



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. 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 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

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 and Resolutions 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

AGENDA

**Wednesday, November 15, 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. **City of Atascadero New Website & Brand Refresh**
Terrie Banish, Director of Community Services & Promotions

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – October 25, 2023**
 - Recommendation: ATBID Advisory Board approve the October 25, 2023, Regular Meeting Draft Action Minutes. [City Staff]

B. BUSINESS ITEMS:

1. **2023 Bovine Classic Event Recap & 2024 Event Sponsorship Renewal**
 - Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the October 28, 2023, Bovine Classic.
 2. Provide staff direction on sponsorship request for the October 26, 2024, Bovine Classic.
 3. Take such additional, related, action that may be desirable. [Bovine]
 - Fiscal Impact: Up to \$10,000.
2. **Budget Overview and Monthly Report**
 - Recommendation: ATBID Advisory Board:
 1. Receive and file the Budget Overview and Monthly Report
 2. Take such additional, related, action that may be desirable. [City/Verdin]
 - 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. (January)
2. Market Activation from Denver Co-op. (January)
3. Atascadero Fall Festival Event Recap and 2024 Event Sponsorship Renewal. (January)
4. Garagiste Festival Event Recap and 2024 Event Sponsorship Renewal. (January)

F. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, October 25, 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 Tom O'Malley

Absent: Board Member Amar Sohi

Staff Present: Director of Community Services & Promotions Terrie Banish and
Deputy City Clerk Dillon Dean James

APPROVAL OF AGENDA:

MOTION: By Board Member Alexander and seconded by Board Member O'Malley to approve the agenda.
Motion passed 4:0 by a roll call vote. [Sohi 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 – September 27, 2023

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

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

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.

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Board.

The ATBID Board expressed continued support for the Fall Festival and its associated benefits for the Downtown and general lodging industry.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

The 2023 Atascadero Fall Festival Event Planning Update was received and filed.

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.

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers 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: Matthew Halvorson.

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

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.

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

The Board was encouraged by the continued momentum on Visit Atascadero website upgrades and appreciated Ms. Akers' diligent work on the matter.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matthew Halvorson.

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; and take such additional, related, action that may be desirable. [City]
- Fiscal Impact: None

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers 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:

Board Member O'Malley noted that, in accordance with the recent statewide insurance crisis, he is struggling to maintain insurance on a few commercial properties; this is a challenge affecting lodging owners throughout California.

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

Chairperson Harden adjourned the meeting at 3:56 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ITEM NUMBER:
DATE:

B-1
11/15/23

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2023 Bovine Classic Event Recap & 2024 Event Sponsorship Renewal

RECOMMENDATION:

ATBID Advisory Board:

1. Receive and file recap of marketing results of the October 28, 2023 Bovine Classic.
2. Provide staff direction on sponsorship request for the October 26, 2024 Bovine Classic.
3. Take such additional, related, action that may be desirable.

DISCUSSION:

In January 2022, the ATBID Board approved sponsorship for the Bovine Classic mixed-surface cycling event targeted to avid cyclists at a state and national level. The event took place November 3-5, 2023, in North County, with the main cycling event in Downtown Atascadero on Saturday, November 5. The event was a success and is filling the goal of being an annual marquee gravel cycling event. The main race was a single-day event, but the entire Bovine Classic experience spanned Thursday through Saturday, attracting riders who spent between one and three nights in Atascadero and Paso Robles.

In November 2022, the ATBID Board approved sponsorship for the 2nd Annual Bovine Classic event that took place on October 28, 2023, with the same event schedule as the inaugural event in 2022. The event coordinator will provide an oral presentation to review the highlights and successes of the second year of the event, along with the event sponsorship application to renew the support of the ATBID Advisory Board for a third event in 2024.

FISCAL IMPACT:

Up to \$10,000.

ATTACHMENT:

1. 2024 TBC Executive Summary
2. 2023 Bovine Classic Event Guide
3. 2023 Bovine Classic Event Opportunity Deck Presentation
4. 2024 Bovine Classic ATBID Event Support Application



2024 TBC Marketing Executive Summary

prepared for Visit Atascadero

KEY STATS

The significant headline is that this year's Bovine Classic experienced nearly 30% growth in rider registrations. This growth comes at a time when many similar events are down by 20%. We are still benefitting from the cache of being a new event with growing industry awareness. The focus of our message is about gravel cycling in the Paso Robles wine region. This report includes registration data, as well as data from our post-event rider survey.

- **Total Registrations:** 445
- **Visiting Riders:** 85% travelled from more than three hours away. Strong pull from San Jose to Santa Rosa. We also had other riders from Alaska, Arizona, Idaho, Nevada, Colorado, Missouri, Ohio, New York, Utah.
- **Gender Breakdown:** 17% Female/83% Male (we want to invest in attracting more women riders)
- **Operation Surf Donations:** \$7500. Up 50% from 2023.

