



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

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) 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 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 and made a part of the administrative record. ***To ensure distribution to the ATBID 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, 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. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID 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.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, September 27, 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.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – August 31, 2023 Special Meeting

- Recommendation: ATBID Advisory Board approve the Draft Action Minutes of the August 31, 2023 Special Meeting. [City Staff]

B. BUSINESS ITEMS:

1. Central Coast Cider Festival Event Recap 2023 and Event Sponsorship Request 2024

- Recommendation: ATBID Advisory Board:
 1. Receive recap of marketing results of the August 12, 2023 Central Coast Cider Festival; and
 2. Provide staff direction on sponsorship request for the August 24, 2024 Central Coast Cider Festival. [Central Coast Cider Association]
- Fiscal Impact: Up to \$7,500

2. All Things Google Training

- Recommendation: ATBID Advisory Board receive and file presentation on search engine optimization, Google Business Listing and reviews and reputation management, along with other Google Best Practices. [Verdin]
- Fiscal Impact: None.

3. Visit Atascadero Partnership Ideas with Travel Paso

- Recommendation: ATBID Advisory Board discuss and provide staff direction on future partnership ideas with Travel Paso. [City]
- Fiscal Impact: None.

4. 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. Website Assessment Analysis and Recommendations. (October/November)
2. Event Update: Atascadero Fall Festival. (October)
3. 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

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

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

CALL TO ORDER:

Board Member O'Malley called the meeting to order at 2:37 P.M.

ROLL CALL:

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

Absent: Chairperson Patricia Harden and Vice Chairperson Corina Ketchum

Staff Present: Deputy City Manager Terrie Banish and 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, Ketchum absent]

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

Board Member O'Malley opened the Public Comment period.

The following citizens provided public comment: City of Arroyo Grande Recreation Services Director Sheridan Bohlken.

Board Member O'Malley closed the Public Comment period.

A. CONSENT CALENDAR

1. **ATBID Draft Action Minutes – July 19, 2023**

- **Recommendation:** ATBID Board approve the Draft Action Minutes of the July 19, 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, Ketchum absent]***

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.

Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

The ATBID Board agreed with Ms. Akers' recommendation for improvements and upgrades to the Visit Atascadero website and the Board discussed desired outcomes for a new site, namely: that a new site should lack proprietary, inflexible structures; the upgraded site should not be hosted via Wix; and that plug-ins, integrations, shared features, etc. should be easily communicable between different tourism websites throughout the county. The Board declined to make a motion and instead request the item be brought back for more detailed review in the future.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

The following citizens provided public comment on this item: San Luis Obispo County Film Commissioner Matthew Halvorson.

Board Member O'Malley closed public comment.

No motion taken.

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.

San Luis Obispo County Film Commissioner Matthew Halvorson presented this item and answered questions from the Board.

Mr. Halvorson explained Visit SLO CAL's Strategic Direction 2026 (SD2026) as a roadmap for the next few years in the tourism industry throughout the county. Included in SD2026 is a focus on five core values: stewardship, authenticity, inclusion, excellence, and future focus; as well as four main objectives: enhancing organizational effectiveness, amplifying and stewarding the SLO CAL brand through unified efforts, demonstrating value to investors, partners, stakeholders, and communities; and leading the county tourism industry in fostering a vibrant destination. The Board expressed enthusiasm toward SD2026's goals and discussed potential future collaborative efforts.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

The Visit SLO CAL Strategic Direction 2026 was received and filed.

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.

San Luis Obispo County Film Commissioner Matthew Halvorson presented this item and answered questions from the Board.

Mr. Halvorson presented the co-op opportunity, which includes, among other opportunities, a targeted e-blast to subscribers of Conde Nast publications, some of the most widely read publications in the world, and Sojern, a travel-related paid media company, also offered to match funds for the co-op, further underscoring the affordability of the opportunity.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to participate in Visit SLO CAL's Co-op Opportunities in the amount of \$17,000.
Motion passed 3:0 by a roll call vote. [Harden, Ketchum absent]

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.

Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

Ms. Akers explained her recommendations for development of the 2023-2024 Marketing Plan, building upon previous work completed by Verdin, in accordance with the goals of the ATBID Advisory Board and already budgeted funds for the marketing plan.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

No motion taken.

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 Terrie Banish presented this item and answered questions from the Board.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley 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. All Things Google Training. (TBD)
2. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (October)

F. ADJOURNMENT

Board Member O'Malley adjourned the meeting at 4:18 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ITEM NUMBER:
DATE:

B-1
09/27/23

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Central Coast Cider Festival Event Recap 2023 and Event Sponsorship Request 2024

RECOMMENDATION:

ATBID Advisory Board:

1. Receive recap of marketing results of the August 12, 2023 Central Coast Cider Festival; and
2. Provide staff direction on sponsorship request for the August 24, 2024 Central Coast Cider Festival.

