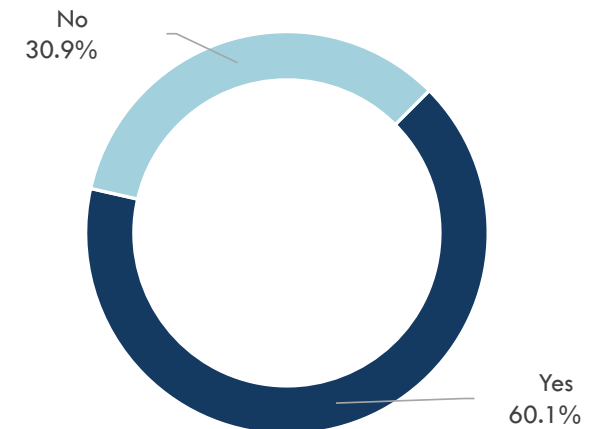


Figure: Residents who have Stayed in a Short-Term Vacation Rental Home when Traveling in the Past







# ATASCADERO RESIDENTS BY TYPE

Figure: Atascadero Resident Type

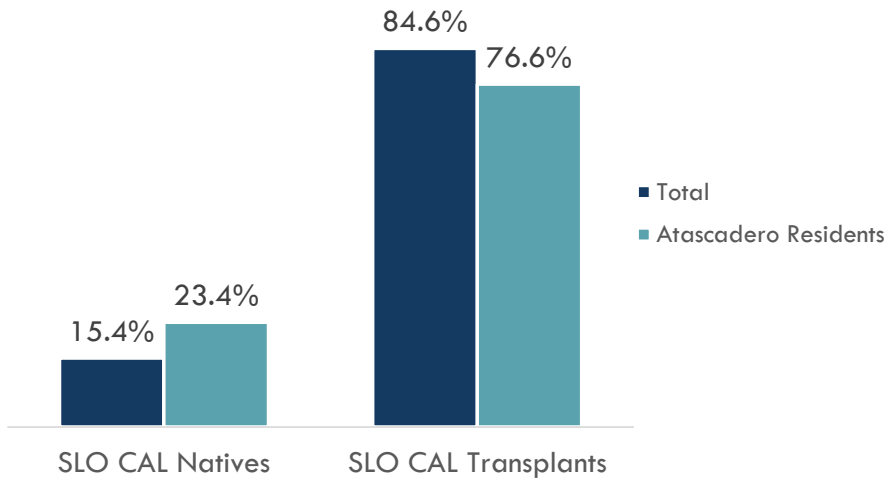
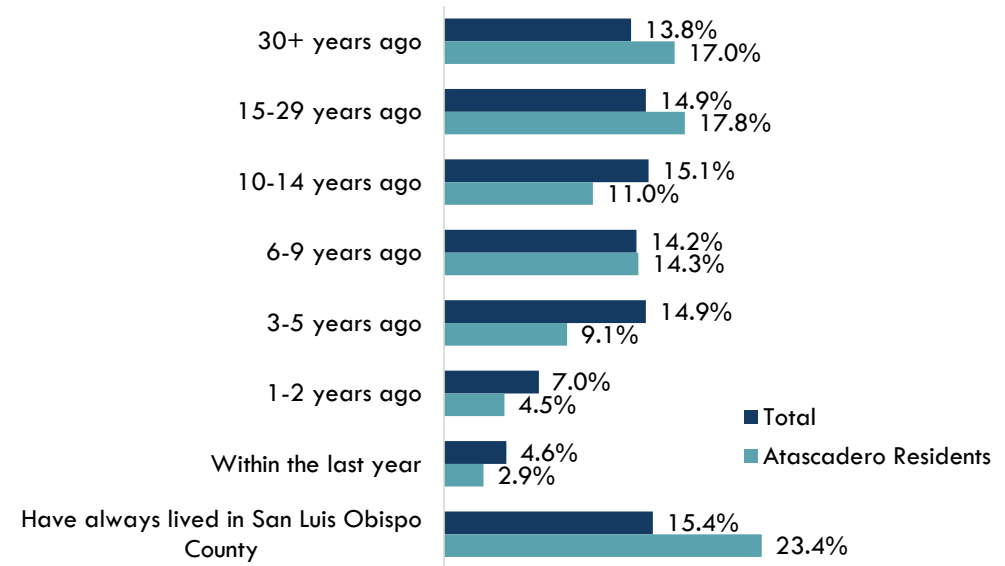


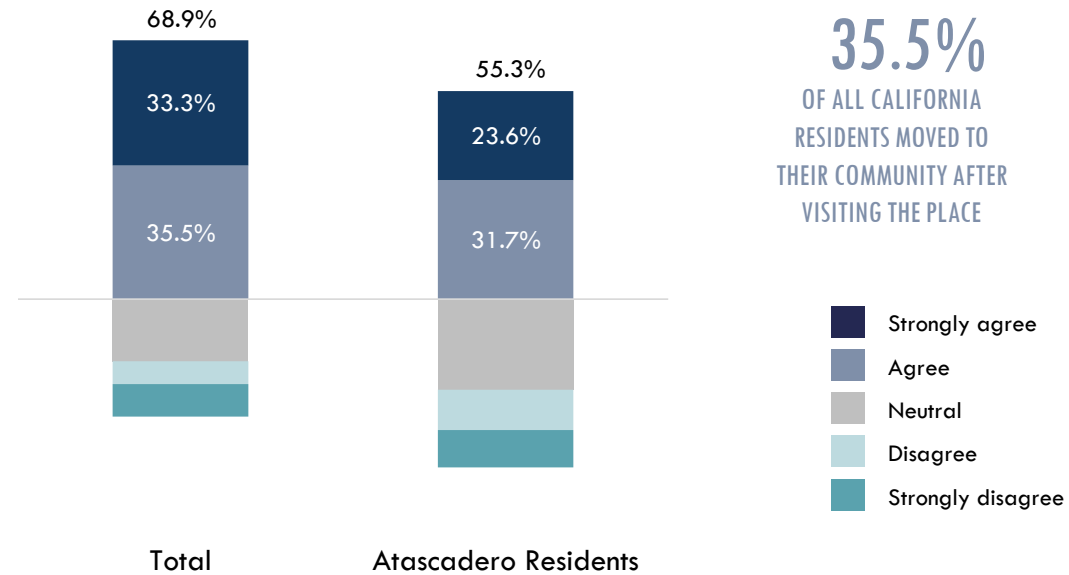
Figure: SLO CAL Length of Residency



Question: How long ago did you move to San Luis Obispo County? Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# RESIDENCY DRIVEN BY PRIOR VISITATION

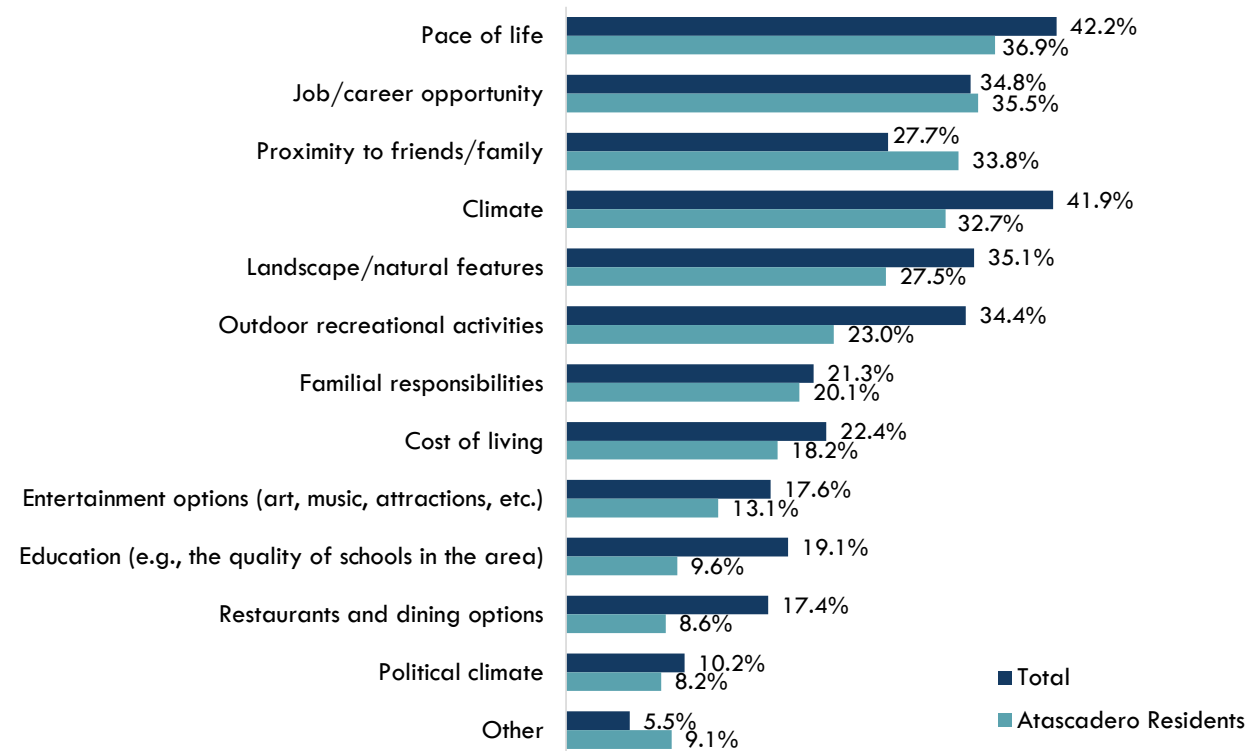
Figure: Residency Driven by Prior Visitation



Question: Please rate how much you agree or disagree with the following statement: "I moved to my local community primarily because I visited and love the place." Base: All residents who have not always lived in San Luis Obispo County, 2,132 completed surveys; Atascadero residents who have not always lived in San Luis Obispo County, 153 completed surveys.

