



CITY OF ATASCADERO
ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT
SPECIAL MEETING AGENDA

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) Special Meeting will be in-person only and members of the public wanting to participate may attend the meeting.

HOW TO SUBMIT PUBLIC COMMENT:

Individuals who wish to provide public comment in-person may attend the ATBID Advisory Board Special Meeting in the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to cityclerk@atascadero.org. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 12:00 p.m. the day of the meeting.*** Those comments, as well as any comments received after that time, but before the close of the item, will be distributed to the ATBID Advisory Board, posted on the City's website, and will be made part of the official public record of the meeting. ***Please note, email comments will not be read into the record.***

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID agendas and minutes may be viewed on the City's website: www.atascadero.org/agendas.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, www.atascadero.org. Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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

NOTICE OF SPECIAL MEETING

Thursday, August 31, 2023 at 2:30 P.M.

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

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.

PRESENTATION:

1. **Economic Development & Broadband Update**
Loreli Cappel, Deputy Director of Economic & Community Development

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – July 19, 2023**
 - Recommendation: ATBID Advisory Board approve the Draft Action Minutes of the July 19, 2023 Special Meeting. [City Staff]

B. BUSINESS ITEMS:

1. **Discuss Upgrades to the Visit Atascadero Website**
 - Recommendation: ATBID Advisory Board discuss and provide staff direction for upgrades to the Visit Atascadero Website. [City/Verdin]
 - Fiscal Impact: Up to \$25,000 in budgeted funds.
2. **Visit SLO CAL's Strategic Direction 2026**
 - Recommendation: ATBID Advisory Board receive and file Visit SLO CAL's Strategic Direction 2026 presentation. [Visit SLO CAL]

- Fiscal Impact: None.

3. Visit SLO CAL Co-op Opportunities

- Recommendation: ATBID Advisory Board review and discuss Visit SLO CAL's Co-op Opportunities 2023-2024. [Visit SLO CAL/Verdin]
- Fiscal Impact: Up to \$17,000.

4. 2023-2024 Marketing Plan for Visit Atascadero

- Recommendation: ATBID Advisory Board discuss and provide staff direction for the 2023-2024 Marketing Plan for Visit Atascadero. [Verdin]
- Fiscal Impact: \$220,000 in budgeted funds.

5. Budget Overview and Monthly Report

- Recommendation: ATBID Advisory 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. All Things Google Training. (September)
2. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (October)

F. ADJOURNMENT:



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

DRAFT MINUTES

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

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:33 P.M.

ROLL CALL:

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

Absent: None

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

APPROVAL OF AGENDA:

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

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

Chairperson Harden opened the Public Comment period.

The following citizens provided public comment: None.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – May 17, 2023

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

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 3:0 by a roll call vote.
[Harden, O'Malley abstained]

B. BUSINESS ITEMS:

1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District 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.

Deputy City Clerk James presented this item and answered questions from the Board.

The ATBID Board expressed approval of the ongoing tenure of Chairperson Harden and Vice Chairperson Ketchum.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to elect Patricia Harden as Chairperson and Corina Ketchum as Vice Chairperson of the ATBID Board for the 2023-2024 fiscal year term.
Motion passed 5:0 by a roll call vote.

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.

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

The Board agreed that including Santa Margarita's attractions, restaurants, wineries, and adventure tourism opportunities to the Visit Atascadero website would not hinder the Atascadero lodging industry (as there is no lodging in Santa Margarita) but may instead encourage further tourism and investment in Atascadero by expanding the possible activities for visitors to the area.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to include Santa Margarita attractions on the Visit Atascadero website.
Motion passed 5:0 by a roll call vote.

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: \$7,500.

At Her Table's Founder Michelle Barrera presented this item and answered questions from the Board.

The Board expressed enthusiasm toward the At Her Table Street Festival, its economic boon to the Downtown and general hospitality industry in Atascadero, and its potential for future expansion and development. Ms. Barrera also noted that At Her Table staff will attempt to attract the attention of national media by potentially launching fireworks from the Downtown area in celebration of International Women's Day, which would make Atascadero the first place in the United States to do so.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to sponsor the 2024 At Her Table Street Festival in the amount of \$7,500.
Motion passed 5:0 by a roll call vote.

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.

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

The Board agreed that the economic investment resulting from the co-op opportunity outweighs the costs of sponsorship, and that the Spartan Race is an important element in uniting tourism between Atascadero and Santa Margarita.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

**MOTION: By Board Member Sohi and Board Member Alexander to sponsor the Spartan Race Visit SLO CAL Co-op in the amount of \$5,000.
*Motion passed 5:0 by a roll call vote.***

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.

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

The Board reviewed the key findings from the Resident Sentiment Study, including polling of residents about their feelings toward tourism in their community, the longevity of residents and why folks tend to stick around long-term, and the pinch points between the community and visitors.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Visit SLO CAL Resident Sentiment Study was received and filed.

6. ATBID 2023-2025 Budget Approval

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

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The ATBID 2023-2025 Budget Approval was received and filed.

7. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the Budget Overview and Monthly Report. [City]
- Fiscal Impact: None.

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee Updates. [Visit SLO CAL/Marketing Committee liaisons]
2. Marketing Update. [Verdin Marketing]
3. 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. (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

Chairperson Harden adjourned the meeting at 4:06 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



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

Staff Report

Discuss Upgrades to the Visit Atascadero Website

RECOMMENDATION:

ATBID Advisory Board discuss and provide staff direction for upgrades to the Visit Atascadero website.

DISCUSSION:

In November 2015, the ATBID Advisory Board sent out a Request for Proposals (RFP) for a new Visit Atascadero website. At that time, a website vendor was selected, but could not commit to the agreement. The ATBID Advisory Board sent out an RFP a second time in January 2016 and secured Clever Concepts as the website developer. The City and the ATBID Advisory Board have been working with Clever Concepts ever since and have been able to add and build to the Visit Atascadero website.

The Visit Atascadero website has been a great resource and informative entry point for visitors to learn more about our destination. As with any website, functionality enhancements and user experiences evolve and need to be assessed and updated for success. The goal of the discussion will be to define objectives, identify areas of opportunity, and align with digital best practices to ensure our website provides visitors with a positive experience.

Verdin Marketing will take us through this discussion and share ideas on how to enhance website searchability, increase time on site, and overall engagement to drive visitation.

FISCAL IMPACT:

Up to \$25,000 in budgeted funds.

ATTACHMENT:

1. ATBID Request for Proposal – Visit Atascadero Website, January 2016

**Atascadero Tourism Business
Improvement District**
Request for Proposal – Visitor Website
Issue Date: January 29, 2016

The Atascadero Tourism Business Improvement District (ATBID) is requesting proposals from professional web development and design firms to guide the organization in the creation of a new tourism website.

The ATBID was formed in April 2013 to collect assessments from lodging businesses to be used for tourism promotions and marketing programs to promote the City of Atascadero as a tourism destination and to increase transient stays at lodging businesses. The ATBID is represented by Atascadero hoteliers who work in partnership with the City of Atascadero and on behalf of multiple hospitality and stakeholder businesses that serve the visitor. The ideal website will capture the unique personality of Atascadero and its varied attractions, appeal to all audiences of area tourism, serve as the tourism resource for visitors to Atascadero, and provide relevant information to support media inquiries about Atascadero. This website will replace the current VisitAtascadero.com site. Additional details regarding functionality and content are included below.

Please submit your proposal in PDF format via email to Terrie Banish, tbanish@atascadero.org and ATBID Destination Manager, Amanda Diefenderfer adief@bigredmktg.com, by 5 p.m. on Wednesday, February 10, 2016.

Scope of Proposal

Applicant Information

Proposals must include contact information and background of the submitting firm. Additionally, the proposal should offer specific material pertaining to the qualifications of the proposer, the foreseen working relationship between the firm, the ATBID and City, and previous experience with relevant projects.

Website Design and Functionality

Submitted proposals should at least include the following elements related to the design, functionality and content management capabilities of the website:

Overall Design – The website should reflect a professional, information-rich site that is both aesthetically pleasing and easy to navigate. Responsive designs that adapt to the varied sizes of desktop and mobile devices are most appealing. The website needs to be optimized for thorough SEO performance and have a strong presence amongst our target audience of local and county residents as well as supporting the ATBID goal to grow tourism. It needs to be designed in a manner that will populate search results when people are searching to visit our area and will capture tourists while they are here in our county with the variety of attractions we offer. In addition, this optimization needs to keep in mind the tourism industry from tour operators to hotels and other media resources. It also needs to reflect the aesthetics of the unique appeal Atascadero has to offer.

Additionally, the website should be created in a manner that allows flexibility to adapt to evolving needs and technologies as they arise.

Equal Promotion and Support for Hoteliers/Tourism Stakeholders – The website must host the ability for properties to convey current information. Those with administrator access should be able to assist hotels/stakeholders to post consumer promotions, trade resources and easily access pertinent information that is tourism related.

