



## **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 in-person.

### **HOW TO SUBMIT PUBLIC COMMENT:**

Individuals wishing to provide public comment 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](mailto: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. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto: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 Advisory Board agendas and minutes may be viewed on the City's website:

[www.atascadero.org/agendas](http://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](http://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.



## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

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### AGENDA

Wednesday, October 25, 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 – September 27, 2023

- Recommendation: ATBID Advisory Board approve the September 27, 2023, Regular Meeting Draft Action Minutes. [City Staff]

#### B. BUSINESS ITEMS:

##### 1. 2023 Atascadero Fall Festival Event Planning Update

- Recommendation: ATBID Advisory Board receive and file event planning update for the 3rd Annual Atascadero Fall Festival; and take such additional, related, action that may be desirable. [En Fuego Events]
- Fiscal Impact: None.

##### 2. Quarterly Marketing Report and Discussion of Results from Visit SLO CAL's 2023 Destination Summit

Recommendation: ATBID Advisory Board:

1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q1 2023.
  2. ATBID Advisory Board discuss results from Visit SLO CAL's 2023 Destination Summit.
  3. Take such additional, related, action that may be desirable. [City/Verdin/Visit SLO CAL]
- Fiscal Impact: None.

**3. Visit Atascadero Website Upgrades**

- Recommendation: ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero Website; and take such additional, related, action that may be desirable. [City/Verdin]
- Fiscal Impact: Up to \$25,000 in budgeted funds.

**4. Budget Overview and Monthly Report**

- Recommendation: ATBID Advisory Board receive and file the Budget Overview and Monthly Report; and take such additional, related, action that may be desirable. [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. (November)
2. Bovine Classic Event Recap and 2024 Event Sponsorship Renewal. (November)
3. Atascadero Fall Festival Event Recap and 2024 Event Sponsorship Renewal. (November/January)

**F. ADJOURNMENT:**



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

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## DRAFT MINUTES

Wednesday, September 27, 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 2:32 P.M.

### ROLL CALL:

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

Absent: Board Member Tom O'Malley

Staff Present: Deputy City Manager Terrie Banish

### APPROVAL OF AGENDA:

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

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

***Chairperson Harden opened the Public Comment period.***

The following citizens provided public comment: None.

***Chairperson Harden closed the Public Comment period.***

### A. CONSENT CALENDAR

#### 1. ATBID Draft Action Minutes – August 23, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the August 23, 2023 Special Meeting. [City Staff]

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

**Ketchum to approve the consent calendar.  
*Motion passed 4:0 by a roll call vote. [O'Malley absent]***

***Chairperson Harden requested to move Business Item #2 to #1 due to presenter of Business Item #1 running late.***

**B. BUSINESS ITEMS:**

**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.

Torchlight Consultant, Josh Erdman presented the “All Things Google” Training showing the “in’s & out’s” of Google along with how to find out a mobile sights speed and what that means.

**PUBLIC COMMENT:**

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

The following citizens provided public comment on this item: Maggie Przybylski with Central Coast Cider Association.

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

***All Things Google Training was received and filed.***

**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

Central Coast Cider Association’s Maggie Przybylski presented a recap of the marketing results of the August 12, 2023 Central Coast Cider Festival and answered questions from the Board on event results.

The ATBID Board agreed with Ms. Przybylski’s suggestions to improve the event into 2024 including a cider passport to improve auxiliary events like At Her Table, in addition to educational talks to increase ticket sales and event engagement.

**PUBLIC COMMENT:**

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

The following citizens provided public comment on this item: Josh Erdman, Consultant with Torchlight.

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

**MOTION:** By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the 2024 Cider Festival event sponsorship request in the amount of \$7,500.  
*Motion passed 4:0 by a roll call vote. [O'Malley absent]*

**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.

Deputy City Manager Banish opened the discussion with partnership ideas with Travel Paso. Ashlee Akers with Verdin Marketing shared the meeting she had with Paso Travel on joint activation ideas with events like Bovine Classic and the California Mid State Fair and ways to work closer together with shared events as well as transportation and lodging opportunities. Ms. Akers will continue working with Paso Travel on future meetings to partner on the larger events.

**PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

*No motion taken.*

**4. Budget Overview and Monthly Report**

- Recommendation: ATBID Advisory 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. Website Assessment and Analysis and Recommendations (October/ November).
2. Event Update: Atascadero Fall Festival (October).
3. Political/ action topics presented by City of Atascadero Mayor and/ or San Luis Obispo County Supervisor.

The Board requested that item #3 from the Future Agenda Items list be deleted.

**F. ADJOURNMENT**

Chairperson Harden adjourned the meeting at 3:53 P.M.

**MINUTES PREPARED BY:**

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Terrie Banish  
Director of Community Services & Promotions

**APPROVED:**



ITEM NUMBER:  
DATE:

B-1  
10/25/23

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

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**Staff Report**

**2023 Atascadero Fall Festival Event Planning Update**

**RECOMMENDATION:**

ATBID Advisory Board receive and file event planning update for the 3rd Annual Atascadero Fall Festival; and take such additional, related, action that may be desirable.

**DISCUSSION:**

The 3rd Annual Atascadero Fall Festival event update is an effort to provide the ATBID Board with a review of the marketing, logistics, downtown business involvement, and event itinerary that will occur from November 17-19, 2023.

The Atascadero Fall Festival event update will be an oral presentation from En Fuego Events.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.





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

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**Staff Report**

**Quarterly Marketing Report and Discussion of Results from  
Visit SLO CAL's 2023 Destination Summit**

**RECOMMENDATION:**

ATBID Advisory Board:

1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q1 2023.
2. ATBID Advisory Board discuss results from Visit SLO CAL's 2023 Destination Summit.
3. Take such additional, related, action that may be desirable.

**DISCUSSION:**

Verdin will take the ATBID Advisory Board through the marketing plan summary and review performance found in the stat summary (Attachment 1).

Quarter 1 (July – September 2023) stat summary of the success of the Summer campaign. The stat report takes you through the performance of the "All In" video ad campaign over the quarter, as well as performance results for Google, social media posts, and the monthly e-newsletters. The stat report is attached and highlights the successes of the summer campaign. Verdin will provide an oral presentation to review the quarterly marketing report.

Under the quarterly marketing report, the ATBID Advisory Board will discuss updates from Visit SLO CAL's 2023 Destination Summit. The Summit offered many ideas and topics of discussion to continue with the ATBID Advisory Board. Some of the main takeaways include targeting key demographics who are traveling (e.g., Baby Boomers), expansion of travel itineraries (Morro Bay to Atascadero), addition of the Charles Paddock Zoo to Visit SLO CAL's Crafted Experiences, value of a strong destination brand, top newscasters here to experience our area, and more. This is an opportunity to ask questions, share key takeaways, and explore ideas.

**FISCAL IMPACT:**

None.

**ATTACHMENT:**

1. ATBID Stat Summary – Q1 FY24

October 19, 2023  
 Visit Atascadero

# Quarter 1 Stat Report

## Summary of Performance

Paid media for Visit Atascadero included a relaunch of programmatic video ads, CTV, Google Performance Max, Social Media, and Pinterest ads. The media team transitioned the single layer tactic of Google Ads to the Google Performance Max campaign structure which yielded impressive results with a total of **520,980** impressions and **4,778** clicks. All tactics exceeded benchmark metrics of click-through-rates, and produced great awareness and engagement for Q1 of the media plan execution. We again saw email marketing perform very well, exceeding industry metrics with an average open rate of 51.1%. This quarter, top performing social posts included giveaways and social reels.

## Paid Media

### Digital Media Results:

Channel	Creative	Impressions	Clicks	CTR	VCR	Conversions
Programmatic Video	Brand Video	146,000	300	0.21%	86.37%	N/A
CTV	"All In" :30 sec	85,171	N/A	N/A	98%	N/A
Google Performance Max	Adventure Awaits	520,980	4,778	0.92%	N/A	3
Social Media (FB/IG)	Brand Video	64,413	2,248	3.49%	0.64%	N/A
Social Boosted Posts	Boosted posts	204,264	5,434	2.66%	N/A	N/A