# REASONS FOR MOVING TO COMMUNITY

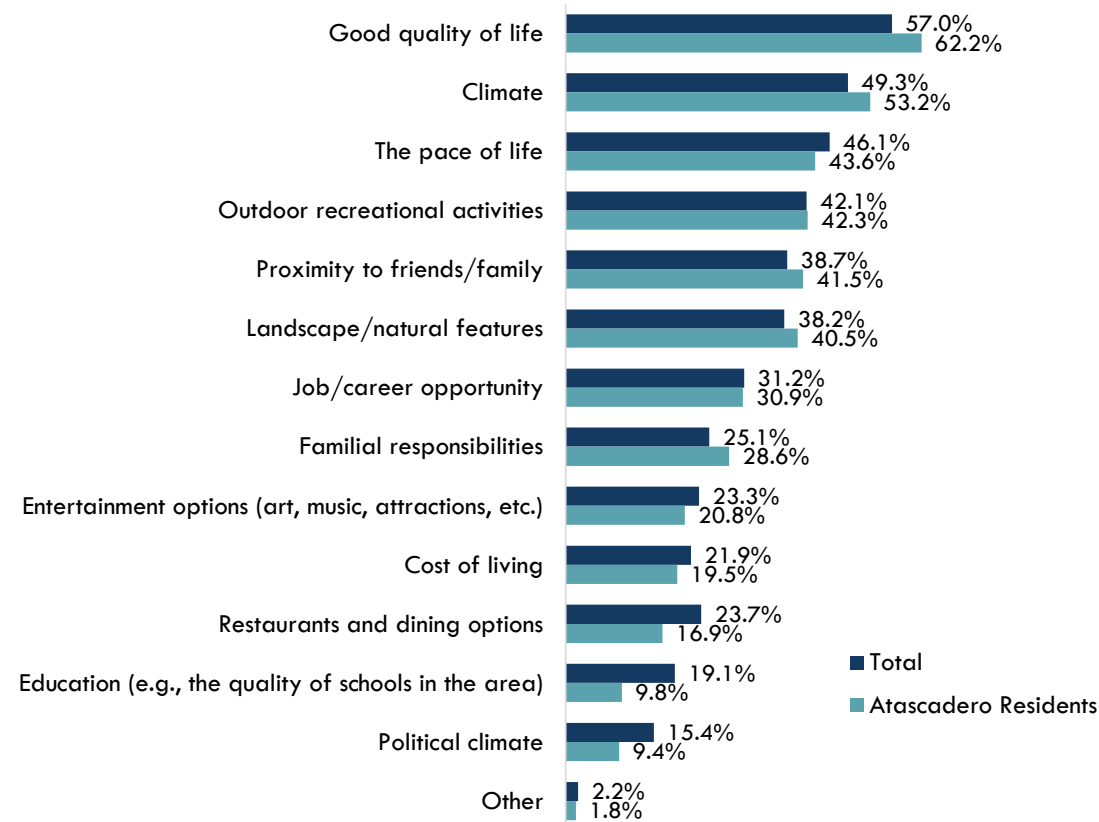
Figure: Reasons for Moving to Local Community



Question: Which of the following reasons best describe why you originally moved to your local community? Select all that apply.  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys

# REASONS FOR CONTINUING TO LIVE IN THEIR COMMUNITY

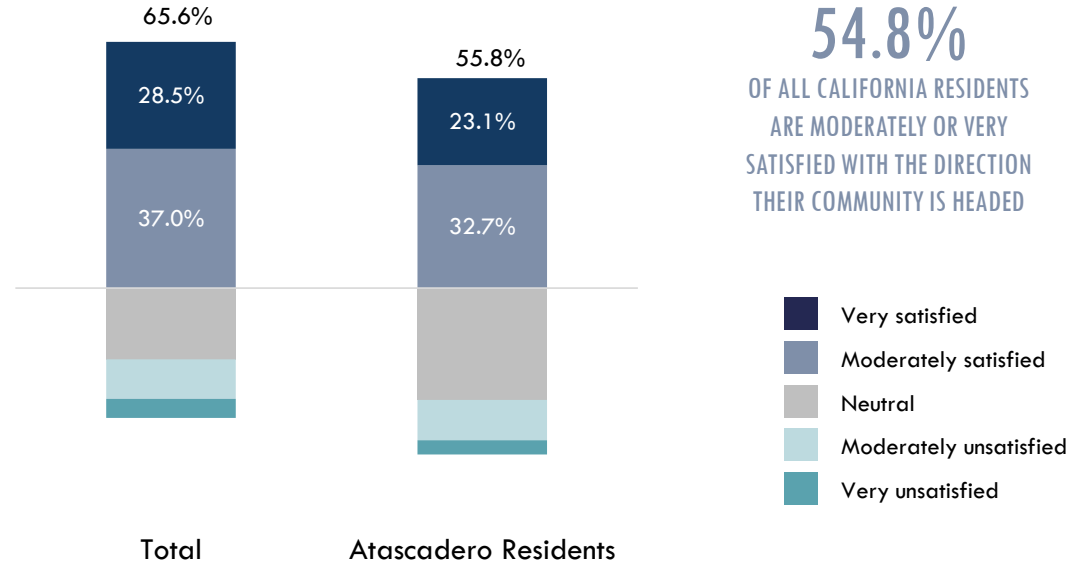
Figure: Reasons for Continuing to Live in SLO CAL



Question: Which of the following are reasons that have motivated you to continue living in your local community? Select all that apply.  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys

# SATISFACTION WITH SLO CAL DIRECTION

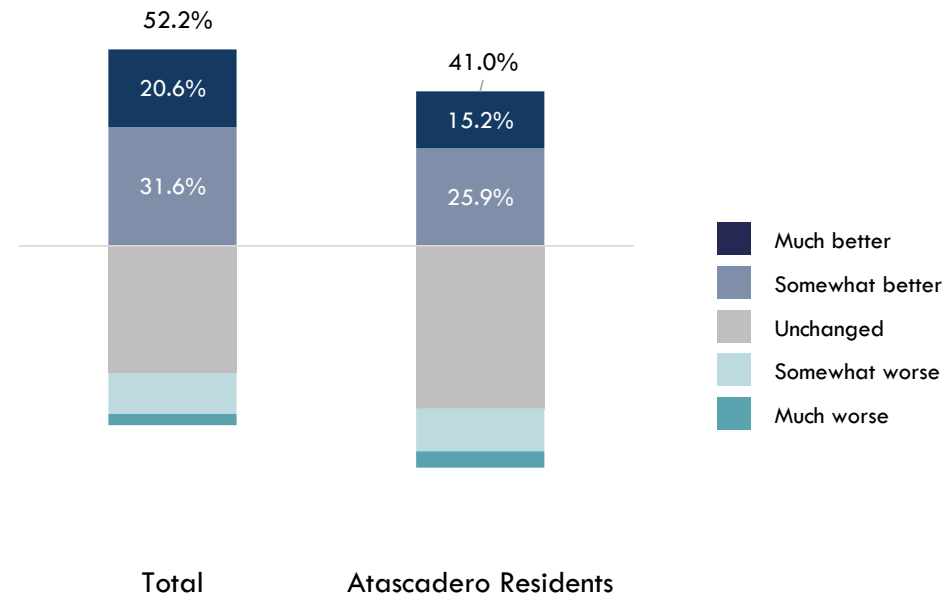
Figure: Satisfaction with SLO CAL Direction



Question: All things considered, how satisfied are you with the direction San Luis Obispo County is headed? Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys

# SLO CAL PERSONAL QUALITY OF LIFE

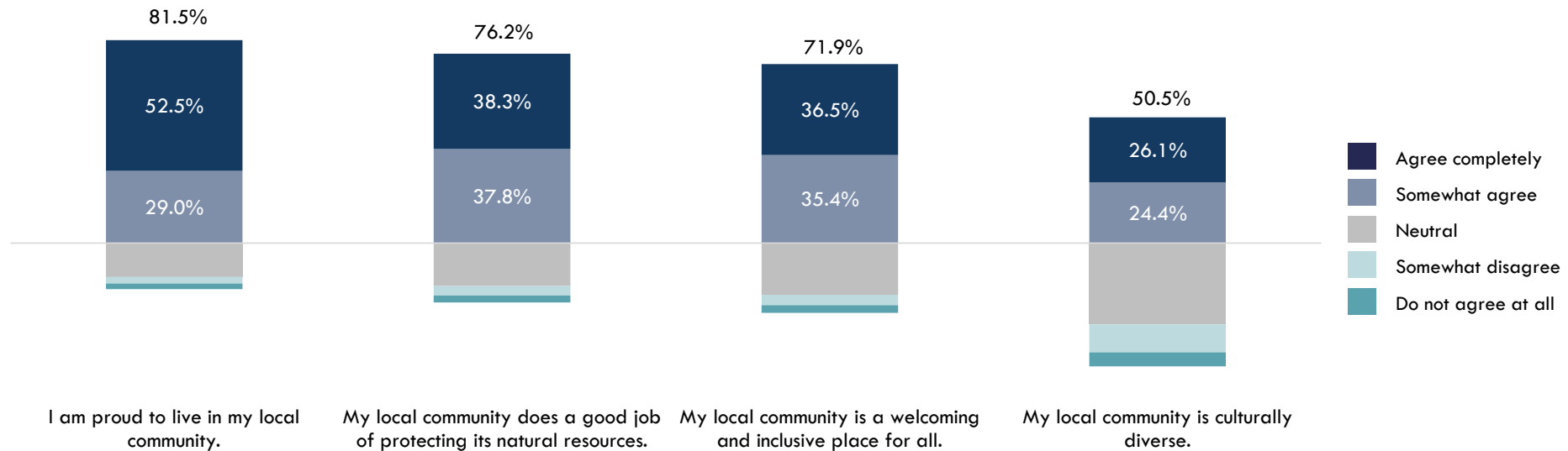
Figure: SLO CAL Personal Quality of Life



Question: Compared to one year ago, how would you rate your personal quality of life in San Luis Obispo County? Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# COMMUNITY SENTIMENT

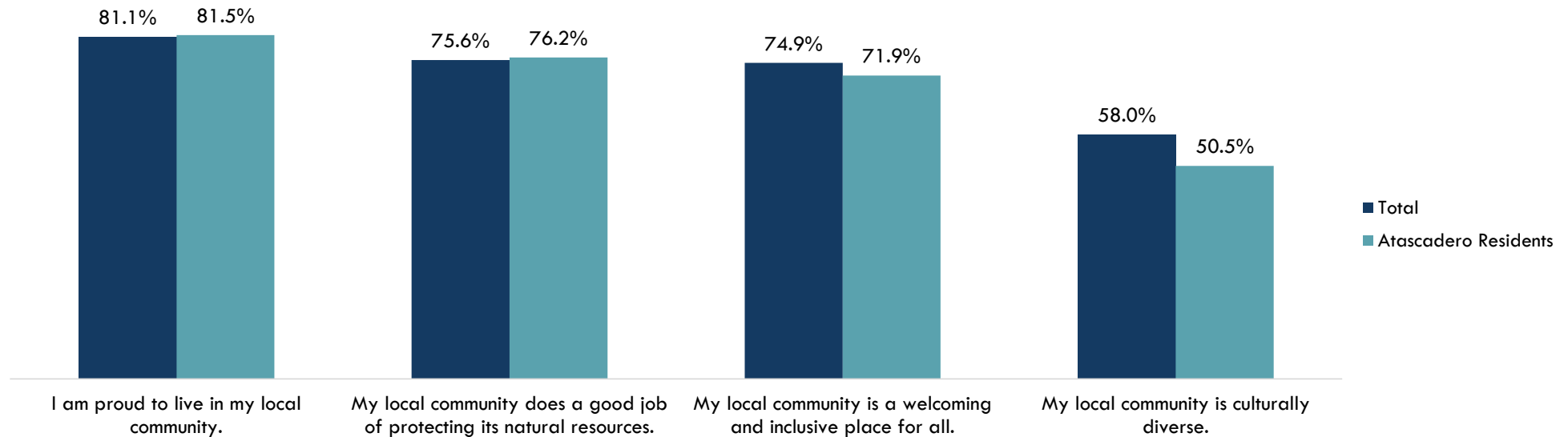
Figure: Community Sentiment



Question: Please rate your level of agreement with the following statements. Base: Atascadero residents. 201 complete surveys.