Highlights from the rider survey

- **Visit Accommodations:** 64% stayed in a local hotel or rental property. 18% stayed with friends or relatives.
- **Number of Nights:** 1 Night = 12.8%; 2 Nights = 46.8%; 3 Nights = 22%; 4 or More Nights = 7.8%
- **Intend To Return To The Bovine:** 97.1%
- **Towns Stayed:** 75% stayed in Paso Robles, Templeton, and Atascadero combined.
- **Travelled With Non-Riding Others:** 64% of respondents travelled with people who were NOT doing the ride.

Anecdotally, we heard of riders staying at: Allegretto, Oxford Suites, Melody Motel, Paso Robles Inn, Best Western, Linne Calodo, Springhill Suites, Home2Suites, The Carlton.

LEAD-UP MARKETING

The focus of the Bovine Classic is to be a cycling platform representing the ENTIRE Paso Robles wine region. Our goal is to make the Paso region a recognized brand in the minds of cyclists looking to travel with their bikes. Both Travel Paso and Visit Atascadero shared placement as "presenting sponsors." Branding appeared on all print and display marketing, including: the finish-line arch, winners podium, activations at other events, postcards. Additionally, both received significant direct mention in social media (Instagram and LinkedIn) and digital media. Other marketing highlights include:

- Interview on "The Gravel Ride" Podcast, which has generated countless inquiries about both the event and cycling in the area.

- Retired pro & cycling media influencer Alison Tetrick gave The Bovine and the region a significant shoutout on Lance Armstrong's "The Move" podcast on October 27. (Note: Alison would be an excellent TravelPaso content collaborator to help push the cycling tourism message.)
- Instagram Mentions: Both Travel Paso & Visit Atascadero received significant "presented by" mentions on Bovine Classic posts, including our video trailers.
- Photo & Video Library: Travel Paso & Visit Atascadero have been granted access to all professional photography and videos before and during the event.
- Activations: The Bovine Classic presented by Travel Paso & Visit Atascadero has been in front of nearly 5000 riders at five other events around California.

LOCAL BUSINESS PARTNERS

- Cass Winery (sponsor)
- Firestone Walker (sponsor and pre-ride host)
- Villa Creek Winery (aid station)
- Linn's Bakery (festival vendor)
- Royal Nonesuch Wines (private tasting party for visiting riders)
- Castoro, Denner, Peachy Canyon, J. Dusi (vineyard access for routes)
- Voler (official clothing sponsor)
- Iron Wolf Coffee/Third Wheel Tours (sponsor)
- SRAM (sponsor)
- Avila Traffic Safety (sponsor)
- Long Branch Saloon (aid station and pre-ride host)
- Lezyne (podium sponsor)
- Spikes Bites Catering (aid station sponsor)
- Sunshine Olive Oil (gift bag and podium sponsor)
- Ancient Owl Beer Garden (rider party venue)

VOLUME 2

2023 Bovine Classic Event Guide





CONTENTS

Welcome Letter

Weekend Schedule

Event Day Details

9 Rules To Ride By

The Routes

Caution & Care

Aid Stop Deets

*The Mo Wilson/Operation
Surf Raffle*

*The Path of The
Serenely Rad Bovine*

**Meet Our Great
Sponsors, Find
Discounts Too...**

WELCOME TO BOVINE 2.0: MOO-TOBERFEST

Welcome to Paso Robles & Atascadero, home turf of the second annual Bovine Classic. Big props to Travel Paso, Visit Atascadero & Cass Winery for championing this whacky idea. Even bigger thanks to YOU for sharing your time, your dollars, and yourself with us.

We know there are plenty of gravel rides in all those pastures, and we aim to show you a fun and safe time together.

Part of our evolving mission is to make friends with vineyard owners and ranchers who are willing to share their land with us for riding. You'll be riding through a few plots of private land, so please follow their rules and stay mellow when asked. Most are happy to have us here, and we want to keep it that way.

Building trust with ranchers today may open up whole new spaces to explore tomorrow. Be sure to give them the right of way, a big smile & a friendly wave. Most importantly, though, do keep it single file and super chill bovine style. Saturdays are working days for these folks.

Viva Bovine!

Bryoncé & The Bike Monkeys

***"Giddyup. Ride safe,
go fast & have fun...
in that order."***



Bovine 
Classic
Gravel Ride
October 28, 2023
Atascadero, CA



WEEKEND SCHEDULE

Thursday 10/26

- **1:30PM:** GU x Canyon x Voler Pre-Ride at **Firestone-Walker Tap Room** in Paso Robles.
- **2:30PM:** Ride rollout
- **4:15-6:30PM:** Post-ride happy hour.