### Total Campaign Summary:

- Impressions: 1,020,828
- Clicks: 12,760
- Avg. CTR: 1.36%
- Visits/Conversions: 3

**Owned Media**

*Email Marketing Campaign Results:*

Verdin developed and deployed three monthly e-newsletters in Q1. They included information on local events, holiday happenings and local businesses. Below are the results:

**July 12:**

- Open rate: 50.4%
- Click rate: 5.4%
- Total clicks: 221

**August 4:**

- Open rate: 52.6%
- Click rate: 4.1%
- Total clicks: 175

**September 16:**

- Open rate: 50.5%
- Click rate: 4.3%
- Total clicks: 264








*Social Media Results:*

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>8,054</b>	<b>142</b>	<b>7,291</b>	<b>51</b>	<b>50</b>	<b>221,049</b>	<b>35,167</b>	<b>185,218</b>	<b>9,642</b>
Jul 1, 2023 – Sep 30, 2023	↗ 1.8%	↗ 10.9%	↗ 0.9%	↗ 10.9%	↘ 18%	↘ 5.6%	↘ 23.4%	↘ 1.2%	↘ 10.1%
<b>Compare to</b>	<b>7,911</b>	<b>128</b>	<b>7,229</b>	<b>46</b>	<b>61</b>	<b>234,268</b>	<b>45,937</b>	<b>187,516</b>	<b>10,720</b>
Mar 31, 2023 – Jun 30, 2023									
Visit Atascadero	8,054	142	7,291	51	50	221,049	35,167	185,218	9,642

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>5,996</b>	<b>685</b>	<b>171</b>	<b>278,848</b>	<b>278,848</b>	<b>0</b>	<b>7,331</b>
Jul 1, 2023 – Sep 30, 2023	↗ 12.9%	↗ 258.6%	↗ 34.6%	↘ 17.9%	↘ 17.9%	→ 0%	↗ 31.9%
<b>Compare to</b>	<b>5,311</b>	<b>191</b>	<b>127</b>	<b>339,460</b>	<b>339,460</b>	<b>0</b>	<b>5,558</b>
Mar 31, 2023 – Jun 30, 2023							
visitatascadero	5,996	685	171	278,848	278,848	0	7,331

Top Posts:

Post Content	Total Engagements	Likes	Comments	Saves
<p><b>visitatascadero</b> Thu 7/6/2023 4:15 pm PDT</p> <p>🎉 GIVEAWAY! 🎉 Win two free tickets to the sold-out Luke Bryan concert at the...</p> 	2,056	520	1,473	21
<p><b>visitatascadero</b> Mon 7/10/2023 3:07 pm PDT</p> <p>🌟 GIVEAWAY! 🌟 Win two free tickets to the Nelly and T.I. concert at the @californiamidstatefair on...</p> 	1,064	327	710	3
<p><b>visitatascadero</b> Fri 7/14/2023 7:48 am PDT</p> <p>🎉 GIVEAWAY! 🎉 Win two free tickets to the Country Rodeo Finals at the @californiamidstatefair on...</p> 	803	289	486	10
<p><b>visitatascadero</b> Fri 8/18/2023 9:53 pm PDT</p> <p>Cruisin' Weekend has pulled into Atascadero! 🚗🎶 We're having a blast at Hot El Camino Cruise Nite...</p> 	279	233	5	34
<p><b>visitatascadero</b> Fri 9/15/2023 8:07 am PDT</p> <p>Get a taste of @bramblepieco, a hometown Atascadero classic. They pride themselves on using only the...</p> 	223	193	11	12

Localhood - Crowdriff Partnership:

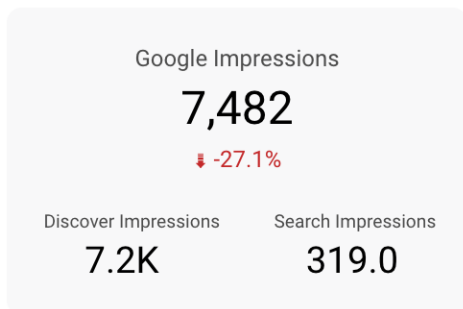
Google Search & Discover

\*Google data trails by 3 days.