# COMMUNITY SENTIMENT

Figure: Community Sentiment – Any Agree

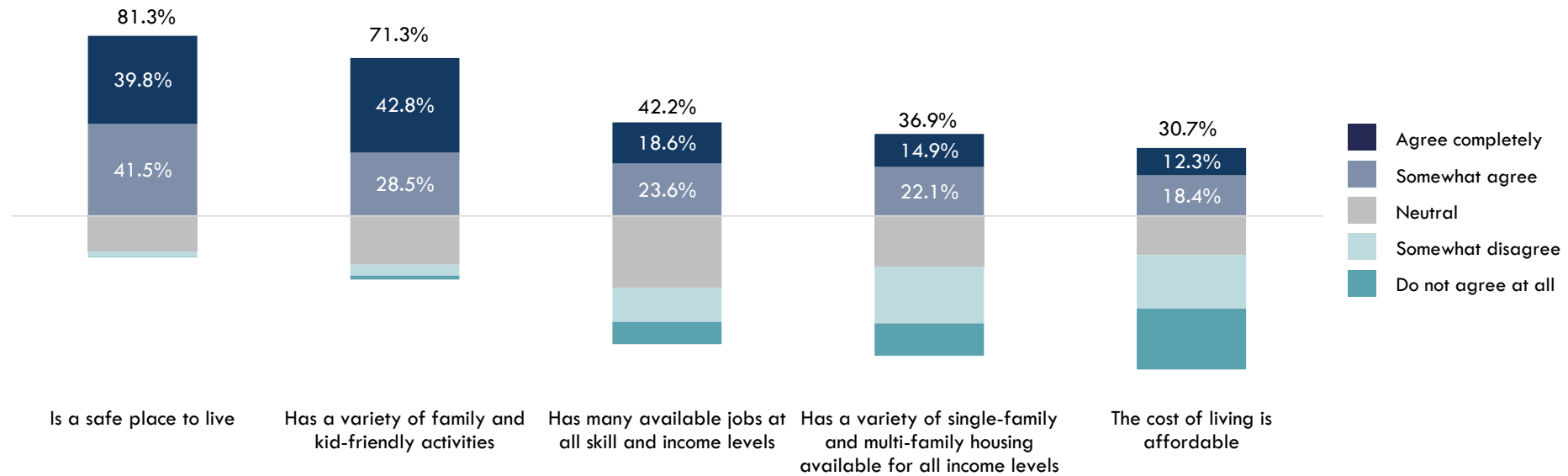


Question: Please rate your level of agreement with the following statements. Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.



# SLO CAL COMMUNITY ASSETS

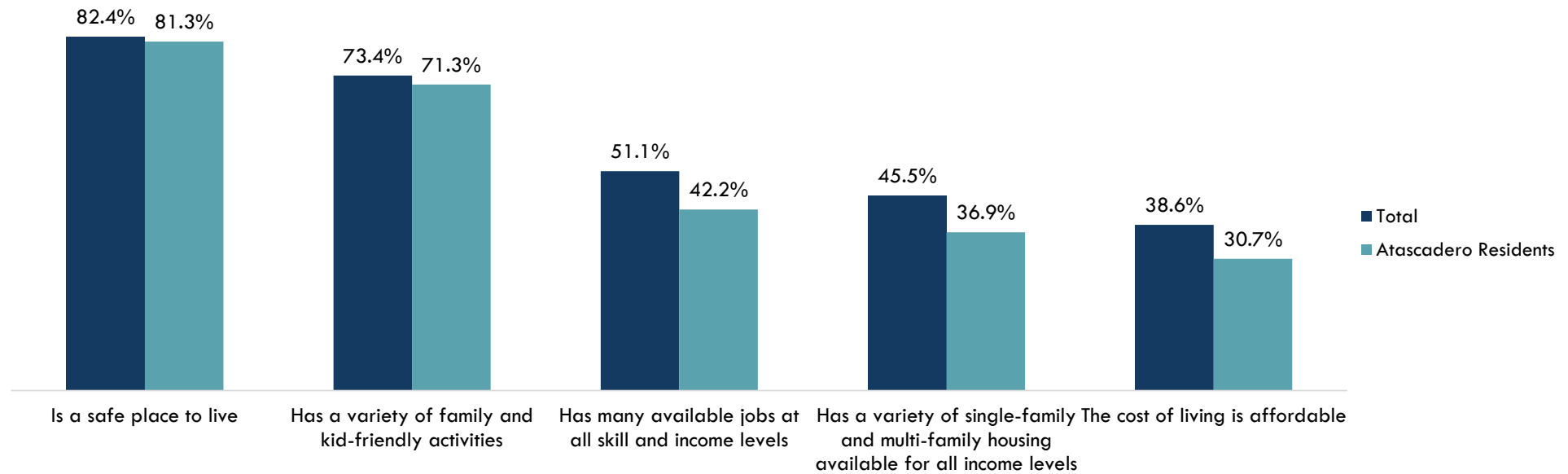
Figure: SLO CAL Community Assets



Question: Please rate how much you agree or disagree with the following statements as it relates to San Luis Obispo County. Base: Atascadero residents. 201 complete surveys.

# SLO CAL COMMUNITY ASSETS

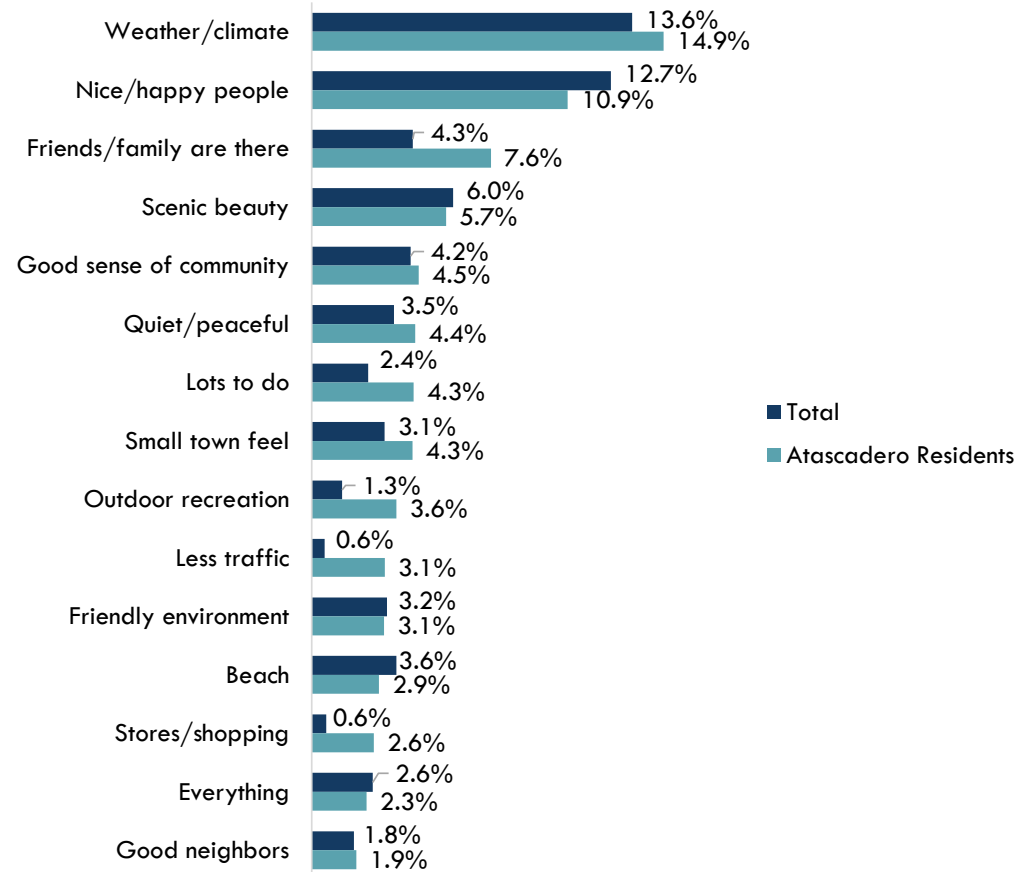
Figure: SLO CAL Community Assets – Any Agree



Question: Please rate how much you agree or disagree with the following statements as it relates to San Luis Obispo County.  
 Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# FAVORITE ASPECT ABOUT LOCAL COMMUNITY (UNAIDED)

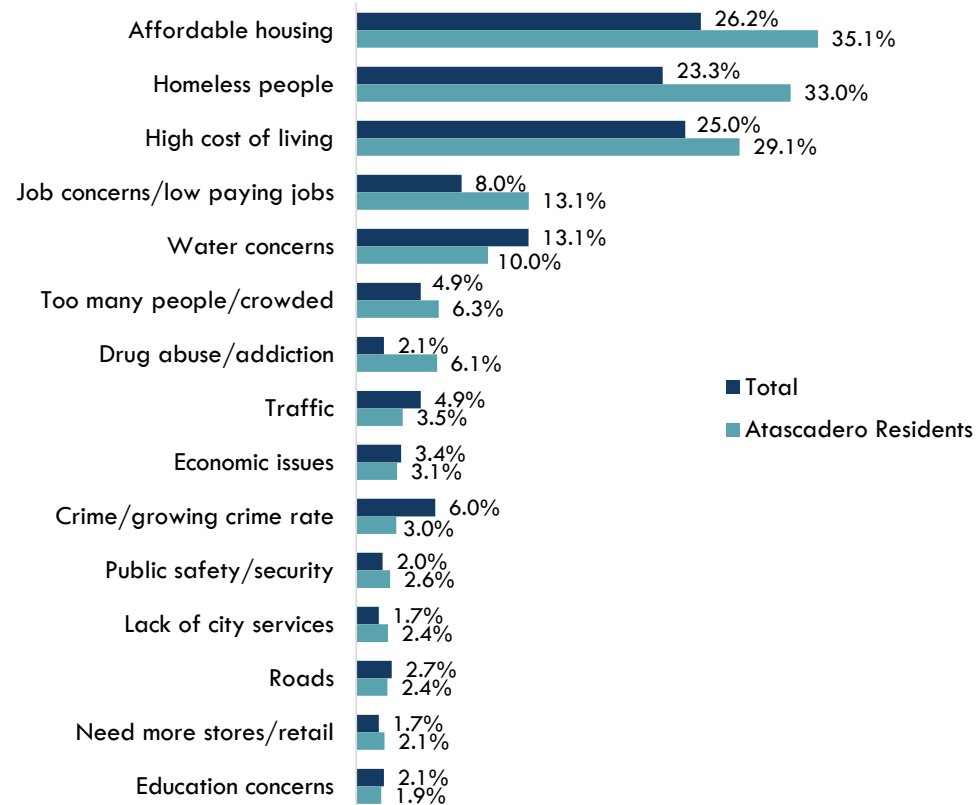
Figure: Favorite Aspect about Local Community



Question: What do you love most about living in your community?  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# TOP 2 CHALLENGES FACING LOCAL COMMUNITY (UNAIDED)