DISCUSSION:

The Central Coast Cider Festival celebrated the 5th Annual Cider Festival since 2019 on August 12, 2023. The event was sponsored by the ATBID Advisory Board and the City of Atascadero and provided an opportunity to bring this event back since the pandemic. The Central Coast Cider Association (CCCA) will present the success of the 5th annual event along with hopes to renew this event, to be held in Sunken Gardens in 2024.

SUMMARY:

The Central Coast Cider Festival was an ATBID- and City-sponsored event for each annual occurrence, from August 2016 through August 2019. The festival was awarded \$35,000 from the ATBID Advisory Board in December 15, 2015 for a three-year sponsorship, and then another \$15,000 sponsorship for 2019. The awarded amount was to be used to generate awareness for the cider category and draw out-of-town visitors to Atascadero, resulting in increased overnight stays. The CCCA brought the event back on August 12, 2023, after being offline due to the pandemic.

ITEM NUMBER:
DATE:

B-1
09/27/23

FISCAL IMPACT:

Up to \$7,500.

ATTACHMENTS:

1. Central Coast Cider Festival 2023 Marketing Stats
2. Central Coast Cider Festival 2023 Attendance Details
3. 2024 Central Coast Cider Festival Event Sponsorship Application



MARKETING STATS

DIGITAL ADS AND SOCIAL STATS

FACEBOOK/ INSTA ADS

Reach: 49,424
Impressions: 80,240
Unique Link Clicks: 1,424

BOOSTED POSTS

Reach: 14,005
Website Visits: 577

GOOGLE ADS

Impressions: 24,729
Website Clicks: 822

Audience: Bakersfield, Fresno, San Diego, San Francisco, San Jose, Santa Barbara, Sonoma County, San Luis Obispo County

FACEBOOK INSIGHTS

Page Likes: 1,024
Reach: 60,233
Post Engagements: 318

Top Cities: Atascadero, Paso Robles, SLO, Bakersfield. AG, MB, San Jose, Fresno

INSTAGRAM INSIGHTS

Page Likes: 1,261
Accounts Reached: 12,300
Accounts Engaged: 320

Top Cities: Atascadero, SLO, Paso Robles, Los Angeles, Templeton



MARKETING STATS

ADDITIONAL ADVERTISING

SLO COUNTY PROMOTION

ENJOYSLO

SLO County tourism
influencer

NEW TIMES

SLO County newspaper
and event promotion

UP AND ADAM

SLO County based radio
station

OUT OF AREA PROMOTION

COURAGE AND OTHER
C WORDS

Cider-themed podcast

CUMULUS
RADIO

LA/Ventura/SB County
based radio station

CIDER
CHAT

Cider-themed podcast



GUEST SURVEYS

VISIT ATASCADERO QUESTIONS

MY805TIX TICKET QUESTIONNAIRE

HOW DID YOU HEAR ABOUT CIDER FEST?
49% Did not disclose
21% Friend
4.5% Radio
4% Facebook
3% Instagram

IF COMING FROM OUT OF TOWN, WHERE DID YOU STAY?
33% Did not disclose
29% Hotel
29% With a friend
6.5% Vacation Rental

HAVE YOU BEEN TO CIDER FEST BEFORE?
65% No
20% Yes
15% Did not disclose

MAILING LIST SURVEY

61 RESPONSES

98.4% Would attend again **98.4%** Would recommend to a friend

26% of responders from out of county

37.7% of responders stayed in Atascadero

18% of responders stayed in a hotel

4% of responders stayed in a Vacation Rental

Attendees of 5th Central Coast Cider Association

Sample size: 221 tickets sold under specific zip code

Summary:

Central California (San Luis Obispo County) 67%

Central Valley 5.4%

Northern California 9.5%

Out of State 1.8%

Southern California 16.3%

Breakdown:

Central California (San Luis Obispo County) 67%

Adelaide	21	9.5%
Arroyo Grande	6	2.7%
Atascadero	39	17.6%
cambria	1	0.5%
Cayucos	1	0.5%
Creston	2	0.9%
Grover Beach	9	4.1%
Los Osos	7	3.2%
Morro Bay	3	1.4%
Nipomo	4	1.8%
Oceano	4	1.8%
Paso Robles	3	1.4%
Rancho Suey	1	0.5%
San Luis Obispo	44	19.9%
Santa Margarita	3	1.4%