Appeal to Numerous Consumer Audiences – The wide range of Atascadero attractions and resources results in a varied target audience. The website should appeal to this audience through aesthetics and ability to obtain relevant information. One of the gauges of the website’s success will be its ability for itinerary building and to convert visitors to rooms booked for hotels. Specific consumer audiences to consider in the creation of the website include:

- Families
- Weekend visitors
- Wine/beer/cider and food consumers
- Agri-tourists
- Golfers
- Outdoor enthusiasts
- Weddings
- Area event attendees
- Meeting planners
- Organized tour groups

News Worthy, Timely Marketing Campaigns – In the overall design, the new website should include space for news worthy and timely marketing campaigns (i.e., restaurant month, Atascadero Wine Festival, zoo happenings and other consumer events) to showcase “What’s Happening.” This supports a website that is current with information and easily updatable to provide users easy to access information as they make their travel plans.

Integration of Supportive Platforms and Tools – The proposal should include a demonstration of the site’s ability to integrate supporting marketing resources. Specific resources include:

- Connection to social media platforms such as Facebook, Twitter, and Instagram. Functionality should allow connection to the outside social media platform and integration of embedded videos and/or update feeds.
- Hosting of a digital version of print collateral created to promote Atascadero tourism. This should also include a form to allow consumers to request information.
- Connection and integration with the local, regional and state tourism partners. The Atascadero Chamber of Commerce is a strategic partner and home to the local Visitor’s Center. Visit San Luis Obispo County’s website acts as a countywide portal for the ATBID featuring events, dining, lodging, and activity information.

Hosting of Media Resources – As an area resource, the site must have the ability to convey and host information that will attract media personalities to learn more about Atascadero and support the ATBID’s goal of growing media coverage.

Website Administrator Access – Access shall be provided to TBID designees for front and back-end editing to apply content updates. This system should facilitate the editing process with the use of WYSIWYG style editors. This site must also meet all ADA standards for accessibility.

Website Content Management System - Proposals should include the implementation of a web-hosted Content Management System that is easily usable and accessible through discretionary logins. Additionally, database functions should include the ability to import and export site visitors/members, events and businesses in a common data format. The events calendar will be date and/or title searchable and accommodate recurring, multi-day and multi-week events. Current website content is available as needed. If a proprietary CMS is proposed, an option for an open-source CMS should be included with preference given to an open-source platform.

Analytics - The backend of the site should allow access to complete page-visit analytics and offer the ability to generate reports (a listing of reports should be included in the proposal).

Hosting - Options should be provided for hosting. Preference will be given to options that allow the City to host the site on current City hosting providers.

Ongoing Site Management – The site shall be regularly maintained by the chosen vendor. Maintenance includes but is not limited to front and back-end updates for functionality and security and content updates as provided by the ATBID. Maintenance costs for the scope of this project shall be included in the proposal and extend to 12 months from the start of the project. The project start date will be determined after the selection process. The monthly maintenance portion of the proposal shall reflect the monthly cost after the scope of this project is completed.

Timeline

Please include an anticipated timeline for the migration of current website content and availability of new site functionality. The timeline may recommend phases of introducing new resources in order to integrate the updates as quickly as possible while eliminating potential disruptions.

Budget

Proposals should include a comprehensive budget outlining the associated costs of developing the website and anticipated ongoing maintenance costs. Allocated budget is estimated at \$35,000.

Examples of Work

Please provide case studies and/or other examples of work that reflect the competencies specific to supporting the ability to successfully achieve the goals of the new visitor website.

Proposal Submission

Proposals are to be submitted electronically in PDF to Terrie Banish, tbanish@atascadero.org and ATBID Destination Manager, Amanda Diefenderfer adief@bigredmktg.com, by 5 p.m. on Wednesday, February 10, 2016.

Please note that all costs to prepare proposals are to be incurred by the proposer. The ATBID reserves the right to refuse any submission and may retain all proposals submitted. Proposals should not exceed 15 pages in length.



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

Staff Report

Visit SLO CAL's Strategic Direction 2026

RECOMMENDATION:

ATBID Advisory Board receive and file Visit SLO CAL's Strategic Direction 2026 presentation.

DISCUSSION:

Visit SLO CAL will present Strategic Direction 2026, a roadmap for the next few years in the County's tourism industry, with a focus on sustainability and quality of life in the Vision and Mission statements, along with key Core Values that place an emphasis on excellence.

The positioning of Strategic Direction 2026 will include research and vital tourism knowledge, impactful marketing and sales initiatives, a long-term collaborative roadmap that enables success for our community, and leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors.

Based on Strategic Direction 2026, the presentation will provide an overview of the FY 2024 Business and Marketing Plan. The plan will review the new market assets and activation; the target audiences; geographic priorities; the media mix; paid and owned media; earned media and public relations; partnerships and events; sales; equity, diversity, and inclusion; and advocacy.

Strategic Direction 2026 provides useful information to the ATBID Advisory Board as they review and focus on the new Visit Atascadero Marketing Plan for 2023-2024.

FISCAL IMPACT:

None.

ATTACHMENT:

1. SLO CAL Strategic Direction 2026 Presentation



Strategic Direction 2026



Strategic Direction 2026





Strategic Perspectives

1. Visit SLO CAL is widely supported by the tourism community
2. Cultural and retention issues continue to challenge Visit SLO CAL
3. The House of Brands strategy is widely applauded
4. Collaboration has positive momentum in SLO CAL
5. As with many destinations, workforce issues are a persistent threat
6. SLO CAL still believes in the dream of a conference center
7. SLO CAL can stake a claim in sustainable tourism
8. SLO CAL's value proposition as a destination is evolving
9. Digital nomads might be a market opportunity
10. Visit SLO CAL should keep an eye on community resistance



SD2023 Vision

A vibrant and prosperous SLO CAL fueled by a collaborative and flourishing tourism industry

SD2026 Vision

A vibrant and **sustainable** SLO CAL, fueled by a collaborative and flourishing tourism industry





SD2023 Mission

Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for SLO CAL

SD2026 Mission

Inspire travel, foster our unique experiences and **champion quality of life** to create life-long ambassadors and economic growth for SLO CAL



SD2023 Values

- **Stewardship**
 - We are mindful of our resources and seek to enhance the SLO CAL lifestyle
- **Authenticity**
 - We are attuned to our own well-being and strive to bring the SLO CAL brand to life
- **Inclusion**
 - We engage and collaborate with an array of voices and perspective
- **Drive**
 - We bring enthusiasm to our work and prioritize initiative to achieve results
- **Future Focus**
 - We deliver today with an innovative eye on tomorrow

SD2026 Core Values

- **Stewardship**
 - We value our people and care for our community and resources
- **Authenticity**
 - We strive to embody the SLO CAL lifestyle of "people, place and pace"
- **Inclusion**
 - We engage and collaborate with an array of voices and perspectives
- **Excellence**
 - We are ambitious in our work and prioritize initiatives to achieve results
- **Future Focus**
 - We deliver today with an innovative eye on tomorrow



SD2023 Position

To best support SLO CAL's tourism economy, Visit SLO CAL provides:

- Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities
- A long-term, collaborative and holistic roadmap that enables success for our community
- High-quality and high-impact marketing and sales initiatives tailored to reach regional, national and international target markets
- Leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors



SD2026 Position

To best support SLO CAL's tourism economy, VSC provides:

- Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities
- **Impactful** marketing and sales initiatives tailored to reach regional, national and international target markets
- A long-term, collaborative and holistic roadmap that enables success for our community
- Leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors



SD2026



Objective #2



Amplify & steward the SLO CAL brand through unified efforts

Strategies:

- Continue to build on House of Brands marketing strategy
- Increase share of voice through integrated storytelling efforts
- Increase local adoption of SLO CAL nomenclature
- Develop a holistic approach to promoting SLO CAL as an authentically sustainable destination

Key Results:

- Year-over-year increase in unaided visitor Net Promoter Score from baseline of -9
- Grow incremental travel impact as measured by ROAS in the annual Brand Awareness Study
- Grow partner participation in Visit SLO CAL marketing efforts
- Increase cross-visitation over FY 24 baseline

Objective #1



Enhance our organizational effectiveness

Strategies:

- Audit and streamline processes, procedures and workflows
- Cultivate a values-centered culture reflective of the SLO CAL lifestyle
- Perform a skills and capabilities audit and act on findings
- Celebrate, recognize and develop the Visit SLO CAL team

Key Results:

- Maintain or grow average employee engagement score over 2023 baseline
- Grow average employee satisfaction on quarterly survey over 2023 baseline
- Grow values alignment score on quarterly employee survey over 2023 baseline

Objective #3



Lead the county tourism industry in fostering a vibrant destination

Strategies:

- Champion improvements in intra-county transportation
- Develop a Sustainable Tourism Strategy for SLO CAL
- Create a Regional Tourism Industry Workforce Plan

Key Results:

- Deliver Sustainable Tourism Strategy by June 30, 2024
- Deliver Regional Tourism Workforce Plan by June 30, 2024
- Outperform statewide tourism economic impact growth

Objective #4



Demonstrate value to investors, partners, stakeholders and communities

Strategies:

- Build awareness & deepen engagement of investors, partners & stakeholders
- Build local understanding of the positive impact tourism has on the community
- Advance our efforts to educate, inform and collaborate with our investors, partners and stakeholders

Key Results:

- Maintain or improve resident sentiment score over baseline of 2023 survey
- Year-over-year increase in investor, partner and stakeholder engagement over FY 24 baseline



FY 24 Business & Marketing Plan Overview



Aligning the Vision





SLO CAL Brand Positioning



Here in SLO CAL, life's tempo is a little more deliberate. Surrounded by abundant natural beauty, it's easy to see how the people here stay so grounded and generous of heart.