Friday 10/27

- **9AM:** GU x Canyon x Voler Pre-Ride at **Long Branch Saloon** in Creston (park at rodeo grounds one block north.)
- **10AM:** Ride rollout
- **12PM:** Hang out for lunch (on own) at Saloon.
- **3-6PM:** Packet pick-up at **Ancient Owl Beer Garden** in Atascadero

Saturday 10/28

- **7AM:** Packet pick up @ **Sunken Gardens** in Atascadero.
- **8:30AM:** Grand depart for all riders all routes.
- **1PM:** Festival & **FOOD** start
- **2:30PM:** Big Bovine course cut-off @ Templeton Rd & HWY 41.
- **2:30PM:** Bremontown 805 on stage.
- **4:30:** Raffle & podium awards
- **5PM:** Bremontown 805 on stage
- **6PM:** Festival ends.

SCAN ME



ONLINE PARKING INFO
&
PRE-RIDE SIGN UP



EVENT DAY DETAILS

Where

Sunken Gardens at 6505 El Camino Real, Atascadero, CA. The following adjacent streets will be closed to traffic and parking: East Mall, West Mall, and Palma Ave (between East/West Mall.) Approach the grounds from Lewis Ave rather than El Camino.

Bag Drop & Changing Rooms

Drop a bag with some clothes to change into at the **Canyon** tent, which will have changing rooms attached to its booth. There will be bike racks around the venue, but it's not a proper valet. You are responsible for the security of your own bike.

Bike Wash & Bike Valet

There will be bike racks around the venue, but it's not a proper valet. You are responsible for the security of your own bike.

The fine folk (aka Kevin van Loon) at **SCC Tech** will be providing a complimentary bike wipe down... so, that means please give him a nice compliment. He's workin' hard over there.

Food, Beer, and Other Beverages?

Start your day with coffee at the **Voler** lounge. If you want more caffeination, head to Back Porch Bakery on El Camino Real (best croissants!) or Malibu Brew on East Mall.

After the ride, bring the meal ticket from your jersey number to the **Cass Winery** tent. Grab your first beer free at **Firestone-Walker** with your drink ticket. After that, pick up drink tickets for more. Those purchases go to help sending one female veteran to an **Operation Surf** camp. **Iron Wolf** will also be pouring nitro cold brews. NA options include: Guyaki, Best Day Brewing, & Liquid Death.

Will There Be Places To Sit?

Heck yeah. There's lots of grass to put a blanket or camp chair. Speaking of, consider bringing your comfiest camp chair for an optimal après Bovine seating experience. Many of the vendors are creating lounge spaces in their tents. Go make friends, hang out, play lawn games, and listen to some sweet tunes. The party goes on until 6pm.

VENDORS



CASS | WINERY



FIRESTONE WALKER
BREWING COMPANY



9 RULES TO RIDE BY AT THE BOVINE CLASSIC

This ain't a race. It's a fun ride with timed segments. Podiums are only awarded for overall SEGMENT times.

FULLY stop at stop signs and lights... unless you are flagged through. Heck, obey all the regular traffic signage.

Please don't cross the centerline ever... even if it's invisible. There will be oncoming local car, foot, and bike traffic.

Keep it skinny, share the road, and let cars pass.

Course markings are for your safety and for that of the community. Neutral, Slow Down, Steep Descent really mean keep it chill.

Leave no trace.... Please pick up your debris. Remember that GU has an awesome gel wrapper recycling program.

Cut-off times are for your safety, so we can get you & all our volunteers home before dark. The dark is scary.

Headphones are not advised. We want you to stay fully aware of all your surroundings.

Once again, those stags are as frisky as hormonal teen. In that quest for an amorous assignation, they're known to leap in front of cars. Also, beware the kamikazee ground squirrels. They're nut jobs!

THE ROUTES

ONLY FOLLOW THE STAKED BIKE MONKEY SIGNAGE. PLEASE DO NOT FOLLOW ANY ARROW STICKERS ON THE GROUND. THOSE ARE NOT PART OF TBC.

BIG: Pink Bike Monkey Signs

- 101Miles + 8792'
- Segment 1: Miles 12.1 - 17.9 (appx)
- Segment 2: Miles 66.6 - 69 (appx)
- Segment 3: Miles 76.5 - 84 (appx)
- Aid Stations @ Mile: 20, 38, 66, 84
- 2:30PM Course Cutoff at Mile 68.
- In Case of Emergency: 911



FEISTY: Yellow Bike Monkey Signs

- 73.8 + 7000'
- Segment 1: Miles 12.4 - 17.9 (appx)
- Segment 2: Miles 66.6 - 69 (appx)
- Aid Stations @ Mile: 20, 38, 66,
- 2:30PM Course Cutoff at Mile 68.
- In Case of Emergency: 911



HAPPY: Blue Bike Monkey Signs

- 64.4 Miles + 4400'
- Segment 1: Miles 12.4 - 17.9 (appx)
- Segment 2: Miles 30.6 - 33 (appx)
- Segment 3: Miles 39.9 - 48 (appx)
- Aid Stations @ Mile: 20, 30, 48
- In Case of Emergency: 911



BABY: Green Bike Monkey Signs

- 37.6Miles + 2500'
- Segment 1: Miles 12.4 - 17.9 (appx)
- Segment 2: Miles 30.6 - 33 (appx)
- Aid Stations @ Mile: 20, 30
- In Case of Emergency: 911



SCAN ME



DOWNLOAD
ROUTE
GPX FILES

CAUTION & CARE

Be EXTRA Cautious At These Points. We want to see you at the finish line party.