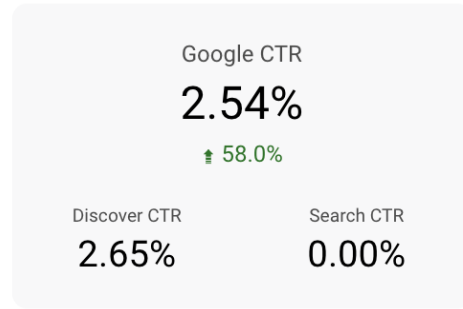
Data filters:

Jul 1, 2023 - Sep 30, 2023    Story Title

Google Performance Overview



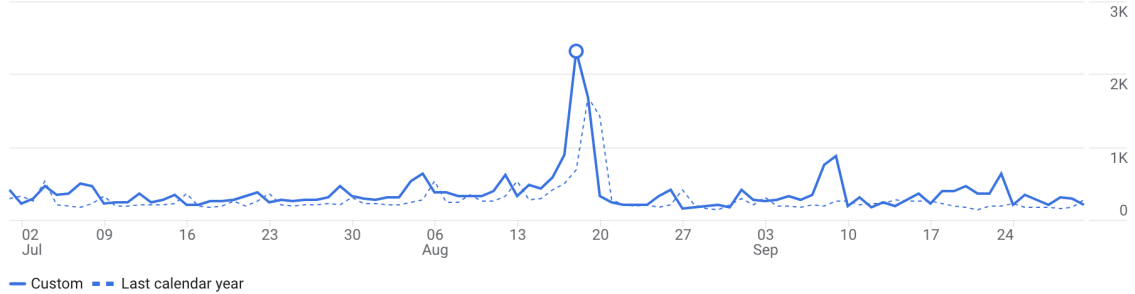
Number of times your Stories appeared in Google Discover or in Google search results



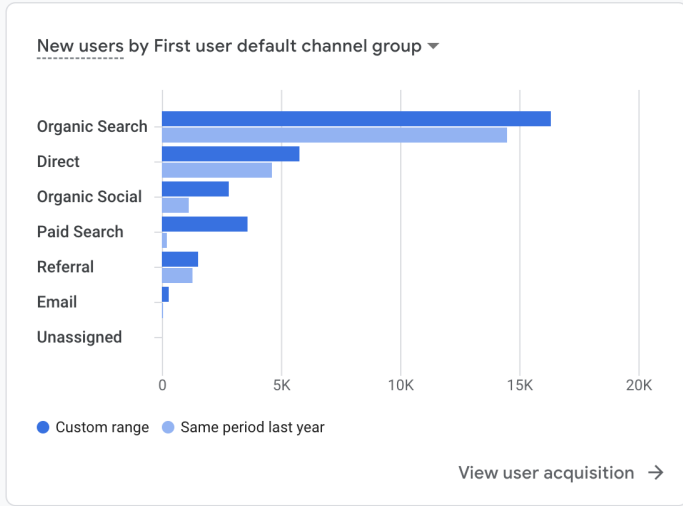
Average CTR from views originating from Google Discover or Google search results

Website Analytics: Comparing 2022 v. 2023

Users: 31K (↑ 39.0%)  
 New users: 30K (↑ 39.0%)  
 Average engagement time: 0m 50s (↓ 9.1%)  
 Total revenue: \$0.00



WHERE DO YOUR NEW USERS COME FROM?



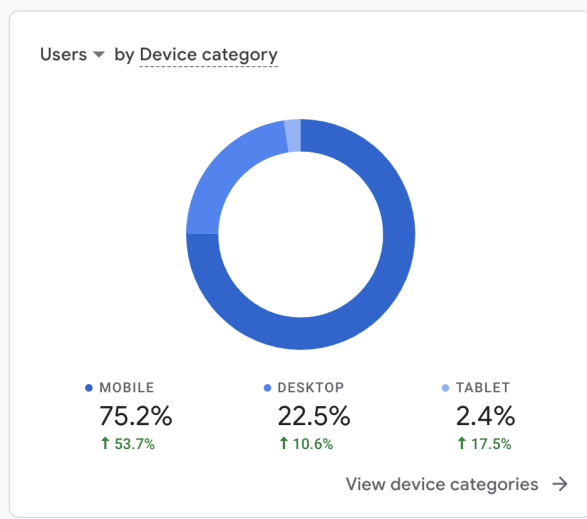
WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	Views	% Change
Cruisin' Weekend in Atascad...	11K	↑ 129.6%
Events   Atascadero, Californ...	8.3K	↑ 9.8%
Home   Atascadero, California	8.5K	↑ 136.4%
Things To Do   Atascadero, C...	4K	↑ 6.7%
Atascadero Parks   Atascade...	2.1K	↓ 3.2%
Atascadero Dining Guide   At...	2.1K	↑ 32.6%
Downtown Atascadero   Atas...	1.7K	↑ 12.9%