Rich, fertile fields and vine-draped hills. Jagged peaks and rugged coastal cliffs. Cool, lush forests that give way to golden dunes, warm sandy beaches and aquamarine waves. These surroundings are home to many unique towns and a kaleidoscope of cultures all linked by one local spirit. A warm, accepting ethos that makes it easy to connect with what matters to you.

And when you find yourself in this bountiful place—with friends, family, loved ones or simply solo—life becomes more vivid. Here, you don't just live in the now...you thrive, chill, laugh, play, sip, ride and thrill in the now.

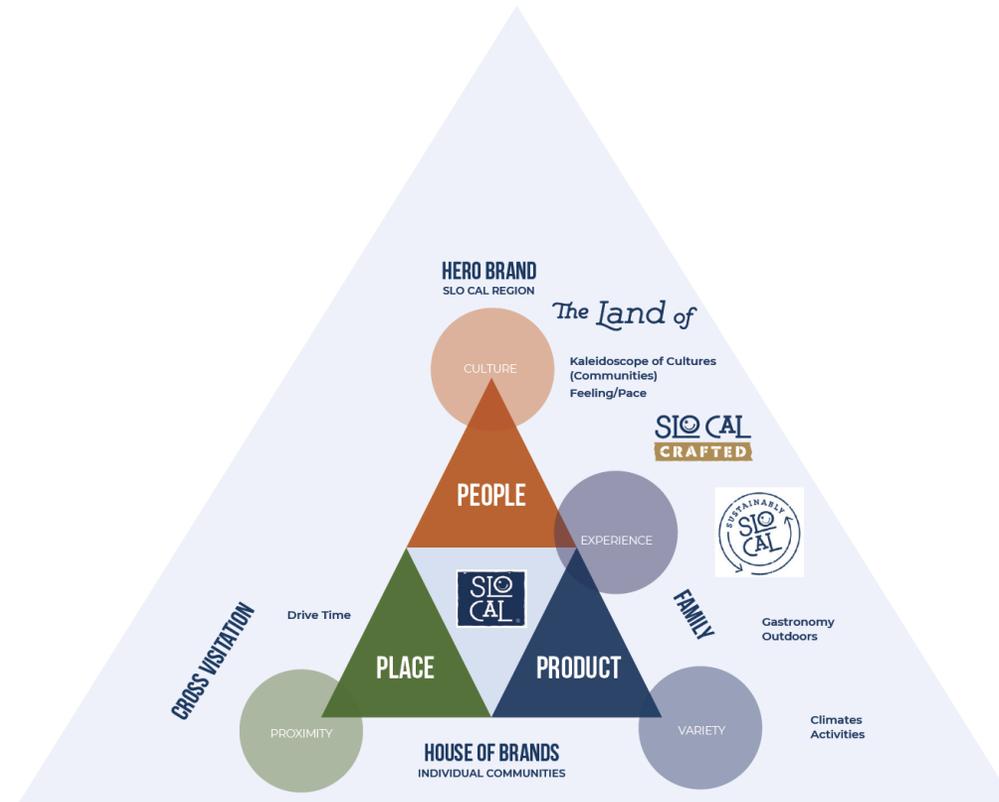
Because in SLO CAL, Life's Too Beautiful to Rush®.





FY 24 Approach

Integrated Storytelling Framework





FY 24 Approach

New Marketing Assets & Activation

Sustainably SLO CAL

- Build on momentum of WTTC Destination Spotlight to elevate SLO CAL as a leading sustainable tourism destination

Brand Storytelling

- Bring more immersive content to the SLO CAL brand storytelling toolkit

Key Market Activation

- Engage media and consumers in a key market to drive awareness and interest in SLO CAL



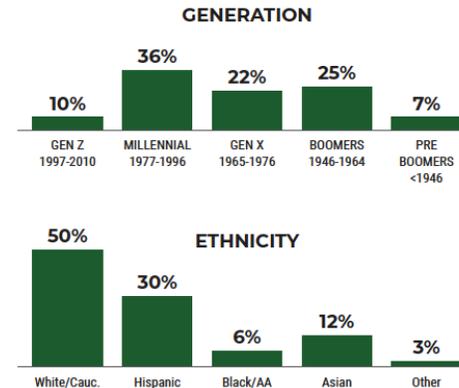
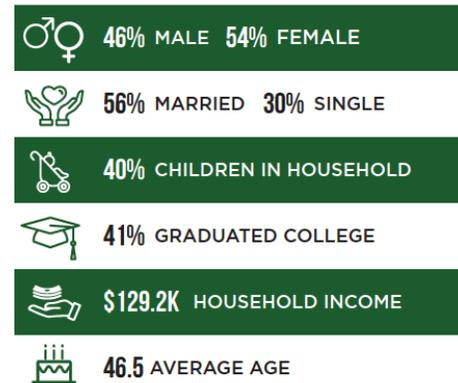


FY 24 Approach

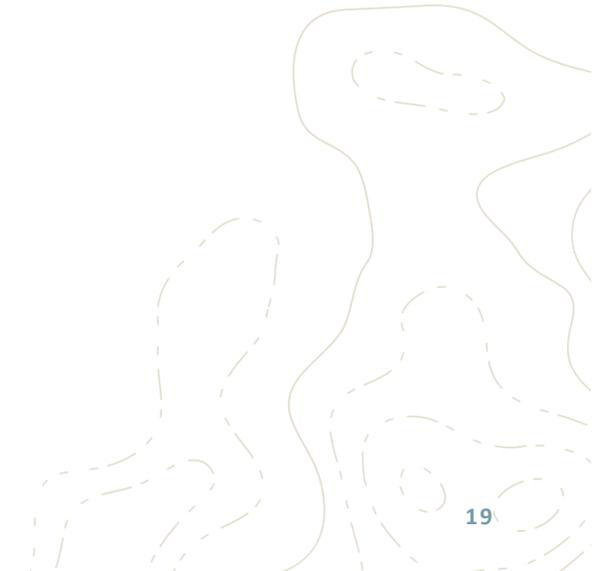
The Purposeful Traveler – Primary Audience

- Broader target audience
- Consumers who take at least two or more domestic vacations and spend \$2,000 annually
- Consumers who embody the SLO CAL state of mind

THE PURPOSEFUL TRAVELER: DEMOGRAPHICS



Source: MRI-Simmons Spring 2021 Doublebase - California traveler base, mindset & traveled 1+ nights





FY 24 Approach

Geographic Prioritization

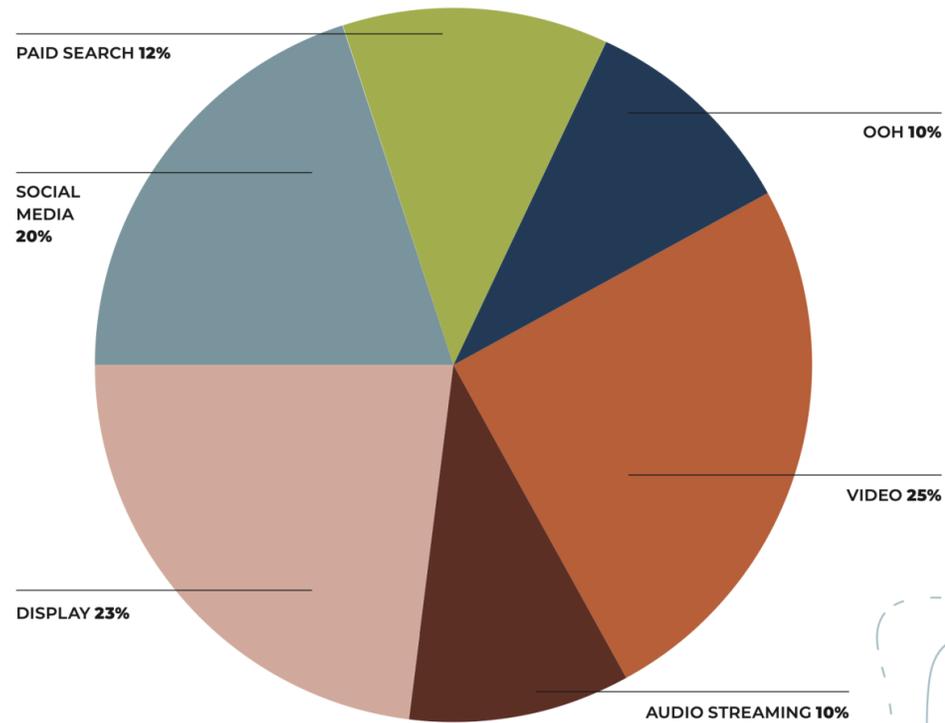
2022 SLO CAL ARRIVALS BY ORIGIN MARKET						
PRIORITY	DESIGNATED MARKET AREA	FLIGHT STATUS	% OF ARRIVALS	FAMILIARITY/ CONSIDERATION/ VISITATION INDEX	% OF BUDGET	YOY BUDGET ADJUSTMENT
Tier 1	DALLAS/FORT WORTH, TX	+68% seats	0.5%	70	15%	+14%
	DENVER, CO		0.7%	74	8%	+10%
	PHOENIX, AZ	AA shift to A319	1.8%	85	11%	+10%
Tier 2	SEATTLE/TACOMA, WA		1.0%	83	7%	+9%
	LAS VEGAS, NV		1.0%	96	8%	+20%
	PORTLAND, OR	At capacity	0.6%	84	5%	+18%
Tier 3	SAN DIEGO, CA	Challenge with filling	2.9%	119	7%	+28%
	SACRAMENTO/STOCKTON/MODESTO, CA		7.4%	117	7%	-6%
	SAN FRANCISCO/OAKLAND/SAN JOSE, CA		11.2%	127	11%	-5%
	LOS ANGELES, CA		23.8%	133	21%	-17%