Figure: Top 2 Challenges Facing Local Community



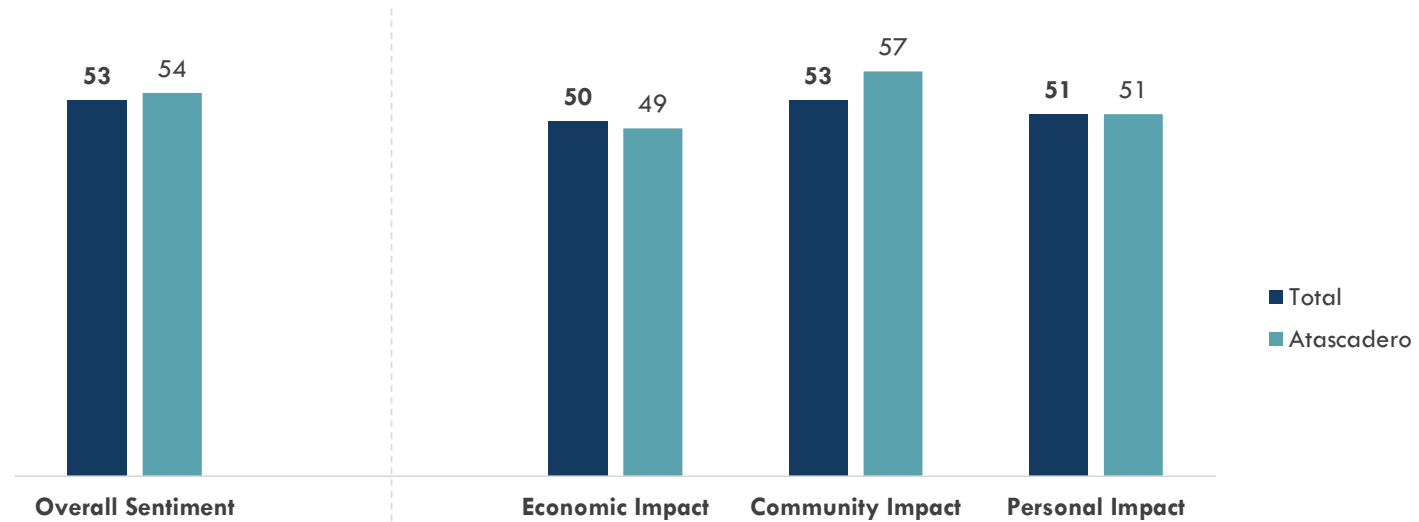
Question: What are the top two (2) biggest issues your local community is currently facing?  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.



# TRAVEL INDUSTRY PERCEPTIONS

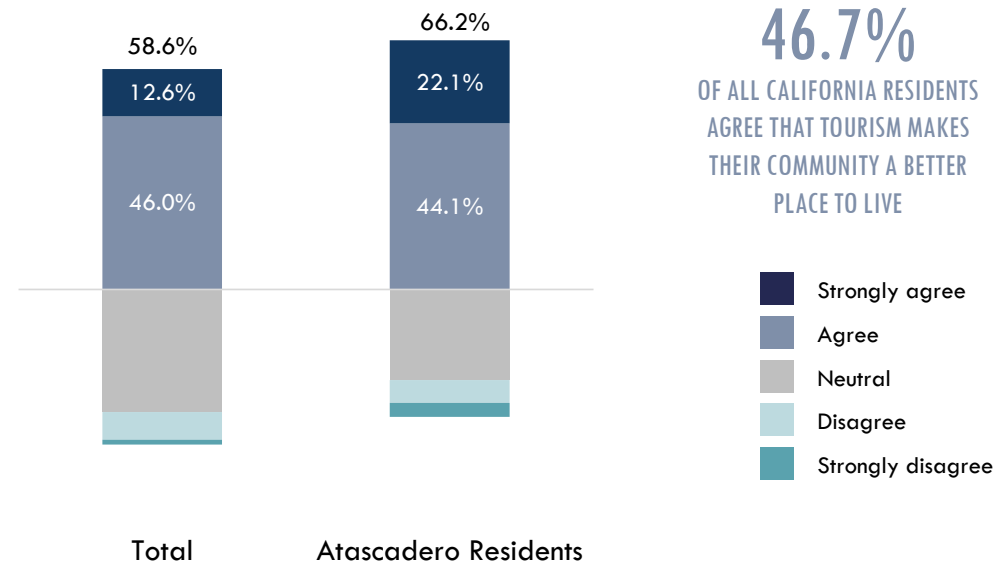
# SLO CAL TOURISM INDUSTRY SENTIMENT INDEX

Figure: SLO CAL Tourism Industry Sentiment Index



# SLO CAL TOURISM IMPACT ON COMMUNITY QUALITY OF LIFE

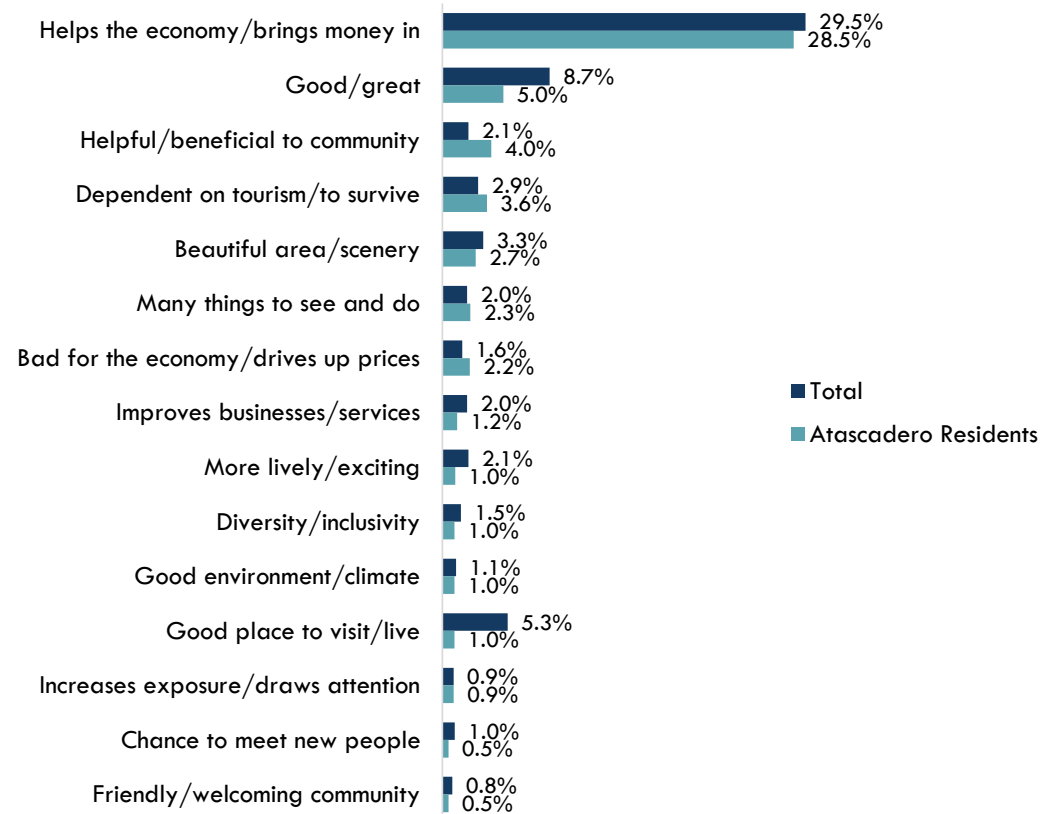
Figure: SLO CAL Tourism Impact on Community Quality of Life



Question: Please rate how much you agree or disagree with the following statement: "I believe tourism in my community makes it a better place in which to live."  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# REASON FOR TOURISM IMPACT AGREEMENT RATING (UNAIDED)

Figure: Reason for Tourism Impact Agreement Rating

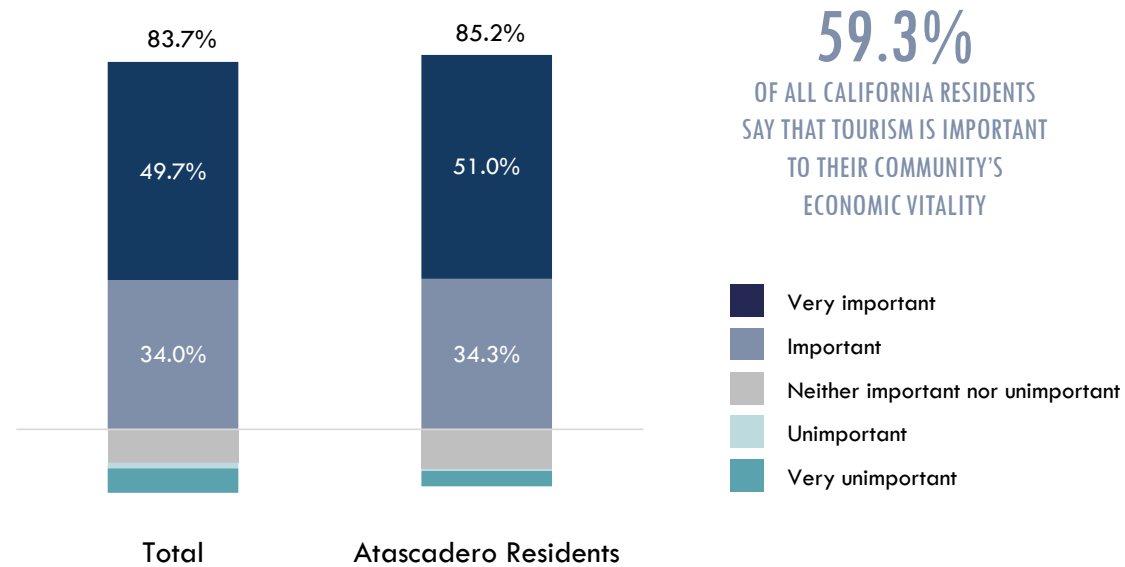


Question: In a few brief words, please explain why you gave the rating that you did.  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.



# TOURISM'S IMPORTANCE TO SLO CAL ECONOMIC VITALITY

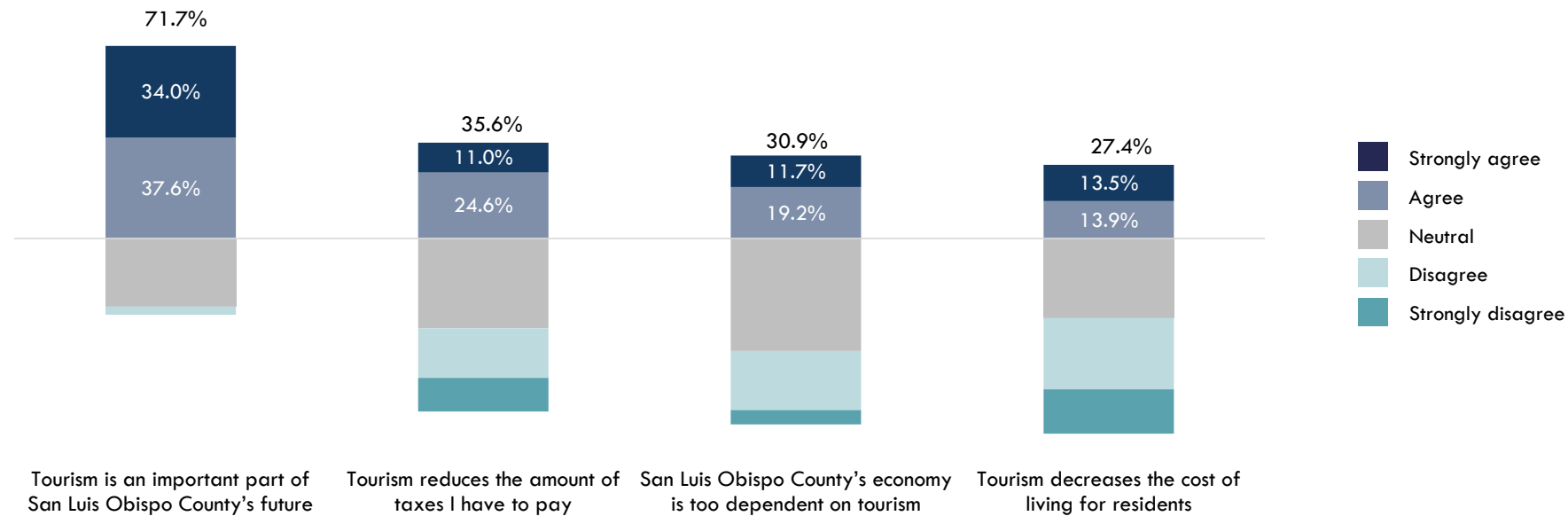
Figure: Tourism's Importance to SLO CAL Economic Vitality