Central Valley 5.4%

Fresno	Reedley	2	0.9%
Kern	Wasco	2	0.9%
Kern	Bakersfield	4	1.8%
San Joaquin	Escalon	1	0.5%
Tulare	Tulare	3	1.4%

Northern California 9.5%

north	Butte	Chico	2	0.9%	9.5%
north	Contra Costa	Antioch	2	0.9%	
north	El Dorado County	Shingle Springs	1	0.5%	
north	Nevada	Nevada City	2	0.9%	
north	San Benito	Benicia	2	0.9%	
north	San Carlos	San Mateo	4	1.8%	
north	Santa Clara	Morgan Hill	2	0.9%	
north	Santa Clara	San Jose	2	0.9%	
north	Santa Clara	Sunnyvale	1	0.5%	
north	Sonoma	Windsor	2	0.9%	
north	Stanislaus	Riverbank	1	0.5%	

Out of State 1.8%

AZ 1, OR 2, TX 1

4	1.8%
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Southern California 16.3%

Los Angeles	Beverly Hills	2	0.9%
Los Angeles	Val Verde	2	0.9%
Los Angeles	West Hollywood	2	0.9%
Riverside	Beaumont	2	0.9%
San Bernadino	Twin Peaks	6	2.7%
Santa Barbara	Carpinteria	2	0.9%
Santa Barbara	Lompoc	5	2.3%
Santa	Santa	2	0.9%

Barbara	Barbara		
Santa Barbara	Santa Maria	6	2.7%
ventura	Camarillo	2	0.9%
Ventura	Moorpark	2	0.9%
Ventura	Santa Paula	2	0.9%
Ventura	Ventura	1	0.5%



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 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.

1



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.

2



Event Support Application Form

Requesting Organization: Central Coast Cider Association

Contact: Maggie Przybylski, 805 292 1500, maggie@twobroadscider.com
Lucas Meisinger, 805 440 1364, lucas@lonemadrone.com
Cody Broadstone, 805 423 7101, drinkthepoisonedapple@gmail.com

Mailing Address: PO Box 3287, Paso Robles, CA 93447

Name of Event: 6th Annual Central Coast Cider Festival

Event Description: Guests will be able to enjoy the products from cider vendors from all over California, local food vendors, an educational program, local musicians while enjoying the delightful scene of the Sunken Gardens in beautiful Atascadero.

Event Dates/Times: August 24, 2024, 4p-8p

Is event located in Atascadero? Yes

Venue Name: The Sunken Gardens

Venue Location: 6505 El Camino Real, Atascadero, CA 93422

Event Website: centralcoastciderfestival.com

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

Total Anticipated Attendees: 750-1000 **Portion from Outside SLO County:** 40%

Is this the first year the event will take place? No

3

If this event has taken place previously, please provide historical data including attendance numbers: The event has been present for 5 years. In years past, there have been 522 (2023), 514 (2019), 373 (2018), 504 (2017), and 494 (2016) attendees. In 2019, 40% of attendees stayed in Atascadero, 29% staying in hotels and motels. The event featured 15 cider producers, local and from 30% from out of town, 7 food vendors, and music.

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

package opportunities.

\$49 regular tickets, \$69 VIP tickets (early entry and special pour)_____

Crowd Control Safety Plan Details:

There will be hired security guards and ample parking.

Will the event require an ABC Permit? Yes

Has a City permit been issued for your event or contracted the venue for your event date? TBD

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

4

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

TIER 1- Total support up to \$10000

- **Attracts 1,500+ attendees**
- **At least 35-40% of target market is out-of-town visitors**
- **Marketing campaigns reach at least 1,000 subscribers**
- **Event encourages multi-night stay in Atascadero**

TIER 2 Total support up to \$7500

- **Attracts 750+ attendees**
- **At least 25-30% of target market is out-of-town visitors**

- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero

TIER 3-Eligible for in-kind support

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

Additional details about eligible event tier qualifications: We meet every condition for TIER 1 except over 1500 attendees. This event will include many cider makers and folks that can talk in depth about production, which is rare access. The 2023 festival cost \$30k+ to put on, after making extra effort to trim the budget. But in moving to a new venue, we do expect costs to rise.