FY 24 Approach

Media Mix / Budget Allocation

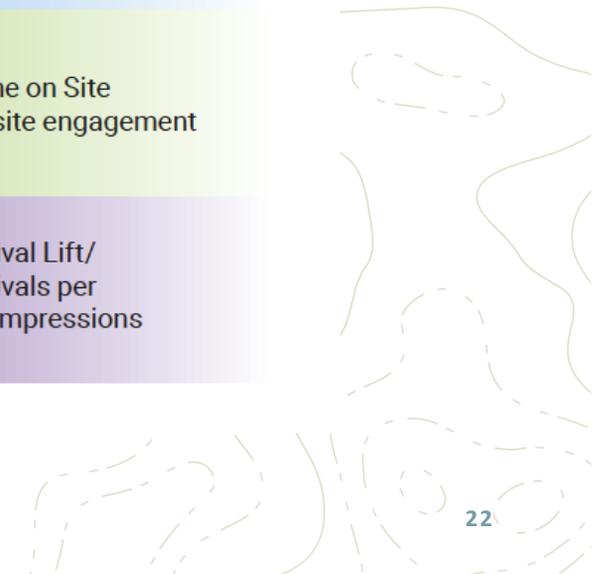
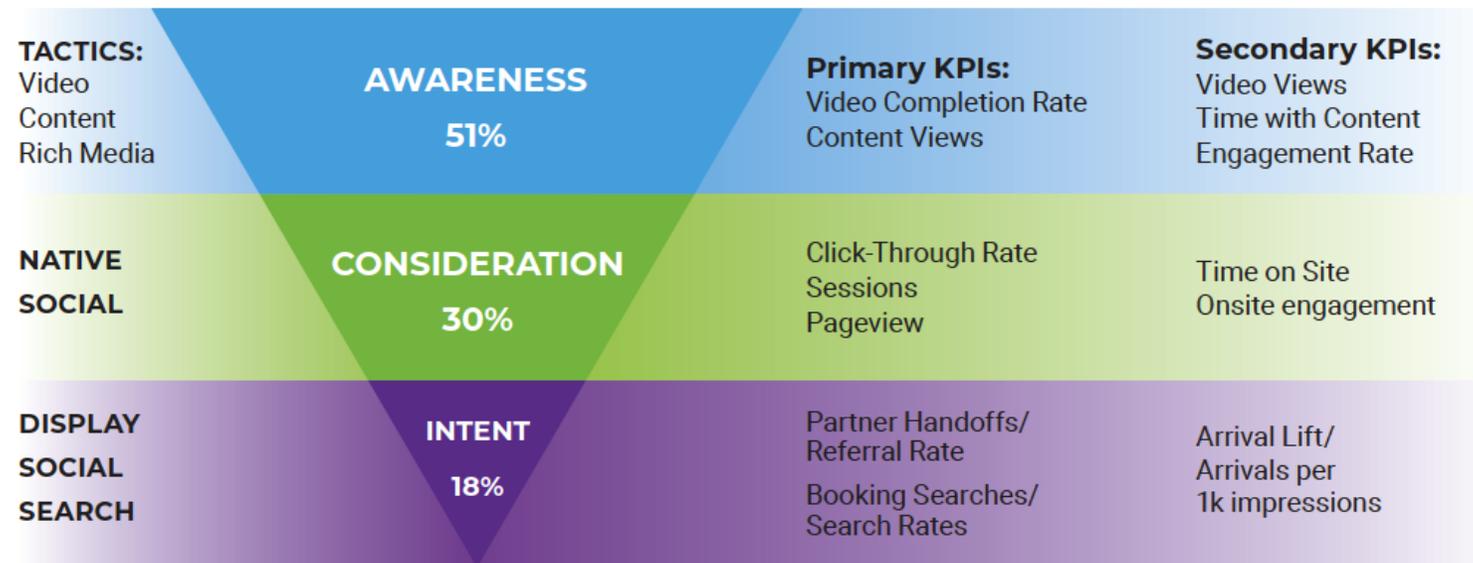
FY 2024 MEDIA BUDGET: \$3,000,500





FY 24 Approach

Paid Media Performance





FY 24 Approach

Paid Media

- Finalize and launch local adoption of SLO CAL nomenclature strategy
- Strategy to include small amount of paid promotion locally to increase awareness as part of the integrated framework across earned, owned and paid initiatives





FY 24 Approach

Owned Media

- Launch new assets specifically integrated with paid and earned efforts
- Maintain and optimize web presence through ongoing development and UX study

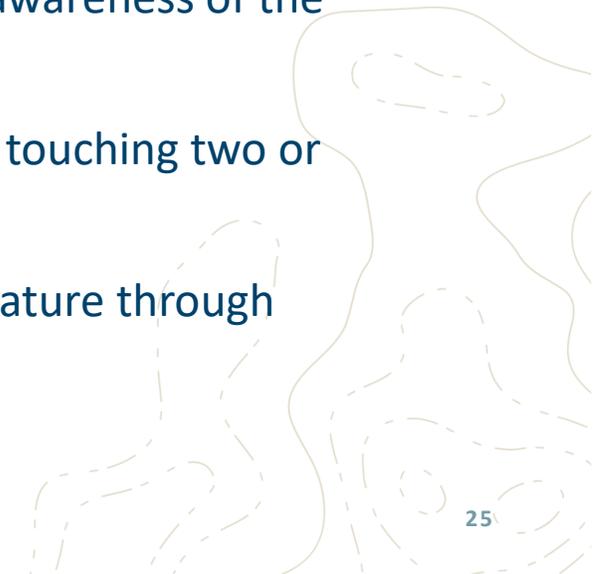




FY 24 Approach

Earned Media & Public Relations

- Onboard international PR agency and develop PR strategy focused on UK/Ireland
- Launch community engagement PR plan to build local awareness of the positive impact tourism has on the community
- Secure individual domestic and international FAM trips touching two or more destinations
- Leverage media relations to promote SLO CAL nomenclature through local media channels

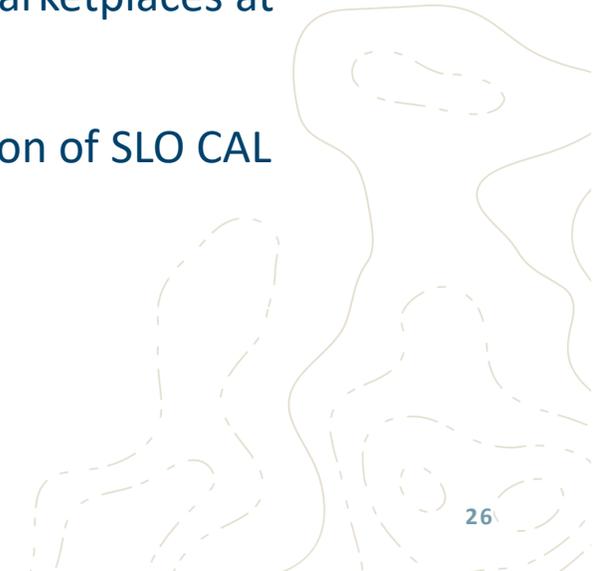




FY 24 Approach

Partnerships and Events

- Continue to develop SLO CAL Crafted to increase participation and create opportunities for 2 key activations
- Collaborate with SCC partners to participate in pop-up marketplaces at Mid-State Fair, Farmers Market, and Destination Summit
- Activate partner engagement strategy to increase adoption of SLO CAL nomenclature
- Increase participation in VSC programs by 10%