Question: In your opinion, how important is the tourism industry to the vitality of San Luis Obispo County's economy?  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# TOURISM INDUSTRY IMPACT ON ECONOMY

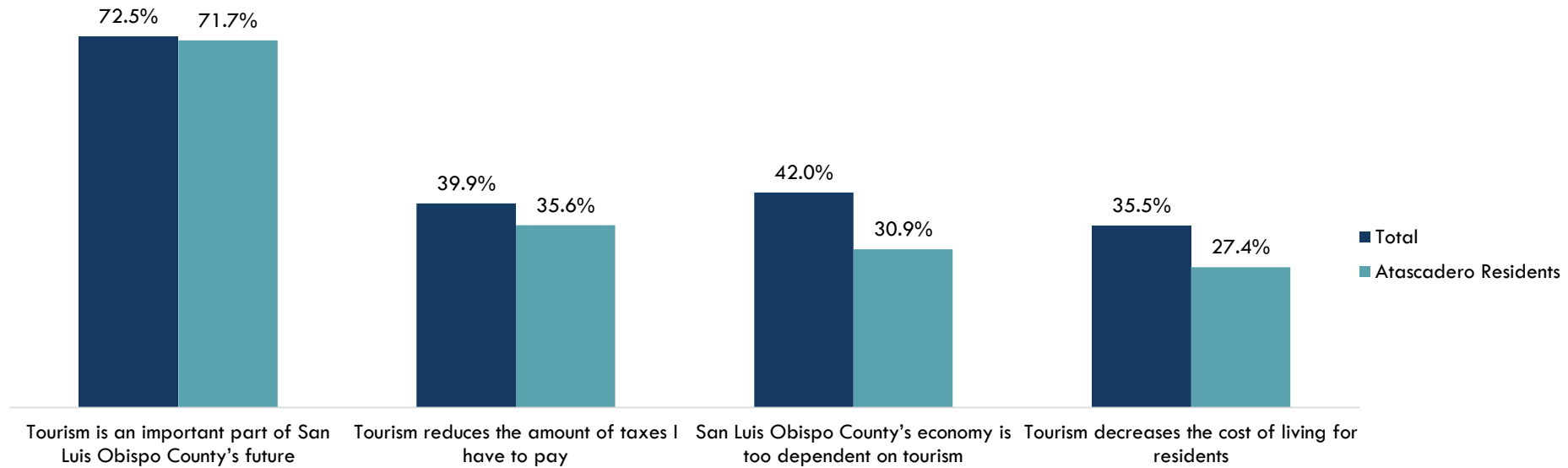
Figure: Tourism Industry Impact on Economy



Question: Thinking about San Luis Obispo County's tourism industry and its impact on the economy, please rate how much you agree with the following statements. Base: Atascadero residents. 201 complete surveys.

# TOURISM INDUSTRY IMPACT ON ECONOMY

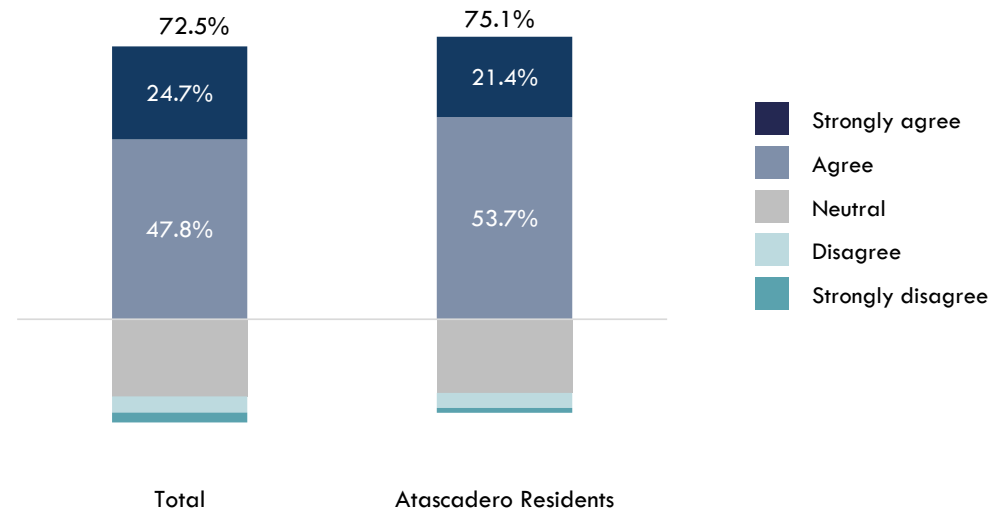
Figure: Tourism Industry Impact on Economy – Any Agree



Question: Thinking about San Luis Obispo County's tourism industry and its impact on the economy, please rate how much you agree with the following statements.  
 Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# ECONOMIC IMPACT AWARENESS

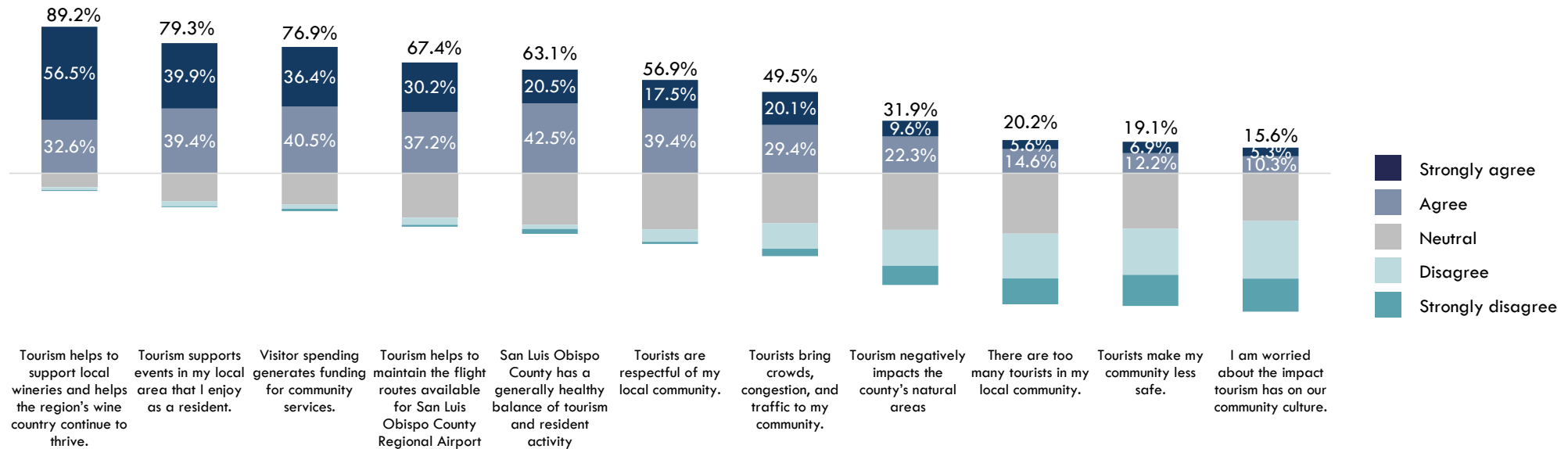
**Figure: “Knowing the Economic Impact of Tourism Increases My Appreciation for Tourism in SLO CAL”**



Question: The taxes generated by tourism in the county save each household more than \$1,700 per year. With this piece of information in mind, please share how much you agree with the following statement: “Knowing this fact makes me appreciate tourism in San Luis Obispo County more.” Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# TOURISM INDUSTRY IMPACT ON COMMUNITY

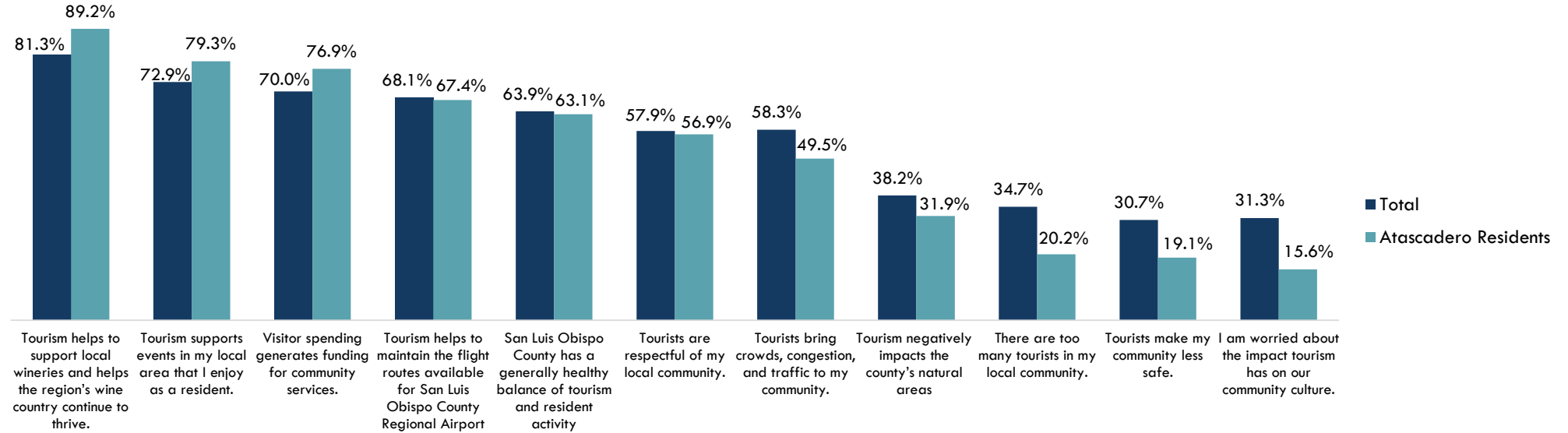
Figure: Tourism Industry Impact on Community



Question: Thinking about San Luis Obispo County's tourism industry and its impact on the economy, please rate how much you agree with the following statements. Base: Atascadero residents. 201 complete surveys.