- 7.4 Stop Before Left Merge
- 11.8 Crossing HWY 46
- 20.9 Blind Left Turn
- 40.4 Sharp Descent/Blind Left
- 40.8 Rough Rd Descent
- 44.8 Crossing HWY 46
- 46-50 Narrow, Winding Descent
- 50.1 BLIND LEFT!
- 56.8-61 Stay Right! Really. This is narrow and cars DO come up this. Single file is really really important.
- 82.3 Merging onto 229. You don't have right of way. Stay single file to mile 84
- 85.8-87.5 Single file. This can be a busy road.

Want Your Segment Time To Count? Then follow this guide...



AID STOP DEETS

VILLA CREEK WINERY

- Hand-ups of homemade jamon slices and organic apples.
- Other typical ride snacks.
- Enter to win a Fierce Hazel handlebar bag.
- Funny portrait opportunity with a professional photographer.
- Mile 20: All Routes
- Restroom: Yes
- Gear Drop: Yes



CYPRESS MOUNTAIN

- Locally sourced baked goods and other ride treats.
- Pickle juice.
- Amazing mountaintop view of the Pacific.
- SRAM Shenanigans
- Mile 38: Big & Feisty Courses
- Restrooms: No (sorry)
- Gear Drop: No



TEMPLETON LIBRARY

- Homemade ride bars from local chef, Spikes Bites.
- GU products galore.
- Pickle juice.
- Mile 29: Happy & Baby Courses
- Mile 66: Big & Feisty Courses
- Restrooms: Yes
- Gear Drop: No



LONG BRANCH SALOON

- Fried pickles
- GU products
- Other typical ride snacks.
- Mile 84: Big & Happy Courses
- Restrooms: Yes
- Gear Drop: No



WE ♥ OPERATION SURF!

Operation Surf, based right here in San Luis Obispo, creates pathways to healing and wellness for military veterans through innovative surf camps. We have partnered with OS to build the Moriah Wilson Scholarship, which sends a female veteran to one of these powerful healing camps. To learn more about Operation Surf and its powerful mission, watch the Netflix documentary "Resurface." You can support it by purchasing raffle tickets at the OS booth.

MO WILSON SCHOLARSHIP RAFFLE

- GU PRODUCT BY THE BOX LOAD!
- \$100 SRAM NATION CARDS (6 CHANCES TO WIN)
- TIME ATAC ROAD OR GRAVEL PEDALS
- 1 PAIR OF ALBA OPTICS GLASSES COURTESY OF SPECS BY KYLA
- FULL VOLER.COM KIT W/ JERSEY, BIBS, WIND JACKET (2 CHANCES TO WIN)
- PAIR OF SEMI-CUSTOM BONT CYCLING SHOES
- TICKETS TO VIOLENT FEMMES, DROPKICK MURPHYS, OR BLUES TRAVELER SHOW NEAR YOU. COURTESY OF CAST MANAGEMENT.
- ZIPP FIRECREST 303 DISC WHEELSET.
- 2-NIGHT MID-WEEK STAY AT THE GENESEO INN AT CASS WINERY



CASS | WINERY



PATH OF THE SERENELY RAD BOVINE

Everything we really needed to learn about gravel rides we learned in cow kindergarten, y'all.

Be Awesome (and Kind).

We are all in this herd together. Look out for one another. Treat each other, aid station hosts, volunteers, drivers, other tourists, residents & staff as we would want to be treated. Courtesy always wins. (and be sure to greet any cows as you pass by. They dig that.)

Be Safe.

These roads are open to all and used by visitors and locals alike. Follow the usual rules of the road. Make the decisions that will get you back to the corral safely. Obey the centerline rule (explicit AND implied.).

Be Prepared.

We'll have support out on the course, but we may not be where you are when you're there. Be prepared with nutrition, tools, tubes, course downloads, plugs, a working mobile phone, etc. Have what you need ... just in case.

Be Respectful.

You'll definitely be riding on public roads. Even if they're not cool to you, be cool to drivers. You will go through private vineyards. If they ask us to ride a neutral pace, please do. This is a rare privilege. Leave no trace by throwing your trash away in proper waste bins. Make someone's day with a hearty "thank you." It'll go a long way with our aid stop hosts and volunteers.