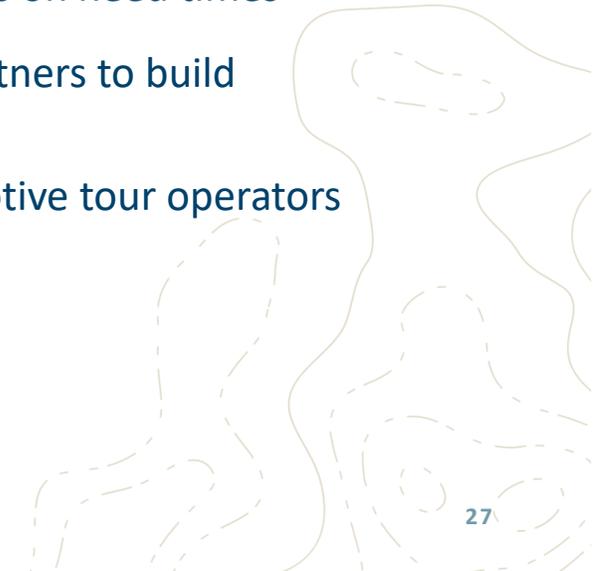




FY 24 Approach

Sales

- Develop and implement county-wide sales strategy
- Deliver build-out and promotion of VSC's advanced facilities module
- Generate 15 meeting & conference leads quarterly, with a focus on need times
- Facilitate two education sessions for lodging investors and partners to build relationships with international and domestic tour operators
- Facilitate and confirm five contracts per quarter between receptive tour operators and lodging investors/partners





FY 24 Approach

Experience SLO CAL 2050

- Develop countywide events and festivals calendar
- Advance work on comprehensive countywide trail system
- Work with investors, partners, stakeholders and event planners to identify a signature event or festival
- Conduct a countywide sustainability assessment through the Global Sustainability Tourism Council





FY 24 Approach

Equity, Diversity & Inclusion

- Continue to build EDI content that tells the story of SLO CAL
- Partner with ANA to host mandatory training program for VSC staff, Board of Directors and Marketing Committee





FY 24 Approach

Advocacy

- Develop long-term advocacy platform, including pillars to guide collaborative advocacy efforts
- Create and launch advocacy toolkit
- Leverage resident sentiment survey benchmark to inform and build communications strategy
- Create regional tourism industry workforce strategy roadmap





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

Staff Report

Visit SLO CAL Co-op Opportunities

RECOMMENDATION:

ATBID Advisory Board review and discuss Visit SLO CAL's Co-op Opportunities 2023-2024.

DISCUSSION:

Visit SLO CAL's intention for cooperative marketing is to provide unique opportunities for destination partners and tourism businesses to ride the coattails of Visit SLO CAL investment across paid, owned, and earned channels, and amplify their voices within its House of Brands programming. Visit Atascadero is a proud member of Visit SLO CAL. City staff encourages the ATBID Advisory Board to review and endorse co-op opportunities with Visit SLO CAL whenever they are available and mutually beneficial.

This presentation will provide a snapshot of the co-op marketing opportunities available to the ATBID Advisory Board as we head into the 2023-2024 fiscal year.

FISCAL IMPACT:

Up to \$17,000.

ATTACHMENT:

1. Visit SLO CAL Co-op Opportunities Presentation



August 2023

SLO CAL Co-Op Program

FY 24

SLO CAL Co-Op Strategy

ITEM NUMBER:
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Visit SLO CAL's intention for cooperative marketing is to provide unique opportunities for destination partners and tourism businesses to ride the coattails of Visit SLO CAL investment across paid, owned and earned channels and amplify their voices within its House of Brands programming

Paid Media

Partner Programs

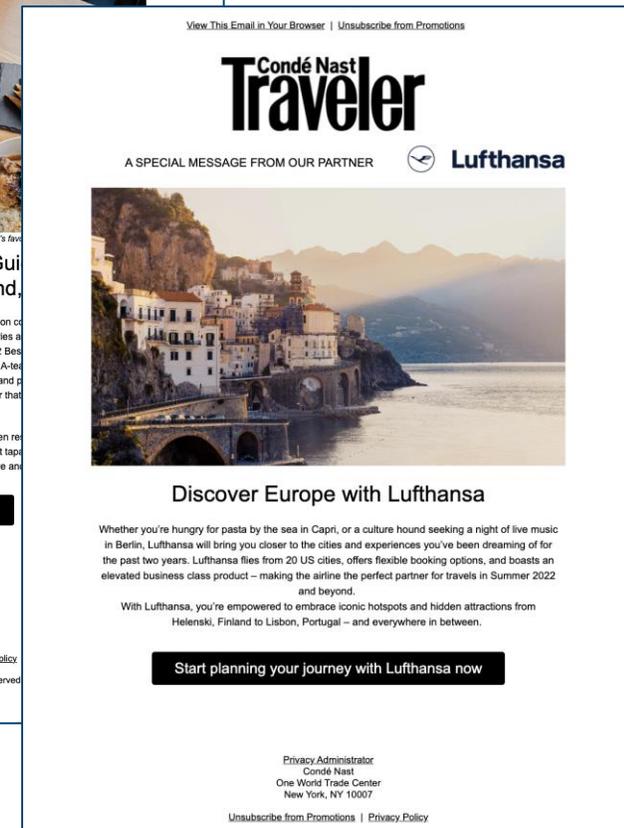
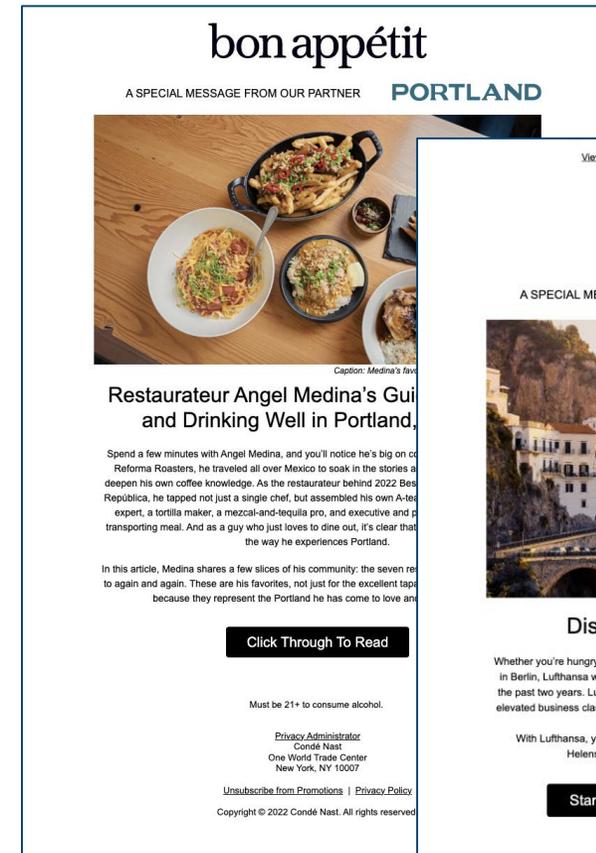


Conde Nast

Conde Nast – Targeted E-blast

Overview:

- Dedicated e-blast to email lists within the Conde Nast network under the publication of your choice
- Publisher produced with input from destination stakeholders
- Opportunity to feature key events or seasonal attractions, festivals etc.





Conde Nast Program Details

Creative:

- Imagery provided by destination or SLO CAL (destination to determine)
- Copy developed by the Conde Nast team with direction and overview provided by destination

User Experience: Email will click through to the Destination Partner Website

Requirements: Participants will be required to feature the Community of SLO CAL Logo Lockup prominently on the campaign landing page

Pricing: \$5,500

Sojern

Sojern : Matching Funds Co-Op

Program Overview:

- As a valued partner and member of our travel and tourism community, Visit SLO CAL together with Sojern has developed a custom program to support SLO CAL partner efforts in driving visitation and increasing the economic impact to each destination.
- Through this customized co-op marketing program, you will receive a **100% match on your investment from Visit SLO CAL and Sojern** in a digital advertising campaign set to specifically meet your needs and goals.



About Sojern

Sojern is an easy-to-use marketing platform that gives hotel and destination marketers the tools to cost effectively drive demand, convert customers, and build loyalty

How It Works

Travel
Intent Signals

Thanks to our data partners we know where, when, and why people travel.

350 Million
Traveler
Profiles

We build traveler profiles based on those intent signals and what we know about their travel preferences.

Data from
Your
Website

We learn from your website visitors and are able to find travelers who are similar.