# TOURISM INDUSTRY IMPACT ON COMMUNITY

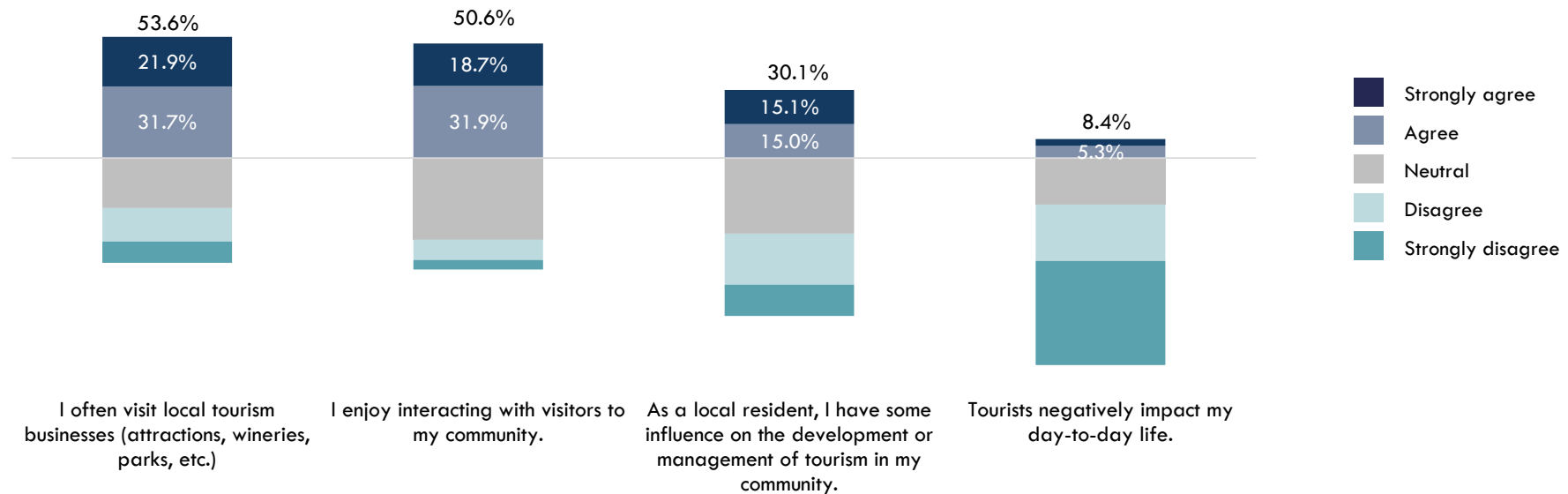
Figure: Tourism Industry Impact on Community – Any Agree



Question: Thinking about San Luis Obispo County's tourism industry and its impact on the economy, please rate how much you agree with the following statements.  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# TOURISM INDUSTRY PERSONAL IMPACT

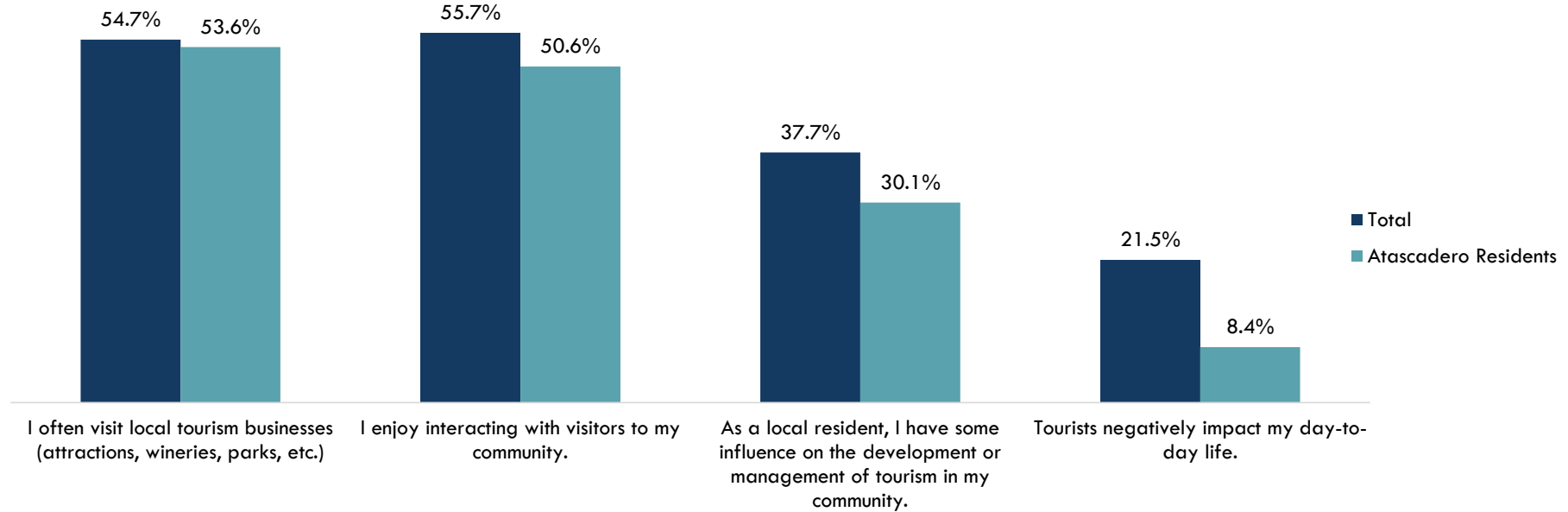
Figure: Tourism Industry Personal Impact



Question: Thinking about tourism in your local area and its impact on you personally, please rate how much you agree with the following statements. Base: Atascadero residents. 201 complete surveys.

# TOURISM INDUSTRY PERSONAL IMPACT

Figure: Tourism Industry Personal Impact – Any Agree



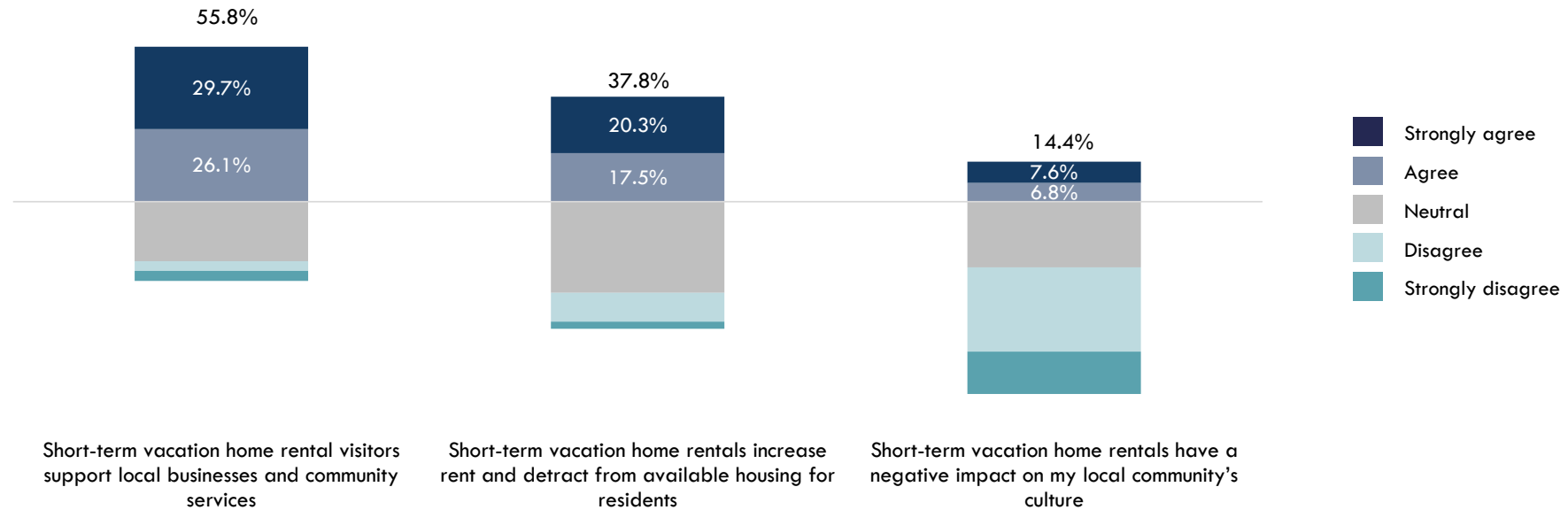
Question: Thinking about tourism in your local area and its impact on you personally, please rate how much you agree with the following statements.  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.





# SHORT-TERM RENTALS IMPACT ON COMMUNITY

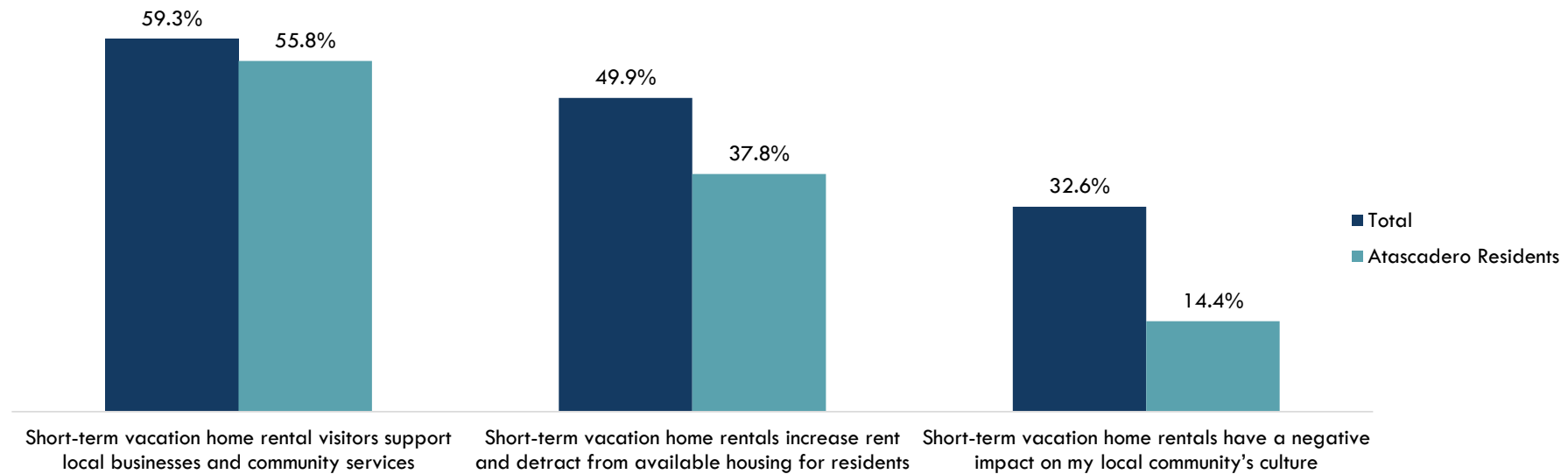
Figure: Short-Term Rentals Impact on Community



Question: Thinking now about short-term vacation home rentals in your community, please rate how much you agree with the following statements using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree." Base: Atascadero residents. 201 complete surveys.