Be Aware.

It's really easy to get caught up in the moment when you're riding at your limits. Sometimes we tune out of our surroundings, get caught up in our heads, and make unclear decisions. Stay tuned in, obey the rules, give right of way to faster riders and other drivers, do not ignore stop signs.





Operation Surf's mission is to channel the healing powers of the ocean to restore hope, renew purpose, and revitalize community. Operation Surf's curriculum-based programs aim to inspire injured military and veterans to seek wellness in all aspects of their lives while providing the necessary resources, tools, and peer-to-peer support to continue this mindset indefinitely.

Our Impact

Dr. Russell Crawford's research on the Operation Surf program showed that participants experienced:

- 36% Decrease** in PTSD Symptoms
- 47% Decrease** in Depression
- 68% Increase** in Self-Efficacy



To Learn More!

To get involved or participate in our programs, scan the link to visit our website. For more information, call us at (805) 544-SURF or email us at info@operationsurf.org.

**PASO
ROBLES**
CA
SAVOR REAL CALIFORNIA



Savor
REAL CALIFORNIA

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
11/15/23
2

LIVE IT. BREATHE IT.



VisitAtascadero.com

all in.
Atascadero
CALIFORNIA

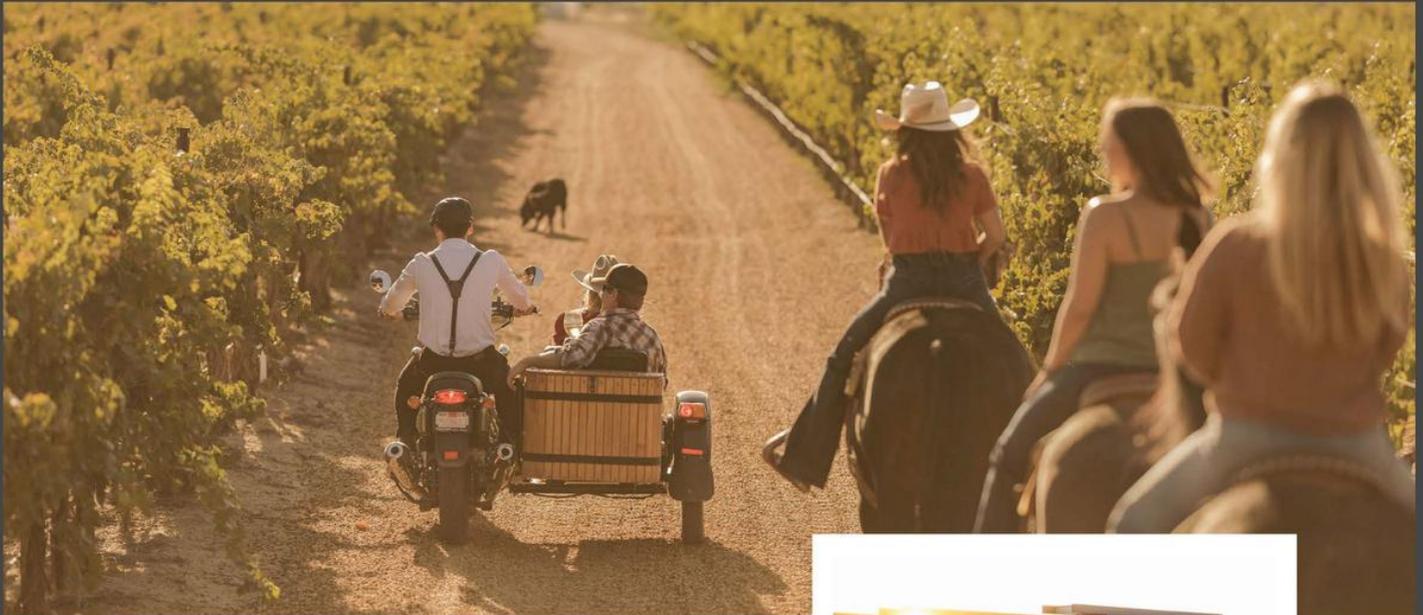


CASS WINERY

French DNA + Paso Personality

OPEN 7 DAYS A WEEK

11:00AM - 5PM



PASO WINE COUNTRY

7350 Linne Road, Paso Robles, CA 93446

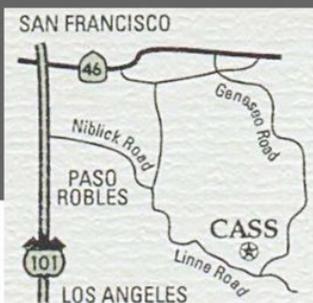
USA Today BEST Winery Restaurant
Award Winning Estate Wines
Sustainable Vineyard
Luxury Eco-Hotel: Geneseo Inn
Unique Events: Winemaker Dinners, Concerts,
Weddings, Private Parties, Corporate Retreats