Users by City

CITY	Users	% Change
Los Angeles	5.8K	↑ 29.5%
San Jose	3.8K	↑ 14.8%
Atascadero	2.9K	↓ 2.6%
Paso Robles	1.8K	↓ 0.1%
San Luis Obispo	921	↑ 22.1%
San Francisco	753	↑ 122.1%
Sacramento	372	↑ 100.0%





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

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### **Staff Report**

### **Visit Atascadero Website Upgrades**

#### **RECOMMENDATION:**

ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero website; and take such additional, related, action that may be desirable.

#### **DISCUSSION:**

At the August 2023 ATBID Advisory Board meeting, the Board provided feedback on necessary improvements and upgrades to the Visit Atascadero website. Per the Board, the new site should have the necessary upgrades to work with a variety of video options, plug-ins, integrations, shared features, etc., and we must consider compatibility with different tourism websites throughout the county to coordinate calendars. The Board declined to make a motion and requested that the item be brought back for more detailed review in the future.

Verdin Marketing will show the Board the difference in continuing to work with Clever Concepts with enhancements to the current site or exploring an open-source option. If the open-source option is desired, then the Board will need to complete a Request for Proposals (RFP) and the fiscal impact will be higher than the budgeted \$25,000.

#### **Background:**

In November 2015, the ATBID Advisory Board sent out an (RFP) for a new Visit Atascadero website. At that time, a website vendor was selected, but they could not commit to the agreement. The ATBID Advisory Board sent out a second RFP 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.

**FISCAL IMPACT:**

Up to \$25,000 in budgeted funds.

**ATTACHMENT:**

1. ATBID Website RFP Considerations

## **Atascadero Tourism Business Improvement District**

### **Request for Proposal – Visitor Website**

#### ADDITIONAL ITEMS FOR CONSIDERATION

Scope of Work: The selected vendor will work in tandem with the current marketing firm to develop a website that achieves the goals of the ATBID board and city staff. This will include:

1. Web Development:
  - a. Creation of a visually appealing, responsive, and user-friendly website.
  - b. Development of a content management system (CMS) for easy content updates.
  - c. Integration of multimedia elements, including photos, videos, and interactive maps.
2. Search Engine Optimization (SEO):
  - a. Implementation of on-page SEO best practices to improve website visibility.
  - b. Submission of a sitemap to search engines.
3. Social Media and Blog Integration:
  - a. Integration of social media sharing and follow buttons.
  - b. Incorporation of social media feeds (Facebook, Instagram, etc.).
  - c. Development of blog including filter functionality
4. Analytics and Reporting:
  - a. Integration of website analytics tools (e.g., Google Analytics).
  - b. Regular reporting on website traffic, user behavior, and conversion rates.
5. Maintenance and Support:
  - a. Ongoing maintenance and technical support for the website.
  - b. Monthly hosting.
  - c. Regular updates and security patches.
6. Event Submission Functionality
  - a. Development of form connected to CMS
  - b. Submission of event photography

#### Proposal Submission:

Interested bidders are requested to submit their proposals by [Insert Deadline]. The proposals should include the following:

1. Company Information and Experience:
  - a. Company profile and contact details.
  - b. Description of previous experience in tourism website development.
2. Technical Proposal:
  - a. Proposed approach and methodology.



- b. Estimated timeline for project completion.
  - c. Details on the technology stack and CMS to be used.
- 3. Cost Proposal:
  - a. Detailed breakdown of all costs, including design, development, content creation, and ongoing maintenance.
  - b. Any optional add-ons or services that may enhance the website.
- 4. References:
  - a. Contact information for at least three client references.