Support Request (desired monetary amount or in-kind marketing support):\$10,000

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
<i>Venue (Sunken Gardens)</i>	<i>\$tbd</i>
<i>Security</i>	<i>\$tbd</i>
<i>Advertising/Marketing</i>	<i>\$5000</i>
<i>Atmosphere/Decoration</i>	<i>\$2000</i>

<i>Rentals</i>	<i>\$tbd</i>
<i>Fencing</i>	<i>\$tbd</i>
<i>Ice</i>	<i>\$500</i>

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
<i>City of Atascadero</i>	<i>tbd</i>
<i>Visit Atascadero</i>	<i>tbd</i>
<i>ETS Lab</i>	<i>tbd</i>
<i>Amoretti</i>	<i>tbd</i>
<i>CIDERCRAFT Magazine</i>	<i>tbd</i>
<i>805 Living</i>	<i>tbd</i>
<i>Atascadero News/Paso Robles Press</i>	<i>tbd</i>
<i>Baker Wine & Grape Analysis Inc</i>	<i>tbd</i>
<i>Bristol's Cider House/Lone Madrone</i>	<i>tbd</i>
<i>Mercenary Canning Solutions</i>	<i>tbd</i>
<i>Taco Works</i>	<i>tbd</i>
<i>BottleCraft</i>	<i>tbd</i>
<i>The Poisoned Apple</i>	<i>tbd</i>
<i>New Times SLO/My 805 tix</i>	<i>tbd</i>
<i>Nature's Touch</i>	<i>tbd</i>
<i>SLO Cider</i>	<i>tbd</i>

<i>Two Broads Ciderworks</i>	<i>tbd</i>
<i>Shindig Cider</i>	<i>tbd</i>
<i>AMMCG LLP</i>	<i>tbd</i>
<i>Moshpit Digital</i>	<i>tbd</i>

6

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
Facebook		tbd
Instagram		tbd
KCBX	Sponsorship and community calendar	\$2500
The krush	Adam and Jeremy, Cork Dorks	\$1500
Edible SLO Magazine		\$500
Local Influencers	Enjoy SLO	\$300
Local podcasters	Playing with Food with Fr. Ian Dilenger which appears on issues and ideas on KCBX	TBD
Local podcaster	Consumed with Jamie Lewis	0
Press releases to all local	New Times, SLO	

news outlets	Tribune...	
Bigger podcast shout outs	Courage and other C words, Cider Chat, Neutral Cider Hotel	

Please share your intended public relations outreach.

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

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

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

7

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

Auxiliary events will encourage visitors to stay for multiple nights in Atascadero and

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

Additional Details:

8

Rules and Regulations for Event Coordinators

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

event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

9

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

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

You must acknowledge and agree to the rules and regulations on Page 9.

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

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

Applicant Signature ___/maggie przybylski/ Date September 20, 2023

In case of questions or the need for clarification, please contact the Destination Liaison, Terrie Banish at tbanish@atascadero.org.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

All Things Google Training

RECOMMENDATION:

ATBID Advisory Board receive and file presentation on search engine optimization, Google Business Listing and reviews and reputation management, along with other Google Best Practices.

DISCUSSION:

This is an opportunity to learn best practices with Google as it pertains to the tourism industry. This training will review the best ways to work with Google, from Google Ads to search engine optimization (SEO), how to choose keywords and remove low performing keywords, how to work with reviews and reputation management, along with additional useful information for the digital sphere.

FISCAL IMPACT:

None.

ATTACHMENT:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit Atascadero Partnership Ideas with Travel Paso

RECOMMENDATION:

ATBID Advisory Board discuss and provide staff direction on future partnership ideas with Travel Paso.

DISCUSSION:

With many events occurring in the North County outside of Atascadero, our destination market can sometimes be missed in the event planning process, especially for larger events. This can put a strain on visitors trying to find lodging accommodations or our event planners needing to lean into our hoteliers last minute for hotel rooms, among other logistical and financial concerns. This causes missed opportunities for hoteliers and businesses in the City of Atascadero.

In a most recent example, the Central Coast Tennis Classic worked with the City of Paso Robles' tourism agency, Travel Paso, on a new program to find all of the hotel rooms they would need for the event. Travel Paso was to then work with Atascadero's TBID to assist with this program.

This business item is to discuss ideas and ways we can better work with Travel Paso on future opportunities/partnerships along with other nonprofits and businesses that are in the event business, such as Firestone-Walker Brewing, Paso Robles Wine Country Alliance, etc.

Collaboration may also occur via the Events & Festivals Strategy Committee and sharing a comprehensive events calendar for destinations throughout the North County. Increased partnership among North County destinations will boost tourism and revenue for everyone.

FISCAL IMPACT:

None.

ATTACHMENT:

None.