SLO CAL Sojern Co-Op Structure

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Media Included:

- Display, Native and/or Video
- Media mix depends on budget level

Investment:

- 100% Match with 100% VSC and 100% Sojern
- \$5,000 Minimum

Reporting:

- Performance Data in Online Client Platform
- Economic Impact Reporting

Campaign Examples

Partner Investment	VSC Match	Sojern Media Match	Product Max	Max Campaign Length
\$5,000	\$5,000	\$5,000	2 Products	3 months
\$10,000	\$10,000	\$10,000	3 Products	6 Months



Sojern Program Details

- **Creative:** HOB Video, Native, Display
- **User Experience:** HOB Ads featuring each participating destination will be served based on the Sojern targeting parameters and will click through to the Destination Partner Website
- **Requirements:** All participants will be required to feature the Community of SLO CAL Logo Lockup prominently on the campaign landing page

Pinterest

Access to the current custom Pinterest extension campaign providing:

- Development & deployment of a custom interface featuring participating destinations across SLO CAL
- Pinterest Asset Development
 - Pins used to run in the creative campaign will be made available for use in individual partner Pinterest Programs and will click through directly to partner landing pages
 - Customized assets developed featuring destination product, events or specific offerings
- Increased exposure of participating destinations within the SLO CAL Pinterest media investment

Co-Op Structure

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Partners Receive

- Increased exposure within the Visit SLO CAL media campaign
- Suite of custom Pinterest assets
- Increased alignment with Cross Visitation

SLO CAL Provides

- Platform development
- Paid Media Support
- Asset Development & Delivery
- Creative asset templates

Pinterest Co: Op Structure

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Option 1

Investment Level: \$10K
Pinterest Asset Suite:

- **2 Video Pins**
- **10 Standard Pins**
- **2 Traffic Driving Pins**
- **3 Customizable Pin Templates**
- **Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates**

Option 2

Investment Level: \$5K
Pinterest Asset Suite:

- **1 Video Pin**
- **5 Standard Pins**
- **1 Traffic Driving Pin**
- **3 Customizable Pin Templates**
- **Inclusion in SLO CAL Pinterest Campaign Launch at leveraged rates**

Brand Campaign Co-Op

Leveraging the buying power of Visit SLO CAL



Brand Campaign – Retargeting

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Leveraging the *The Land of* campaign's third year in market, Visit SLO CAL has created a co-op layer that allows Destination partners to capitalize on the campaign's buying power and momentum.

Partners will select the messaging layer that best aligns with their organization objectives.

Content Text

- Once selected, those visitors will be retargeted with HOB campaign creative specific to that destination, which in turn clicks through to the and retarget visitors that have engaged with those assets
- HOB creative assets will drive traffic directly to partner hosted landing pages which prominently feature the "Community of" logo lockup

Brand Program Details

Creative: HOB Video, Native, Display

User Experience: HOB Ads featuring each participating destination will be served based on the campaign targeting parameters and will click through to the Destination Partner Website

Requirements: All participants will be required to feature the Community of SLO CAL Logo Lockup prominently on the campaign landing page

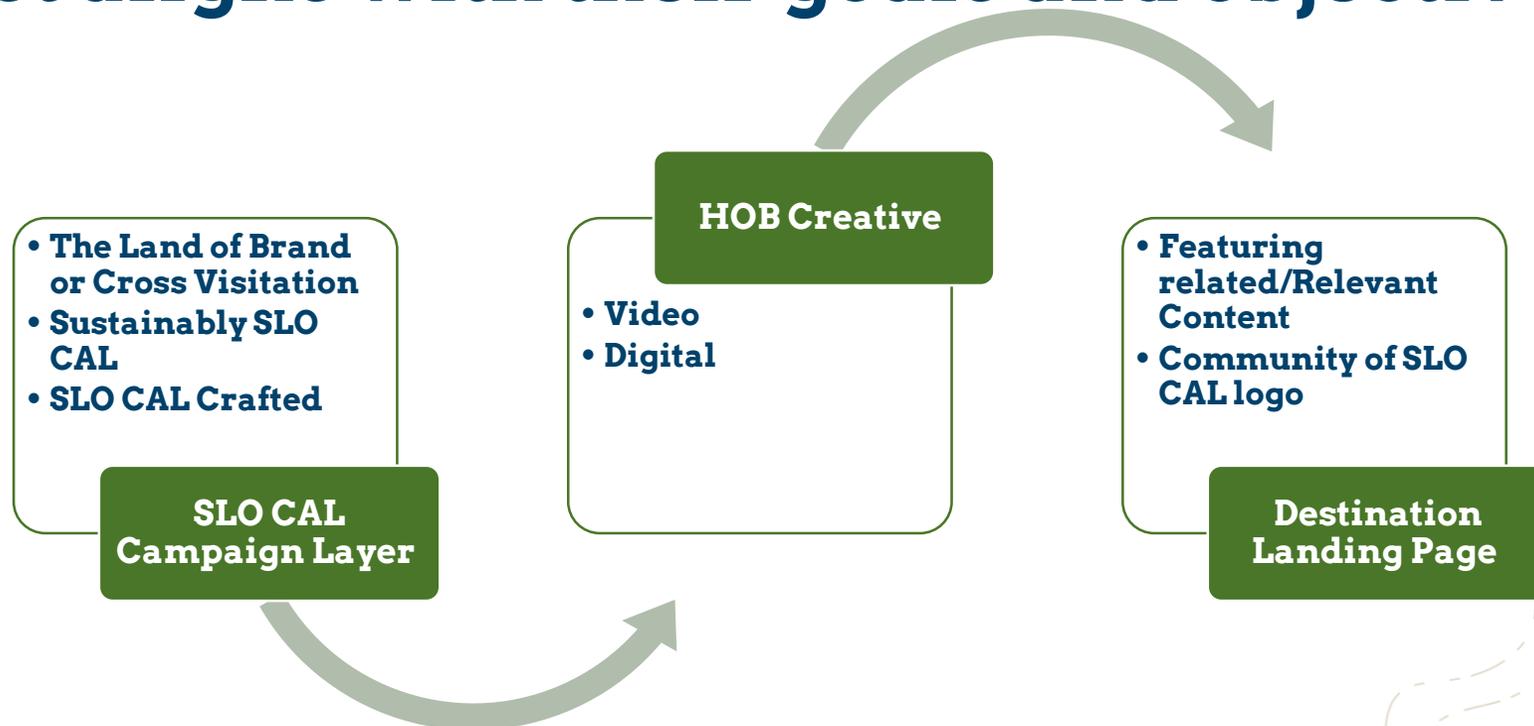
Pricing

- \$1,500
- \$2,250
- \$3,500



Approach

Building on the momentum *The Land of* campaign has created over the past two years – Destination partners are able to tap into the messaging strategy that best aligns with their goals and objectives.



Key Market Activation

Earned, Owned and Paid



Approach

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To stimulate the Denver market, VSC is planning an integrated marketing activation to coincide with the PRWCA and Travel Paso's wine tasting trade and consumer event

Earned: Media Event October 26 at Mile High Station

- Invited media and key influencers who specialize in diverse media segments will be invited to participate in an activation with co-op partners
- Event will take place at 5 pm, just prior to consumer event to create a private experience in a separate space
- A SLO CAL Crafted pop-up will be included in media event and used as the gifts for participating media
- Media will flow into consumer event for full wine tastings

Approach

Paid and Owned: House of Brands media blitz

- Additional media dollars will be deployed behind participating partners *The Land of...* House of Brand creative assets
- Giveaway Creative: Featuring imagery from participating partners – promoting a trip giveaway
- Trip giveaway will include all participating co-op partners

Pricing

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- Participation in media event from one representative of each co-op partner
- Additional media rotation for participating partners using HoB creative
- Trip giveaway featuring co-op partners both in creative and in trip components
- **\$3,000**



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

Staff Report

2023-2024 Marketing Plan for Visit Atascadero

RECOMMENDATION:

ATBID Advisory Board discuss and provide staff direction for the 2023-2024 Marketing Plan for Visit Atascadero.

DISCUSSION:

As the ATBID Advisory Board enters the next fiscal year, Verdin Marketing will present a dynamic and comprehensive marketing plan for Visit Atascadero aimed at elevating our City's position as a unique travel destination on the Central Coast of California. This strategic roadmap is designed to enhance visitor experiences, engage with our target audience, and promote regenerative tourism practices. Through innovative digital initiatives, engaging content, and collaborative partnerships, we strive to create lasting memories for our visitors while fostering economic growth for our local community.

The marketing plan will review who we are; our brand strategy; research and trends; survey results; who we are trying to reach through our target audiences; the strategic game plan; and which tactics will be in place for paid, earned, and owned media channels. Verdin will present what can be expected from the plan including an immersive digital experience, a redesigned website, engaging content, memorable moments, and sustainable travel.

FISCAL IMPACT:

\$220,000 in budgeted funds.

ATTACHMENT:

1. Visit Atascadero Marketing Plan Presentation 2023-2024

ITEM NUMBER: B-4
DATE: 08/31/23
ATTACHMENT: 1



August, 2023

Visit Atascadero

Marketing Plan FY 2024



ITEM NUMBER:
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Research & Trends



Atascadero
CALIFORNIA

Primary Research

Survey Results

- 11 respondents
- 61% of respondents shared most guests are from LA or SF/Bay Area
- Types of travelers: couples, followed by families and solo travelers
- Average age of travelers: 30-60
- Most respondents use Instagram as their main social media channel
- Advertising support is needed year round, heavier in off-season (September - May)



Secondary Research

From our Partners

- SLO CAL saw a 13.8% increase in overall travel spending YOY.
- California residents are accounting for 45% of all travel spending in California.
- Visit California reports we are 93% of the way back to pre-pandemic levels.
- Majority of residents believe in the power of tourism as it relates to quality of life according to the Visit California Community sentiment Study.



Trends

- Glamorizing the good ol' days
- New way to road trip via electric vehicles
- Sustainability, especially as it relates to food and beverage
- Resurgence of “Bleisure” Travelers



Target Audiences

Who are we trying
to reach?