Find Adventure

Camp CASS

Horseback Riding
Sommelier Classes
Paint & Sip Classes
Wine Blending Classes, and MORE



Contact Us
+805-239-1730
info@casswines.com



www.casswines.com



@cass_winery



@casswinery



@casswinery

ITEM NUMBER: B-1
DATE: 11/15/23
ATTACHMENT: 2

VOLER



DESIGNED AND MADE IN CALIFORNIA

USE CODE **BOVINE15** FOR 15% OFF*
YOUR NEXT ORDER AT [STORE.VOLER.COM](https://store.voler.com)

* excluded custom items

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
11/15/23
2



NO SACRIFICES



If you're going to invest in Titanium, build it how you want it. A custom Haley is built just for you, and we're proud of the fact that no Haley is like another. Born in Northern California and built by hand in Colorado, all of our bikes are bespoke. Our finish and no-charge custom options are part of a clear and simple process that insures that your bike will be one of kind. Road, all-road, gravel, hardtails and everything in between. Your custom is our standard. haleycycles.com

HALEY
TITANIUM BICYCLES



LEVI'S GRANFONDO

Experience North America's premier gran fondo in Windsor, California.



APRIL
13
2024

Choose from seven incredible routes through Sonoma County's bucolic wine region. We offer distances that range from 11 to 135 fully supported miles, a multi-day VIP experience, and fundraising opportunities for at-risk youth.

Partial road closures, fully-stocked aid stations, moto support, and on-bike marshals makes experiencing once of America's most beautiful places unlike any other day on a bike.

Levi's GranFondo supports at-risk youth through King Ridge Foundation.

Let's go for a ride.



LEVISGRANFONDO.COM

A HI-REV THANK YOU TO
IRON WOLF COFFEE & THIRD
WHEEL TOURS FOR ALL
YOUR BOVINE SUPPORT. ❤️



IRONWOLFCOFFEE.COM

ITEM NUMBER: B-1
DATE: 11/15/23
ATTACHMENT: 2

FORCE AXS
NEW PHYSICS



THE GROUPSET FOR WHATEVER WHEREVER



New variables mean new possibilities for routes previously unthinkable. The dedicated groupset that's more adept, and more striking than ever before: SRAM Force XPLR AXS.



WIN A TRUE GRIT HANDLEBAR BAG!

FIERCE HAZEL

**DURABLE
SUSTAINABLE
UNIQUE**

*Prepare For A
Snack Attack*

**FIND US AT AID STATION #1
👉 VILLA CREEK WINERY 👈
FOR A FUN GUESSING GAME
WHERE ANYONE CAN
⚡ WIN ⚡
THE SUPER RAD TRUE GRIT
HANDLEBAR BAG!**

- 🌿 Durable + Weatherproof
- 🚲 Independent + Woman Led
- ♻️ Rescued materials
- 👏 Respect for all people
- 🌍 Care for the planet
- 🔧 Technical Construction

USE CODE: BOVINE25 TO GET 25% OFF ANY PURCHASE * EXPIRES 11.04.23

★ ★ ★ ★ WWW.FIERCEHAZEL.COM ★ ★ ★ ★



Cold Beer. Good Eats. Brew Tours.

Visit our breweries in Paso Robles, Buellton, and Venice, CA.





SPIKE'S BITES



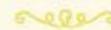
Fun • Personal • Affordable



We take care of everything to prepare, cook and display a menu of tasty bites at your house or even at a special venue (winery, brewery, park) - wherever you'd like to have a party!

Our specialty is a menu of small bites to provide a fun, social experience instead of a stuffy sit-down dinner.

Each celebration is unique so Chef Jeff will work with you to design your perfect menu.



Email today to book your next celebration!

chefjeff@spikesbites.com

Providing Experiences Through Food



WWW.SPIKESBITES.COM

 @SPIKESBITES



ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
11/15/23
2



Alison M Tetric



**GET KIDS ON BIKES! SUPPORT
NICA BY ORDERING YOUR
SAGA-VENTURES BANDANA.**



MAHA VILLA CREEK

**A HUGE BOVINE "THANK YOU" TO VILLA
CREEK WINERY & LONG BRANCH SALOON
FOR HOSTING TWO REMARKABLE
RIDE STOPS. ❤️**



— EST — — 1939 —

LONGBRANCH
SALOON
— CRESTON, CA —

100% GOODNESS

Cold-pressed Extra Virgin Olive Oil
Pesticide Free
Chemical Free
Naturally Non-GMO