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

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**Staff Report**

**Budget Overview and Monthly Report**

**RECOMMENDATION:**

ATBID Advisory Board receive and file the Budget Overview and Monthly Report; and take such additional, related, action that may be desirable.

**DISCUSSION:**

The ATBID summary and expenditure reports show the expenditures that have been submitted through August 2023. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date. The 2022-2023 fiscal year numbers have not been finalized and are subject to change.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. ATBID Expenditure Detail Report 7.1.23-8.31.23 (FY 23-24)
2. ATBID Summary 23-24
3. Tourism Report – Transient Occupancy Tax Revenues (10.12.23)
4. Visit Atascadero Marketing Detail Report 2023-2024

expdctl.rpt  
 10/12/2023 10:11AM  
 Periods: 0 through 2

### Expenditure Detail Report

ITEM NUMBER: B-4  
 DATE: 10/25/23  
 ATTACHMENT: 1

CITY OF ATASCADERO  
 07/01/2023 through 08/31/2023

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
<b>Total Office Expense</b>	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					025	
Vendor: 06479 VERDIN Check # 0						
7/1/2023 ap IN 15506		49.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001						
7/31/2023 ap IN 11405		771.20				
Line Description: DESTINATION MARKETING SERVICES					025	
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405					-771.20	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/1/2023 ap IN 15827		84.95				
Line Description: WEBSITE MAINTENANCE					025	
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463						

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 Periods: 0 through 2

## Expenditure Detail Report

ITEM NUMBER: B-4  
 DATE: 10/25/23  
 ATTACHMENT: 1

CITY OF ATASCADERO  
 07/01/2023 through 08/31/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2023 ap IN 11443		664.11				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175952						
8/31/2023 po LI 11443				-664.11		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
0000.6077025 Digital Media Advertising	0.00	1,570.21	1,570.21	108,564.69	-110,134.90	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						
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						
0000.6077060 Advertising	0.00	3,750.00	3,750.00	20,000.00	-23,750.00	0.00
<b>Total Advertising</b>	175,000.00	5,320.21	5,320.21	128,564.69	41,115.10	76.51
0000.6400000 Operating Supplies						
<b>Total Operating Supplies</b>	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	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

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### Expenditure Detail Report

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 07/01/2023 through 08/31/2023

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>
0000.6501125 Promotions Consultants	(Continued)					
7/1/2023 po PO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				90,000.00		
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		9,465.00				
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,465.00		
7/31/2023 ap IN 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		330.00				
7/31/2023 po LI 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-330.00		
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		8,820.00				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,820.00		
0000.6501125 Promotions Consultants	0.00	18,615.00	18,615.00	71,385.00	-90,000.00	0.00

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 07/01/2023 through 08/31/2023

**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>
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 je GJ JE24 07-19		2,291.67				
Line Description: ATBID Admin Service Fee - July						
8/1/2023 je GJ JE24 08-12		2,291.67				
Line Description: ATBID Admin Service Fee-August						
0000.6509010 Other Professional Services	0.00	4,583.34	4,583.34	0.00	-4,583.34	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/27/2023 je GJ JE24 07-07		-7,500.00				
Line Description: Reclass-Cider Fest Sponsorship						
7/27/2023 je GJ JE24 07-07		7,500.00				
Line Description: Reclass-Cider Fest Sponsorship						
7/27/2023 ap IN 1002		7,500.00				
Line Description: CIDER FESTIVAL SPONSORSHIP						
Vendor: 09239 CENTRAL COAST CIDER ASSC. Check # 175319						
7/31/2023 ap IN 14392		5,000.00				
Line Description: 2023 SPARTAN RACE CO-OP						
Vendor: 00406 VISIT SLO CAL Check # 175679						
0000.6509032 Additional Promotional Services	0.00	12,500.00	12,500.00	0.00	-12,500.00	0.00
<b>Total Contract Services</b>	<b>172,500.00</b>	<b>35,698.34</b>	<b>35,698.34</b>	<b>71,385.00</b>	<b>65,416.66</b>	<b>62.08</b>
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		475.00				
Line Description: MEMBERSHIP RENEWAL						
Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320						
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
<b>Total Professional Development</b>	<b>8,000.00</b>	<b>475.00</b>	<b>475.00</b>	<b>0.00</b>	<b>7,525.00</b>	<b>5.94</b>