Target Audiences

Purposeful Traveler

The Purposeful Traveler is characterized by their vibrant and uncomplicated lifestyle, emphasizing authenticity and strong personal connections with family and friends. With a curious and open-minded nature, they seek out enriching experiences, eager to explore and learn about new things. In harmony with nature and their inner selves, they find fulfillment in engaging activities that align with their passions.



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Secondary Audiences

The Outdoor Family



Atascadero
CALIFORNIA

Game Plan

IMPERATIVE	OBJECTIVES	INITIATIVES
Enhance the Atascadero brand story and experience	<ol style="list-style-type: none"> 1. Growth in subscriber base and social following 2. YOY growth in website traffic and engagement 	<ol style="list-style-type: none"> 1. Develop and deploy a refreshed website 2. Launch blog 3. Implement proactive PR strategy
Visitation growth	<ol style="list-style-type: none"> 1. YOY growth in TOT 2. YOY growth in RevPAR/OCC 	<ol style="list-style-type: none"> 1. Create packages/itineraries with unique offerings to grow length of stay 2. Amplify paid media strategy with new channels
Develop key partnerships	<ol style="list-style-type: none"> 1. Increase brand awareness 2. Build strong relationships with stakeholders 	<ol style="list-style-type: none"> 1. Identify partner opportunities that drive overnight stays 2. Create core pillars that are authentic to Atascadero experiences.

Paid Media

Budget: \$100,000															
Visit Atascadero 2022 - 2023 Media Plan	Targeting Behaviors	Target Region	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Digital Advertising															
Programmatic Video Pre-Roll	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$2,500	\$2,500	\$2,500	\$1,000	\$1,000	\$2,500	\$2,500	\$2,500	\$2,500		\$19,500
Retargeting - Programmatic Display		Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose				\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$4,000
Connected TV	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$3,000	\$3,000	\$3,000			\$3,000	\$3,000	\$3,000			\$18,000
Streaming Audio	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$800	\$800	\$800			\$800	\$800	\$800	\$800		\$5,600
Google AdWords [1]	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose	\$2,400	\$2,800	\$2,800	\$2,800	\$2,800	\$2,500	\$2,500	\$2,800	\$2,800	\$2,800	\$2,800	\$2,400	\$29,400
Print Advertising															
SLO CAL Visitors Guide - Half Page		SLO County and select out of area markets				\$2,470 [2]									\$2,470
Yosemite Journal (CCTC Partnership)					\$3,574 [3]										\$3,574
Social Advertising															
Facebook, Instagram, Pinterest	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$17,000
Total			\$1,000	\$3,900	\$14,174	\$13,570	\$11,100	\$5,500	\$5,500	\$11,100	\$11,100	\$11,100	\$8,100	\$3,400	\$99,544

Earned Media

- Craft four press releases/media pitches
- Host media familiarization tours to showcase the city's offerings
- Identify and collaborate with social media influencers
- Continue events partnerships
- Create exclusive deals and packages for visitors to extend their stay
- Attend IPW to share and extend reach



Owned Media

- Share user-generated content and engaging stories
- Continue to revamp Pinterest
- Monthly e-newsletter
- Implement a blog
- Collaborate with photographers and videographers
- Develop and launch a new website
- Partner with local businesses through Instagram Collaborations



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Questions





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

Budget Overview and Monthly Report

RECOMMENDATION:

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

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through June 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. Details of the expenditure report are broken out further in the Marketing Summary report 2022-2023 provided by Verdin Marketing. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date. All of the 2022-2023 reports have not been finalized.

The budget summaries for the 2023-2025 budget cycle have been provided for your review to show where the ATBID revenue and expenses are allocated and show where we are tracking year to year. Details of the Marketing Summary Report FY 2023-2024 from Verdin Marketing are also provided.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Summary FY 22-23
2. ATBID Expenditure Detail Report FY 22-23
3. ATBID Verdin Marketing Expenditure Detail Report FY 22-23
4. Tourism Report – Transient Occupancy Tax Revenues (7.31.23)
5. 2023-2025 ATBID Budget
6. ATBID Verdin Marketing Expenditure Detail Report FY 23-24

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 06/30/2023	BUDGETED 2022-2023
REVENUES							
41530.6300 Taxes and Assessments	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 411,095	\$ 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>415,052</u>	<u>304,810</u>
EXPENSES							
6050000 Office Expense	-	-	-	-	264	-	250
6070000 Advertising	144,521	178,720	120,110	43,142	127,366	126,557	165,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	172,938	143,482	120,525	106,295	143,436	163,051	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	4,151	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>293,758</u>	<u>313,620</u>
NET INCOME/(LOSS)	(46,761)	(37,593)	(7,419)	127,103	123,341	121,294	(8,810)
BEGINNING AVAILABLE BALANCE	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 645,405</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	110,551
Administrative Services Fee	27,500
	<u>\$ 163,051</u>

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 Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	165,000.00	0.00	0.00	0.00	165,000.00	0.00
0000.6077020 Public Notices	0.00	0.00	0.00	0.00	0.00	0.00
5/30/2023 ap IN 2023CI2711		184.20				
Line Description: PUBLIC NOTICE						
Vendor: 08568 13 STARS MEDIA Check # 175199						
0000.6077020 Public Notices	0.00	184.20	184.20	0.00	-184.20	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						
7/1/2022 po CO 02501				1,097.41		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2022 ap IN 10946		696.47				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 172458						

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 Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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)					
7/31/2022 po LI 10946 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-696.47	
8/1/2022 ap IN 13886 Line Description: WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977		47.95		47.95		
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		13,771.84		
9/30/2022 po LI 11039 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172730					-13,771.84	

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CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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)					
10/3/2022 ap IN 14223 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 174683		47.95		235		
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		9,902.15				
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975				235	-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		235		
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		235		

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CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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)					
12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797		6,993.32				
12/31/2022 po LI 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,993.32		
1/1/2023 ap IN 14712 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173352		47.95				
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				

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CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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)					
2/28/2023 po LI 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,304.72		
3/2/2023 ap IN 15036 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 173849		187.95				
3/31/2023 ap IN 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		10,483.23				
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				
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		

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CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

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)					
5/1/2023 ap IN 15336 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 174526		187.95				
5/31/2023 ap IN 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295		18,676.63		0.00		
5/31/2023 po LI 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295				-18,676.63		
6/13/2023 ap IN 15665 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175098		84.95		0.00		
6/30/2023 ap IN 11380 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295		4,254.30				
6/30/2023 po LI 11380 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-4,254.30		
0000.6077025 Digital Media Advertising	0.00	102,059.81	102,059.81	0.00	-102,059.81	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00

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CITY OF ATASCADERO
 07/01/2022 through 06/30/2023

235 Atascadero Tourism Bus Improv Dist
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
7/1/2022 po PO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				18,000.00		
7/1/2022 po CO 02501 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				4,262.50		
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		

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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>
0000.6077060 Advertising	(Continued)					
10/31/2022 ap IN 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975		6,337.50		235		
10/31/2022 po LI 11071 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 172975					-6,337.50	
11/30/2022 ap IN 14242 Line Description: DESTINATION MARKET SURVEY Vendor: 00406 VISIT SLO CAL Check # 173079		6,800.00		235		
5/31/2023 ap IN 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295		4,925.00				
5/31/2023 po LI 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295					-4,925.00	
0000.6077060 Advertising	0.00	24,312.50	24,312.50	0.00	-24,312.50	0.00
Total Advertising	165,000.00	126,556.51	126,556.51	0.00	38,443.49	76.70
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	145,000.00	0.00	0.00	0.00	145,000.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00

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235 Atascadero Tourism Bus Improv Dist
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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>
0000.6501125 Promotions Consultants	(Continued)					
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				14,053.74		
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				
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				

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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)					
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		
11/30/2022 ap IN 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173216		8,962.32				
11/30/2022 po LI 11128 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,962.32		

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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)					
12/31/2022 ap IN 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 173797		7,215.00				
12/31/2022 po LI 11157 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,215.00		
1/31/2023 ap IN 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		9,140.40				
1/31/2023 po LI 11186 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,140.40		
2/28/2023 ap IN 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174074		10,204.60				
2/28/2023 po LI 11230 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,204.60		
3/31/2023 ap IN 11267 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 174347		10,680.00				

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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)					
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		
5/31/2023 ap IN 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295		10,327.50				
5/31/2023 po LI 11361 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295				-10,327.50		
6/30/2023 ap IN 11380 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175295		3,900.00				
6/30/2023 po LI 11380 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-3,900.00		
0000.6501125 Promotions Consultants	0.00	110,550.74	110,550.74	0.00	-110,550.74	0.00