Buy One Get One Free
with coupon code
BOVINEBOGO

www.sunshineoliveoil.com

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
11/15/23
2



FUEL YOUR RIDE

ENJOY 25% OFF \$50 OR MORE

USE CODE
BOVINE25

VALID THROUGH
11/15/23—11/27/23
ON GUENERGY.COM





CASTORO
CELLARS

BETHEL RD
HANDCRAFTED SPIRITS & WINE

DENNER



PAPER STREET



**THANKS TO THESE & OTHER AMAZING
WINERIES FOR LETTING US STAMPEDE
(GENTLY) THROUGH THEIR PRECIOUS
VINEYARDS. ❤️**



**NOW THAT YOU'VE
TASTED THE BEEF,
IT'S TIME TO EAT
MOR CHIKIN'.**



**THE BANTAM CLASSIC IS COMING! JOIN THE
ORIGINAL BARNYARD PARTY RIDE.**

**PETALUMA, CA
SUNDAY, MAY 26, 2024**



**THANK YOU, AVILA,
FOR KEEPING THE
BOVINE HERD SAFE ON
THE ROAD. ❤️**



ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
11/15/23
2



THE ESSENCE OF ENGINEERED DESIGN

TOOLS OF THE TRADE

LEZYNE™

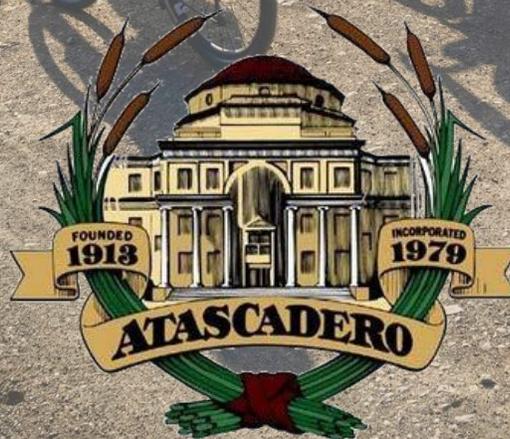
Our tool designs are the most engineered and advanced available using key features like center-pivot bits, durable chain breakers and the finest, lightest and strongest materials available.

ENGINEERED DESIGN

RIDE.LEZYNE.COM

YOUR SAFETY IS OUR PRIORITY

**MANY THANKS TO
ATASCADERO POLICE DEPARTMENT
ATASCADERO DEPT OF PUBLIC WORKS
SLO COUNTY SHERIFF'S SEARCH+RESCUE
CALIFORNIA HIGHWAY PATROL
CALTRANS
... FOR KEEPING OUR HERD PROTECTED.**



OTHER AWESOME BIKE MONKEY HIJINKS FOR YOUR 2024.



SEE YOU OCTOBER 26, 2024!

**KEEP AN EYE OUT FOR A SPECIAL
PRIVATE ONE-WEEK PRE-SALE FOR
TBC MAVERICKS IN JANUARY 2024.**

*Viva
Bovine!*

"Mark my words. This thing is going to BLOW UP!"

**Rudy Napolitano
Former US Elite Masters
National Champ.**

Bovine Classic *Gravel Grinder*

"Huge thank you Bovine Classic for putting on such an amazing race and I'm stoked to come back next year!!"

Derrick Nazelrod

**October 26, 2024
Atascadero & Paso Robles, CA**

**PASO
ROBLES
CA**

www.thebovineclassic.com

VISIT
Atascadero

A COMMUNITY OF SLO CAL

The Secret's Out

“TBC is not just another cycling race it’s an experience and community. One that celebrates the great people, mixed-surface terrain, agriculture, food, beer, wine & sense of place of the whole Paso region.”



The Bovine Classic returns to Atascadero & Paso Robles, CA on October 26, 2024. This marks the third year for “America's 4th-hardest, cow-themed, gravel grinder ... in a California wine region.”

"Why?," you ask. The Paso wine region's courses are too stunning, the community energy is too generous, and the creative food and beverage culture is too fun to keep to ourselves.

In our inaugural 2022 edition, TBC attracted 350 riders from 11 countries, 12 states, and over 105 cities. In **2023**, the event grew by another **25%**. Nearly **85%** of our riders travel from over **3 hours** away to ride and stay at least **1 night**, making this a proper destination event.

**Watch The 2022
Highlights Video**

The Bovine Classic Mission

1. Continue building a memorable, positive, inclusive cycling event that's a remarkable guest experience.
2. Make the entire Paso Robles wine region a magnet for broader regional, national, and international cycling tourism. We seek to have 85% of ridership come from outside the 805 area code.
3. Connect awesome local brands and makers of great things with upscale cyclists who appreciate great wine, beer, olive oil, distilleries, food, and more.
4. Continue evolving as a model for cycling & ranching communities that are thriving and working together.
5. Fund a partner charity that does important work on a local and national level. Local charity **Operation Surf** was our 2022 & 2023 partner.