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CITY OF ATASCADERO  
 07/01/2023 through 08/31/2023

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>
0000.6740000 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
Total Operating Services and Supplies	359,890.00	41,493.55	41,493.55	199,949.69	118,446.76	67.09
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	41,493.55	41,493.55	199,949.69	178,446.76	57.50
<b>Grand Total</b>	419,890.00	41,493.55	41,493.55	199,949.69	178,446.76	57.50

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 08/31/2023	BUDGETED 2023-2024
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 16,287	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	44	-
46110.0000 Investment Earnings	9,631	10,720	2,027	(11,341)	2,966	-	19,400
Total Revenue	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>399,244</u>	<u>438,271</u>	<u>16,331</u>	<u>433,520</u>
<b>EXPENSES</b>							
6050000 Office Expense	-	-	-	264	-	-	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	5,320	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	35,698	172,500
6600000 Professional Development	425	-	-	731	-	475	8,000
6740000 Business Development	-	-	-	-	-	-	-
6900000 Administration	2,782	2,246	2,774	4,106	4,353	163	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>293,960</u>	<u>41,656</u>	<u>419,890</u>
<b>NET INCOME/(LOSS)</b>	(37,593)	(7,419)	127,103	123,341	144,311	(25,325)	13,630
<b>BEGINNING AVAILABLE BALANCE</b>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>644,360</u>
<b>ENDING AVAILABLE BALANCE</b>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 643,096</u>	<u>\$ 657,990</u>

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

** Contract Services	
Special Events	
Cider Festival Sponsoship	7,500
Spartan Race Co-Sponsorship	5,000
Destination Marketing Services	18,615
Administrative Services Fee	4,583
	<u>\$ 35,698</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	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,063.04	\$ 388,893.34	\$ 609,246.66	\$ 2,121,061.44
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,251.46	\$ 583,045.37	\$ 2,026,755.47
Fiscal Year 2024 *	\$ 77,515.80	\$ -	\$ -	\$ -	\$ 77,515.80

\* 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: \$220,000

ITEM NUMBER:  
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## Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual 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	\$2,190	\$1,770	\$1,846	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$22,006	-\$6
Marketing Plan	\$5,000	\$1,928	\$645	\$2,422	-	-	-	-	-	-	-	-	-	\$4,994	\$6
Creative Development	\$36,000	\$2,183	\$2,520	\$2,340	\$6,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$1,958	\$36,000	\$0
Photo/Video Asset Development	\$10,000	-	-	-	\$8,000	\$2,000	-	-	-	-	-	-	-	\$10,000	\$0
Website Blog and Updates	\$4,500	\$210	\$240		\$800		\$800		\$900		\$900		\$650	\$4,500	\$0
Social Media	\$21,500	\$1,800	\$1,800	\$1,770	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,730	\$21,500	\$0
Email Marketing	\$12,000	\$1,021	\$996	\$981	\$1,002	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Public Relations	\$5,000	\$120	\$225	\$405	\$500	\$500	\$655	\$95	-	\$2,500	-	-	-	\$5,000	\$0
Media Planning	\$4,000	\$600	\$375	\$150	\$475	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$4,000	\$0
Media Buy	\$100,000	\$575	\$493	\$9,949	\$13,570	\$11,100	\$5,500	\$8,000	\$12,000	\$12,000	\$11,500	\$11,313	\$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	\$9,484	\$19,787	\$33,993	\$21,500	\$14,855	\$15,995	\$20,800	\$22,400	\$20,300	\$19,213	\$11,438	\$220,000	
Added Value		\$510		\$30										\$540	

## Out of Scope

	Budget	Actual Jul	Actual Aug	Actual 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
Denver Activation	\$2,000			\$657	\$1,343									\$2,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$4,000	\$330	\$0	\$657	\$3,013	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	
Added Value														\$0	