# SHORT-TERM RENTALS IMPACT ON COMMUNITY

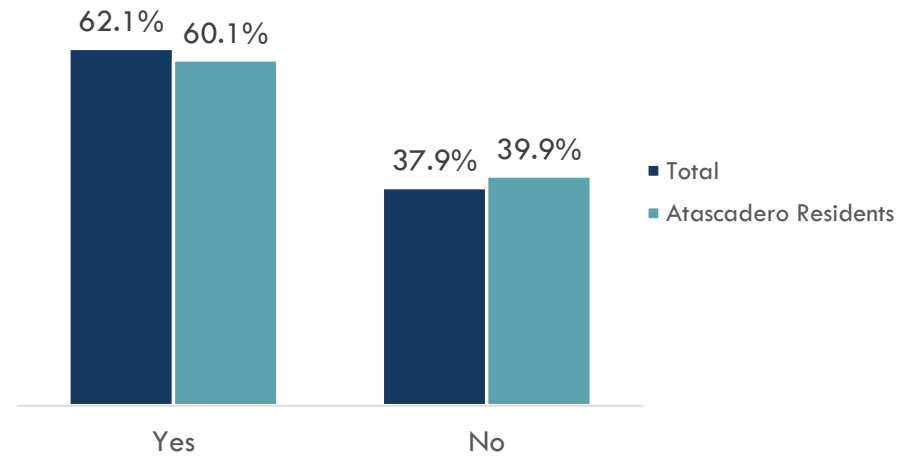
Figure: Short-Term Rentals Impact on Community – Any Agree



Question: Thinking now about short-term vacation home rentals in your community, please rate how much you agree with the following statements using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree." Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# SHORT-TERM RENTAL USAGE

**Figure: Residents who have Stayed in a Short-Term Vacation Rental Home when Traveling in the Past**



Question: Have you stayed in a short-term vacation rental home when traveling in the past?  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

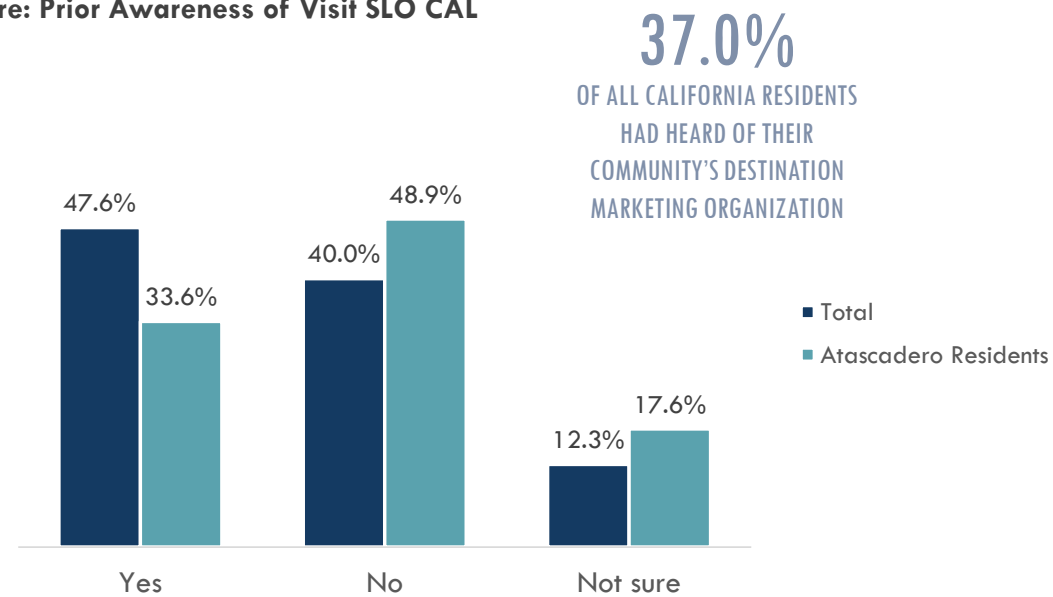




# DMO AWARENESS

# DMO AWARENESS

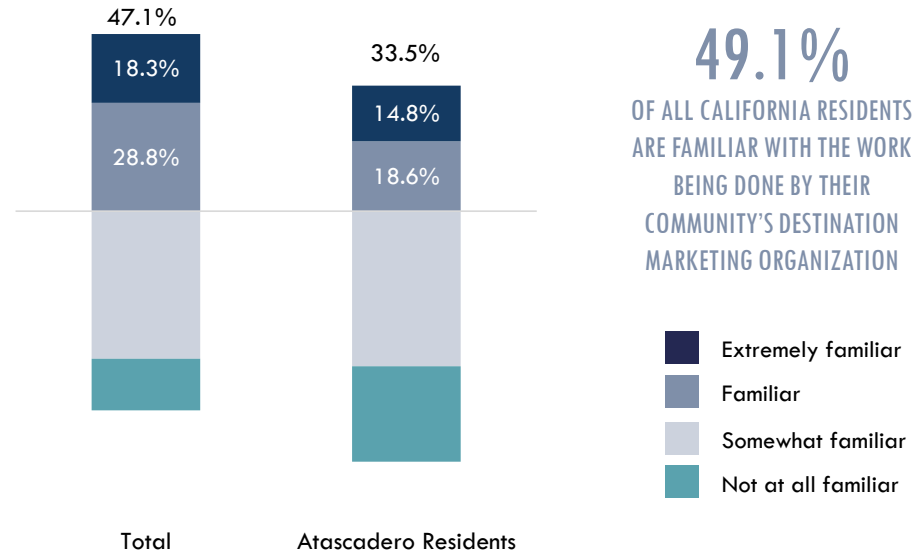
Figure: Prior Awareness of Visit SLO CAL



Question: Prior to this survey, have you heard of Visit SLO CAL, the county-level official destination marketing organization (i.e., the organization that promotes travel to your community)?  
Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# FAMILIARITY WITH DMO WORK

Figure: Familiarity with DMO Work



Question: How familiar are you with the work done by Visit SLO CAL, the county-level official destination marketing organization?  
Base: DMO aware total respondents, 1,200 completed surveys; DMO aware Atascadero residents, 80 completed surveys.



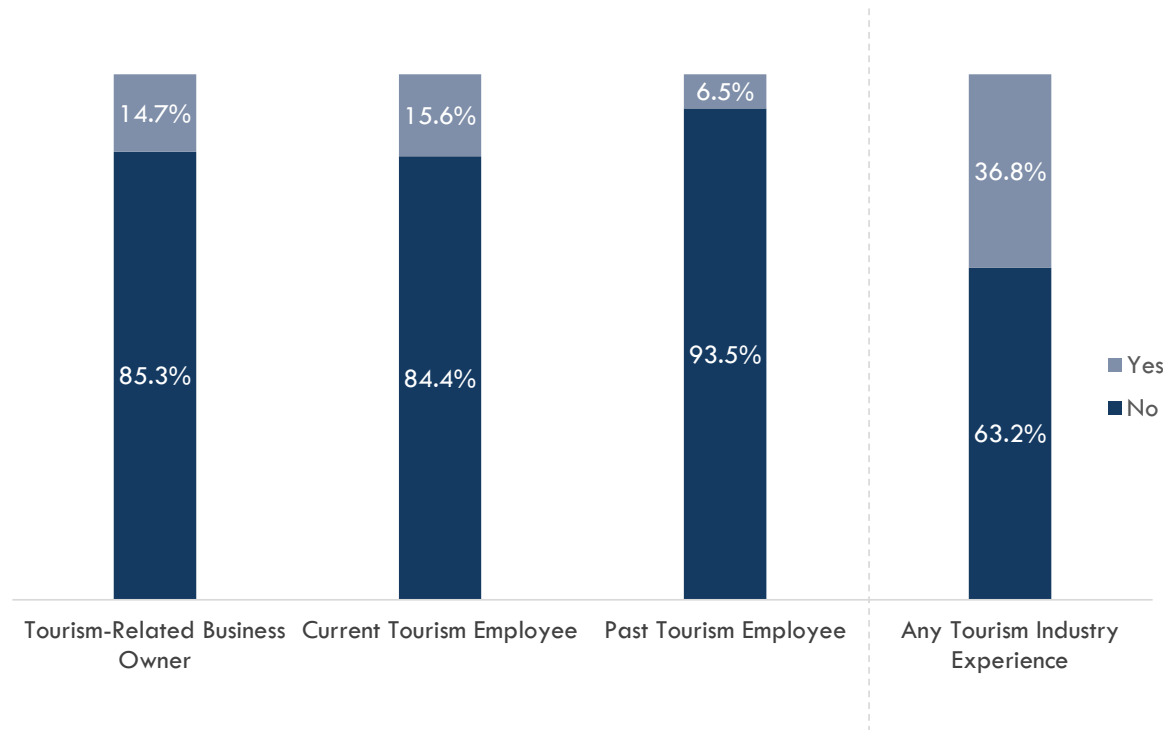


# EMPLOYMENT IN SAN LUIS OBISPO COUNTY



# EMPLOYMENT IN SLO CAL'S TOURISM INDUSTRY

Figure: Employment in SLO CAL's Tourism Industry



	Atascadero Population (2022)
Total Residents	29,684*
Residents over age 18	23,658
Currently Works in Tourism Industry	3,691
Owns a Tourism-Related Business	3,478

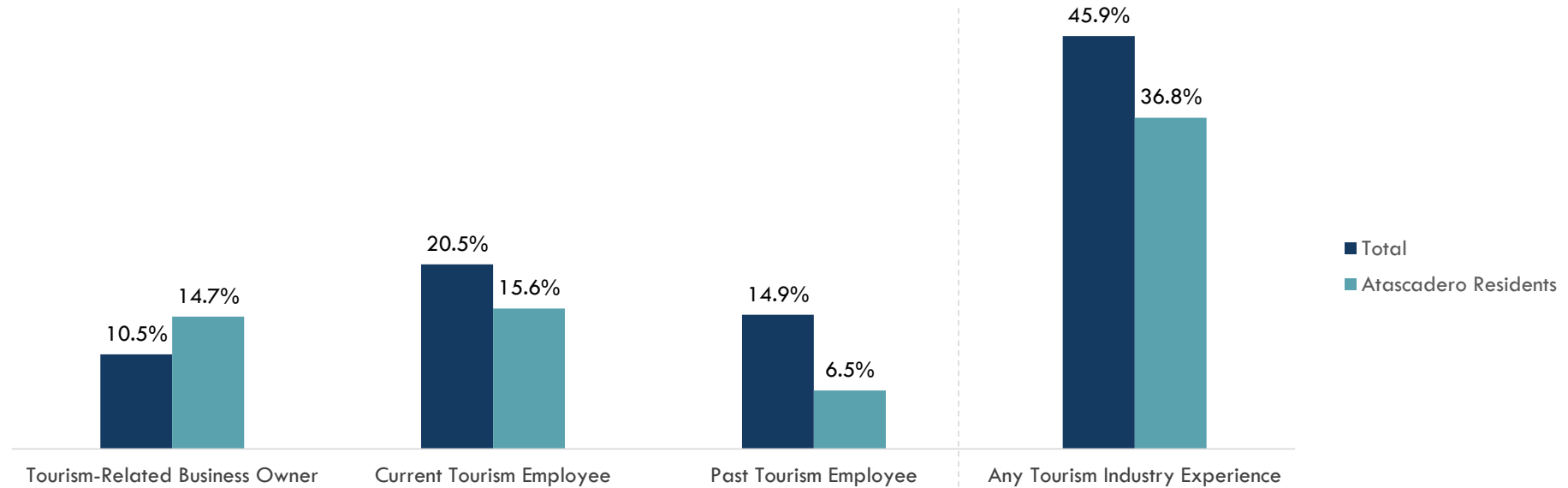
\*Source: U.S. Census Bureau, July 1, 2022.