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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		235		
9/1/2022 je GJ JE23 09-01 Line Description: ATBID Admin Service Fee - Sept		2,291.67				
10/1/2022 je GJ JE23 10-13 Line Description: ATBID Admin Service Fee - Oct		2,291.67		235		
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		235		
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		235		
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		235		
5/1/2023 je GJ JE23 05-11 Line Description: ATBID Admin Service Fee - May		2,291.67				
6/1/2023 je GJ JE23 06-03 Line Description: ATBID Admin Service Fee - Jun		2,291.67		235		
0000.6509010 Other Professional Services	0.00	27,500.00	27,500.00	0.00	-27,500.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509032 Additional Promotional Services	(Continued)					
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				
0000.6509032 Additional Promotional Services	0.00	25,000.00	25,000.00	0.00	-25,000.00	0.00
Total Contract Services	145,000.00	163,050.74	163,050.74	0.00	-18,050.74	112.45
0000.6600000 Professional Development						
0000.6600000 Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
Total Professional Development	450.00	0.00	0.00	0.00	450.00	0.00
0000.6740000 Business Development						
Total Business Development	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Department Service Charges	2,920.00	0.00	0.00	0.00	2,920.00	0.00
Total Atascadero Tourism Bus Improv Dist	313,620.00	289,607.25	289,607.25	0.00	24,012.75	92.34
Grand Total	313,620.00	289,607.25	289,607.25	0.00	24,012.75	92.34

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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	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 609,246.66	\$ 2,121,061.44
Fiscal Year 2023 *	\$ 625,917.25	\$ 471,685.90	\$ 354,970.93	\$ 528,377.05	\$ 1,980,951.13

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

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-5
08/31/23
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Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Actual May	Actual Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$21,600	\$902	\$2,003	\$1,485	\$1,875	\$1,875	\$1,650	\$1,995	\$1,793	\$2,070	\$1,988	\$2,490	\$1,475	\$21,600	\$0
Marketing Plan	\$5,000	\$1,080	\$1,110	\$285	\$1,974	\$540	-	-	-	-	-	-	-	\$4,989	\$11
Creative Development	\$36,000	\$2,615	\$2,565	\$3,510	\$5,715	\$3,348	\$2,775	\$3,735	\$3,450	\$4,440	\$3,000	\$855	-	\$36,007	-\$7
Website Updates	\$5,000	-	\$510	\$241	-	\$145	-	\$432	\$770	\$525	\$1,295	\$1,080	-	\$4,998	\$2
Social Media	\$19,200	\$1,590	\$1,605	\$1,590	\$1,605	\$1,605	\$1,590	\$1,605	\$1,605	\$1,605	\$1,590	\$1,620	\$1,590	\$19,200	\$0
Email Marketing	\$12,000	\$979	\$1,014	\$939	\$1,014	\$999	\$759	\$1,041	\$1,056	\$996	\$1,041	\$1,011	\$1,139	\$11,988	\$12
Public Relations	\$5,000	-	\$345	\$256	\$105	\$334	\$240	\$616	\$2,683	\$156	\$270	-	-	\$5,005	-\$5
Media Planning	\$4,200	\$330	\$375	\$348	\$345	\$345	\$360	\$345	\$345	\$360	\$345	\$705	-	\$4,203	-\$3
Media Buy	\$98,000	\$537	\$425	\$16,113	\$16,081	\$8,596	\$6,834	\$6,648	\$8,808	\$8,781	\$9,159	\$8,506	\$3,950	\$94,438	\$3,562

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$206,000	\$8,033	\$9,952	\$24,767	\$28,714	\$17,786	\$14,208	\$16,417	\$20,509	\$18,933	\$18,687	\$16,267	\$8,154	\$202,428	
Added Value			\$930			\$180		\$1,020		\$270	\$585	\$2,340	\$1,005	\$6,330	

Out of Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Actual May	Actual Jun	TOTAL	Remaining
Pinterest Set Up & Management	\$15,000									\$660	\$3,090	\$11,238		\$14,988	\$13
IPW	\$8,000									\$1,570		\$6,425		\$7,995	\$5

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$23,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,230	\$3,090	\$17,663	\$0	\$22,983	
Added Value															

FUND ANALYSIS
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND 235	TYPE Special Revenue					
	<u>2020-2021</u> <u>ACTUAL</u>	<u>2021-2022</u> <u>ACTUAL</u>	<u>2022-2023</u> <u>BUDGETED</u>	<u>2022-2023</u> <u>ESTIMATED</u>	<u>2023-2024</u> <u>REQUESTED</u>	<u>2024-2025</u> <u>REQUESTED</u>
<u>REVENUES</u>						
Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 298,170	\$ 422,800	\$ 414,120	\$ 422,400
Fines and Forfeitures	-	933	-	460	-	-
Revenue From Use of Money	2,027	(11,341)	6,640	10,880	19,400	19,790
Total Revenues	<u>279,314</u>	<u>399,244</u>	<u>304,810</u>	<u>434,140</u>	<u>433,520</u>	<u>442,190</u>
<u>EXPENSES</u>						
Operations	(152,211)	(275,903)	(313,620)	(313,890)	(359,890)	(367,470)
Special Projects	-	-	-	-	(60,000)	(65,000)
Total Expenses	<u>(152,211)</u>	<u>(275,903)</u>	<u>(313,620)</u>	<u>(313,890)</u>	<u>(419,890)</u>	<u>(432,470)</u>
Net Income	127,103	123,341	(8,810)	120,250	13,630	9,720
BEGINNING AVAILABLE BALANCE	<u>273,667</u>	<u>400,770</u>	<u>340,590</u>	<u>524,110</u>	<u>644,360</u>	<u>657,990</u>
ENDING AVAILABLE BALANCE	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 331,780</u>	<u>\$ 644,360</u>	<u>\$ 657,990</u>	<u>\$ 667,710</u>

SUMMARY OF REVENUES
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								SECTION
235								H
ACCOUNT NUMBER	REVENUE DESCRIPTION	2020-2021 ACTUAL	2021-2022 ACTUAL	2022-2023 BUDGETED	2022-2023 PROJECTED	2023-2024 ESTIMATED	2024-2025 ESTIMATED	
<u>ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT (ATBID) FUND (235)</u>								
Taxes and Assessments								
41530.6300	Transient Occupancy Assessments	\$ 277,287	\$ 409,652	\$ 298,170	\$ 422,800	\$ 414,120	\$ 422,400	
Fines and Forfeitures								
45920.0003	ATBID Tax Penalties	-	933	-	460	-	-	
Revenue from Use of Money								
46110.0000	Investment Earnings	4,170	4,784	6,640	10,880	19,400	19,790	
46111.0000	Investment Earnings-GASB 31	(2,143)	(16,125)	-	-	-	-	
Total ATBID Fund		\$ 279,314	\$ 399,244	\$ 304,810	\$ 434,140	\$ 433,520	\$ 442,190	

OTHER FUNDS
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND	TYPE
235	Special Revenue

DESCRIPTION

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

ACTIVITY DETAIL

OBJECT	EXPENSE	2020-2021	2021-2022	2022-2023	2022-2023	2023-2024	2024-2025
NUMBER	CLASSIFICATION	ACTUAL	ACTUAL	BUDGETED	ESTIMATED	REQUESTED	REQUESTED
<u>OPERATIONS</u>							
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
<u>SPECIAL PROJECTS</u>							
7805029	Opportunities Fund	-	-	-	-	60,000	65,000
	Total Special Projects and Purchases	-	-	-	-	60,000	65,000
ACTIVITY TOTAL		\$ 152,211	\$ 275,903	\$ 313,620	\$ 313,890	\$ 419,890	\$ 432,470

OTHER FUNDS
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND	TYPE
235	Special Revenue

DETAIL BACKUP

<u>OBJECT NUMBER</u>	<u>EXPENSE CLASSIFICATION</u>	<u>DESCRIPTION</u>	<u>BASIS</u>	<u>2023-2024 AMOUNT</u>	<u>2024-2025 AMOUNT</u>
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

Marketing Budget

Visit Atascadero | Budget: \$220,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-5
08/31/23
6



Detailed Spending

	Budget	Actual Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$22,000	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$2,000	\$2,000	\$22,000	\$0
Marketing Plan	\$5,000	\$1,928	\$3,073	-	-	-	-	-	-	-	-	-	-	\$5,000	\$0
Creative Development	\$36,000	\$2,183	\$3,818	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$0
Photo/Video Asset Development	\$10,000	-	-	\$5,000	-	-	-	-	-	\$5,000	-	-	-	\$10,000	\$0
Website Blog and Updates	\$4,500	\$210			\$900		\$900		\$900		\$900		\$690	\$4,500	\$0
Social Media	\$21,500	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,700	\$21,500	\$0
Email Marketing	\$12,000	\$1,021	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$979	\$12,000	\$0
Public Relations	\$5,000	\$120	\$2,380	-	-	-	-	-	-	\$2,500	-	-	-	\$5,000	\$0
Media Planning	\$4,000	\$600	\$400	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$4,000	\$0
Media Buy	\$100,000	\$575	\$4,000	\$14,200	\$13,570	\$11,100	\$5,500	\$5,500	\$11,100	\$11,100	\$11,100	\$8,255	\$4,000	\$100,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$220,000	\$10,236	\$18,270	\$27,100	\$22,370	\$19,000	\$14,300	\$13,400	\$19,900	\$26,500	\$19,900	\$16,355	\$12,669	\$220,000	
Added Value		\$510												\$510	

Out of Scope

	Budget	Actual Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Santa Margarita Web Updates	\$2,000	\$330	\$1,670											\$2,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$2,000	\$330	\$1,670	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	
Added Value														\$0	