**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 July 2023. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date. All of the 2022-2023 reports have not been finalized, so they might change.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report 7.1.23-7.31.23 (FY 23-24)
2. ATBID Summary 23-24
3. Tourism Report – Transient Occupancy Tax Revenues (9.15.23)

expdctl.rpt
 09/13/2023 4:57PM
 Periods: 0 through 1

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 09/27/23
 ATTACHMENT: 1

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

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	175,000.00	0.00	0.00	0.00	175,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				110,000.00		
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11405		771.20				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405				-771.20		
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 0						
0000.6077025 Digital Media Advertising	0.00	771.20	771.20	109,228.80	-110,000.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				20,000.00		
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 0						
7/1/2023 ap IN 230110		3,750.00				
Line Description: 2023 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021						

expdetl.rpt
 09/13/2023 4:57PM
 Periods: 0 through 1

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0000.6077060 Advertising	0.00	3,750.00	3,750.00	20,000.00	-23,750.00	0.00
Total Advertising	175,000.00	4,521.20	4,521.20	129,228.80	41,250.00	76.43
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	172,500.00	0.00	0.00	0.00	172,500.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				90,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11405		9,465.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405				-9,465.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11410		330.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11410				-330.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
0000.6501125 Promotions Consultants	0.00	9,795.00	9,795.00	80,205.00	-90,000.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00

expdetl.rpt
 09/13/2023 4:57PM
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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509032 Additional Promotional Services	(Continued)					
7/27/2023 je GJ JE24 07-07 Line Description: Reclash-Cider Fest Sponsorship		-7,500.00				
7/27/2023 je GJ JE24 07-07 Line Description: Reclash-Cider Fest Sponsorship		7,500.00				
7/27/2023 ap IN 1002 Line Description: CIDER FESTIVAL SPONSORSHIP Vendor: 09239 CENTRAL COAST CIDER ASSC. Check # 175319		7,500.00				
7/31/2023 ap IN 14392 Line Description: 2023 SPARTAN RACE CO-OP Vendor: 00406 VISIT SLO CAL Check # 175679		5,000.00				
0000.6509032 Additional Promotional Services	0.00	12,500.00	12,500.00	0.00	-12,500.00	0.00
Total Contract Services	172,500.00	22,295.00	22,295.00	80,205.00	70,000.00	59.42
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6605010 Local Chapter Dues	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 ap IN 2055 Line Description: MEMBERSHIP RENEWAL Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320		475.00				
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
Total Professional Development	8,000.00	475.00	475.00	0.00	7,525.00	5.94
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	4,140.00	0.00	0.00	0.00	4,140.00	0.00
Total Department Service Charges	4,140.00	0.00	0.00	0.00	4,140.00	0.00

expdetl.rpt
 09/13/2023 4:57PM
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Expenditure Detail Report

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Total Operating Services and Supplies		27,291.20	27,291.20			
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						
0000.7805029 Opportunities Fund	60,000.00	0.00	0.00	0.00	60,000.00	0.00
Total Special Purchases, Projects, and Studies	60,000.00	0.00	0.00	0.00	60,000.00	0.00
Total Atascadero Tourism Bus Improv Dist	419,890.00	27,291.20	27,291.20	209,433.80	183,165.00	56.38
Grand Total	419,890.00	27,291.20	27,291.20	209,433.80	183,165.00	56.38

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL 6/30/2021	ACTUAL 6/30/2022	ACTUAL* 6/30/20223	YTD ACTUAL* 2023-2024 through 07/31/2023	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 420,953	\$ -	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,887	-	-
46110.0000 Investment Earnings	9,631	10,720	2,027	(11,341)	-	-	19,400
Total Revenue	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>399,244</u>	<u>424,839</u>	<u>-</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	-	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,557	4,521	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	24,587	172,500
6600000 Professional Development	425	-	-	731	-	475	8,000
6740000 Business Development	-	-	-	-	-	-	-
6900000 Administration	2,782	2,246	2,774	4,106	4,248	-	4,140
7805029 Opportunities Funding	-	-	-	-	-	-	60,000
Total Expenses	<u>325,408</u>	<u>242,881</u>	<u>152,211</u>	<u>275,903</u>	<u>293,856</u>	<u>29,583</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	130,983	(29,583)	13,630
BEGINNING AVAILABLE BALANCE	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>655,094</u>	<u>644,360</u>
ENDING AVAILABLE BALANCE	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 655,094</u>	<u>\$ 625,511</u>	<u>\$ 657,990</u>

*Actual numbers are unaudited, not yet finalized and are subject to change

** Contract Services	
Special Events	
Cider Festival Sponsoship	12,500
Destination Marketing Services	9,795
Administrative Services Fee	2,292
	<u>\$ 24,587</u>

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	\$ 470,219.26	\$ 346,561.32	\$ 580,139.63	\$ 2,022,837.46

* 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.

462.90
532,504.78
532,041.88
531,360.66
(681.22)

3760 56.40