\*\*Calculated from U.S. census data against % of survey respondents who fall into each category

Question: Which of the following best describes you? Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# EMPLOYMENT IN SLO CAL'S TOURISM INDUSTRY

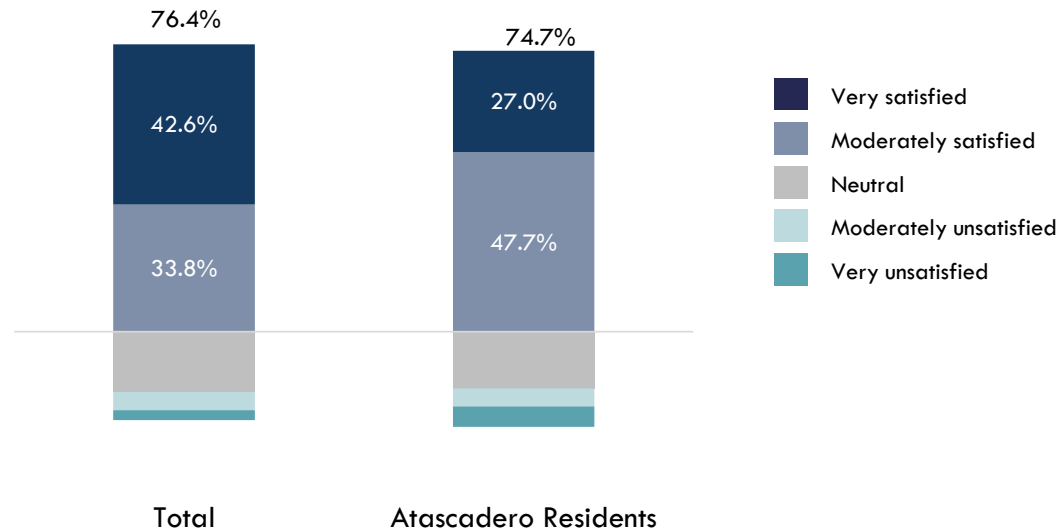
Figure: Employment in SLO CAL's Tourism Industry – Yes



Question: Which of the following best describes you? Base: All respondents, 2,520 completed surveys; Atascadero residents, 201 complete surveys.

# SATISFACTION WITH TOURISM INDUSTRY EMPLOYMENT

Figure: Satisfaction with Tourism Industry Employment



Question: How would you rate your overall satisfaction with working in San Luis Obispo County's tourism industry? Base: All residents who either own a tourism-related business or have had any experience working in the county tourism industry, 1,339 completed surveys; Atascadero residents who either own a tourism-related business or have had any experience working in the county tourism industry, 87 completed surveys.



# DEMOGRAPHICS

	TOTAL
n=	201
<b>GENDER</b>	
Female	48.9%
Male	50.9%
Non-binary	0.2%
<b>AGE</b>	
Gen Z	5.0%
Millennial	25.5%
Gen X	25.2%
Boomer +	44.3%
Mean	53.8
<b>MARITAL STATUS</b>	
Single	22.5%
Married	55.6%
Divorced	8.8%
Widowed	9.0%
Other	2.2%
Prefer not to answer	1.8%
<b>CHILDREN IN THE HOUSEHOLD</b>	
Yes	30.1%

	TOTAL
n=	201
<b>HOUSEHOLD INCOME</b>	
\$150,000+	12.3%
\$125,001-\$150,000	10.2%
\$100,001-\$125,000	7.0%
\$75,001-\$100,000	12.2%
\$50,001-\$75,000	14.7%
\$35,001-\$50,000	13.9%
Less than \$35,000	13.6%
Prefer not to answer	15.1%
Mean	\$81,776
<b>RACE/ETHNICITY</b>	
White/Caucasian	71.1%
Hispanic/Latino	9.3%
Asian, Native Hawaiian, or Pacific Islander	6.9%
African American/Black	4.9%
Native American, Eskimo, Aleut, Native Alaskan	1.0%
Other	2.5%
Prefer not to answer	4.4%
<b>HOUSING STATUS</b>	
Renter	20.0%
Owned by someone in the household	78.2%
Occupied without payment of rent	1.8%



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

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**ATBID 2023-2025 Budget Approval**

**RECOMMENDATION:**

ATBID Board receive and file the 2023-2025 approved budget for Visit Atascadero.

**DISCUSSION:**

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 that was presented to City Council and approved at their June 13, 2023 regular meeting.

The City Council appoints 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 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.

After the approval of the report, the City Council is required to adopt a Resolution of Intention, and set a date and time for a public hearing. Because ATBID lacked a quorum for the regular June ATBID meeting, the requisite report was submitted by the City Manager's Office and the Administrative Services Department to Council for approval at their June 13, 2023 Council meeting. Council has already formally approved ATBID's 2023-2025 budget.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. Final 2023-2025 Budget Reports

**OTHER FUNDS**  
**Atascadero Tourism Business Improvement District (ATBID) Fund**

ITEM NUMBER: B-6  
 DATE: 07/19/23  
 ATTACHMENT: 1

<b>FUND</b>	<b>TYPE</b>
235	Special Revenue

**DESCRIPTION**

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

**ACTIVITY DETAIL**

<b>OBJECT</b>	<b>EXPENSE</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>2024-2025</b>
<b>NUMBER</b>	<b>CLASSIFICATION</b>	<b>ACTUAL</b>	<b>ACTUAL</b>	<b>BUDGETED</b>	<b>ESTIMATED</b>	<b>REQUESTED</b>	<b>REQUESTED</b>
<b><u>OPERATIONS</u></b>							
6050000	Office Expense	\$ -	\$ 264	\$ 250	\$ 120	\$ 250	\$ 250
6070000	Advertising	43,142	127,366	165,000	161,050	175,000	180,000
6500000	Contract Services	106,295	143,436	145,000	140,490	172,500	175,000
6600000	Professional Development	-	731	450	8,000	8,000	8,000
6900000	Administration	2,774	4,106	2,920	4,230	4,140	4,220
	Total Operations	152,211	275,903	313,620	313,890	359,890	367,470
<b><u>SPECIAL PROJECTS</u></b>							
7805029	Opportunities Fund	-	-	-	-	60,000	65,000
	Total Special Projects and Purchases	-	-	-	-	60,000	65,000
<b>ACTIVITY TOTAL</b>		<b>\$ 152,211</b>	<b>\$ 275,903</b>	<b>\$ 313,620</b>	<b>\$ 313,890</b>	<b>\$ 419,890</b>	<b>\$ 432,470</b>



**OTHER FUNDS**  
**Atascadero Tourism Business Improvement District (ATBID) Fund**

**ITEM NUMBER:** B-6  
**DATE:** 07/19/23  
**ATTACHMENT:** 1

<b>FUND</b>	<b>TYPE</b>
235	Special Revenue

**DETAIL BACKUP**

OBJECT NUMBER	EXPENSE CLASSIFICATION	DESCRIPTION	BASIS	2023-2024 AMOUNT	2024-2025 AMOUNT
6050000	Office Expense	Copies, postage, general supplies	Estimated	\$ 250	\$ 250
6070000	Advertising	Brochures, magazines, media and online advertisements, trade show materials	Estimated	175,000	180,000
6500000	Contract Services	Professional services including marketing, promotions, public relations, attendance at trade shows, event transportation of lodging guests, contract administration services	Estimated	172,500	175,000
6600000	Professional Development	Central Coast Tourism Council local chapter dues	Estimated	8,000	8,000
6900000	Administration	Administration of fund by City staff	Estimated	4,140	4,220
7805029	Opportunities Fund	Funding for the ATBID Board to be able to take swift action when opportunities or emergencies arise, and allows Board to leverage funds, participate in regional programs or solve priority issues	Estimated	60,000	65,000



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

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**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 April 2023.

The ATBID expenditure report is also included for 2022-2023, showing the budget details as we work to close out the fiscal year along with the expenditure report. In addition, the transient occupancy tax (TOT) report is included, showing TOT revenues to date. The 2022-2023 reports will not be final until the end of August and will be available late September as things are finalized.

Budget reports for 2023-2024, will be available at the August ATBID meeting.

**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 (6.13.23)

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 04/30/2023	BUDGETED 2022-2023
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 305,420	\$ 298,170
45920.0003 Assessment Penalties	-	-	133	-	933	3,957	-
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>309,377</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	98,243	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	144,240	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	3,094	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>245,577</u>	<u>313,620</u>
<b>NET INCOME/(LOSS)</b>	(46,761)	(37,593)	(7,419)	127,103	123,341	63,799	(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>\$ 587,910</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	96,323
Administrative Services Fee	22,917
	<u>\$ 144,240</u>

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**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2022 through 04/30/2023

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>	<b>250.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>
0000.6070000 Advertising						
0000.6070000 Advertising	165,000.00	0.00	0.00	0.00	165,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501					100,000.00	
Line Description: DESTINATION MARKETING SERVICES						
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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CITY OF ATASCADERO  
 07/01/2022 through 04/30/2023

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	
10/3/2022 ap IN 14223 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 174683		47.95				
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		9,902.15				

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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>
0000.6077025 Digital Media Advertising	(Continued)					
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975					-9,902.15	
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	

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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>
0000.6077025 Digital Media Advertising	(Continued)					
1/1/2023 ap IN 14712 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173352		47.95				
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				

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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>
0000.6077025 Digital Media Advertising	(Continued)					
3/31/2023 ap IN 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		10,483.23		0.00		
3/31/2023 po LI 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,483.23		
4/3/2023 ap IN 15195 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 174121		47.95		0.00		
4/30/2023 ap IN 11310 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174630		9,329.77				
4/30/2023 po LI 11310 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,329.77		
0000.6077025 Digital Media Advertising	0.00	78,855.98	78,855.98	21,833.52	-100,689.50	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2022 po PO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				18,000.00		

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 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)					
7/1/2022 po CO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-6,500.00	
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	
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	

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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>
0000.6077060 Advertising	(Continued)					
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	662.50	-20,050.00	0.00
<b>Total Advertising</b>	165,000.00	98,243.48	98,243.48	22,496.02	44,260.50	73.18
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		
7/1/2022 po CO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				12,497.00		
7/1/2022 po CO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				2,000.00		
7/31/2022 ap IN 10946 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172458		7,336.80				

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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)					
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				
10/31/2022 po LI 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)					
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,962.32		0.00		
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-8,962.32	
12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797		7,215.00		0.00		
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		0.00		
1/31/2023 po LI 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-9,140.40	
2/28/2023 ap IN 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174074		10,204.60		0.00		

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CITY OF ATASCADERO  
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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>
0000.6501125 Promotions Consultants	(Continued)					
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		
4/30/2023 ap IN 11310 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174630		12,447.60				
4/30/2023 po LI 11310 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-12,447.60		
0000.6501125 Promotions Consultants	0.00	96,323.24	96,323.24	173.76	-96,497.00	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				

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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>
0000.6509010 Other Professional Services	(Continued)					
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				
12/1/2022 je GJ JE23 12-03 Line Description: ATBID Admin Service Fee - Dec		2,291.63				
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				
3/1/2023 je GJ JE23 03-03 Line Description: ATBID Admin Service Fee - Mar		2,291.67				
4/1/2023 je GJ JE23 04-12 Line Description: ATBID Admin Service Fee - Apr		2,291.67				
0000.6509010 Other Professional Services	0.00	22,916.66	22,916.66	0.00	-22,916.66	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				
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				

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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>
0000.6509032 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	144,239.90	144,239.90	173.76	586.34	99.60
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	242,483.38	242,483.38	22,669.78	48,466.84	84.55
<b>Grand Total</b>	313,620.00	242,483.38	242,483.38	22,669.78	48,466.84	84.55

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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 *	\$ 625,917.25	\$ 471,685.91	\$ 354,970.93		\$ 1,452,574.09

\* 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.