**Watch The Official
2024 TBC Trailer**



2023 Highlights



TOP-LINE HIGHLIGHTS

- **25% YOY registration increase over 2022.**
- **2** sponsored by Canyon, GU, and Voler. Rides started Thursday, attracting a significant number of early arrival riders.
- **85%** of riders came from more than **3 hours** away. Most riders stayed a minimum of one night.
- Visit Atascadero, Travel Paso, and Cass Winery shared “presenting” status throughout 2023. Significant partnership with Firestone-Walker as our official beer sponsor. Worked with more than 25 local businesses.
- Raised another \$5000 scholarship for local charity Operation Surf

MARKETING & ACTIVATION HIGHLIGHTS

- 6+ Instagram Ad Campaigns, reaching approximately 30k targeted accounts.
- Marketing activations at 5 major CA/NV cycling events, reaching
- Featured guest on **The Gravel Ride Podcast.**
- Promoted on The Gravel Calendar & Gravel Ride California
- Partner social media promotions with Voler Cycling & Gu Energy
- Bovine Classic Cycling Camp hosted 8 visiting business and creative leaders from California, New Orleans, Colorado, Tennessee. These high-end visitors paid \$4000/person to ride, dine, and drink in Paso Robles for 4 nights. Based out of the Oxford Suites.
- 3 x Bovine Classic Community Pre-Rides.

2023 Participating (National & Local) Businesses



2024 Bovine Classic Details

“This was SO SICK! I truly thought it was a great event. The roads are amazing...”

Levi Leipheimer, Olympian & former winner of Tour of California.

*Viva,
Bovine!*

Here's what we're targeting for '24.

- Increase to 500+ Riders
- Increase our average per person reg fee
- New 2-year charity partner: Pablove Foundation.
- A luxury training camp week of Bovine Classic hosted by CTS (In discussion)
- A VIP charity dinner with guest chef Biju Thomas, host of “The Road Less Eaten.” (In discussion)
- Expanding to 2 official ride days
- Accessing to new route options through private vineyards & ranches.
- Proper Friday afternoon festival and expo with more local businesses.
- Adding a “kids race” around Atascadero city hall
- Increase community lead-up rides to 4-5 throughout the year.
- May Paso Cycling Camp hosted by Pablove Foundation. (In discussion)
- Making Paso an official overnight stop on the annual Pablove Across America pediatric cancer ride in September. (In discussion)

2024 TBC Lead-Up Activations & Marketing

LIVE EVENTS

Jan: Preferred Reg Opens

Feb: TBC @ The iconic Rock Cobbler race in Bakersfield.

Mar: TBC Community Ride #1

Apr: TBC @ Levi's King Ridge Gran Fondo in Winston, CA. Will have marketing presence in front of 4000+ participants.

May : TBC Community Ride #2

May: *Pablove Foundation Paso Robles Training Camp*

June: Bovine Social Ride #3

June: TBC at The Bantam Classic in Petaluma, CA.

June: TBC at Truckee Dirt Gran Fondo

Aug: TBC Social Ride #4 in Paso Robles.

Sep: TBC Social Ride #5

October 20-24: Potential CTS Coaching "Bucket-List Cycling Camp" in Paso Robles

October 24-26: Bovine Weekend! Yee-Haw.

MARKETING FOCUS

We'll be targeting these efforts to create bigger awareness for the Bovine Classic and for cycling in the Paso Robles region.

- Instagram Campaigns.
- January/February Press Releases
- Working with 2-3 key cycling industry influencers before and during.
- Expanding greater inclusion into influential, but under-served, cycling communities.
- Leveraging relationships with GranFondoCycling.com & Outside to create more earned media.
- Leveraging newsletter power of potential partners like Voler, Pablove Foundation & CTS.

*Viva
Bovine!*

The Event Routes

“Wow. Are you ready to have 2000 riders at this event? This is going to blow up.”

Tomas Castrillona, owner of Arriba Cycling in Medellin Colombia

*Viva
Bovine!*

Some folks will come to race and others simply to cross the line. Our course is designed to show off the pioneer and rancher spirit of our region by traversing dusty farm roads, rolling hills through vineyards, and backcountry single track. Not everyone will be ready for the full extravaganza, so there will also be middle- and short-distance versions of the route.

- **The Happy Bovine:** This untamable beast passes through Templeton, Paso Robles, Atascadero, and Creston, covering nearly 100 miles and 9100' of climbing.
- **The Feisty Bovine:** This may not be the full deal, but at 75 miles and 6500' of climbing it's a serious course for serious riders!
- **Happy Bovine:** A 68-miler that's got plenty of kick to keep riders challenged and stoked.
- **The Baby Bovine:** At 40 miles and 3k climbing, this is no gentle calf. This course manages to have plenty of its own kick and sass.

Each course is well marked routes, includes multiple (and unique) aid stations, and pro-level neutral race support to keep everyone rolling safely... and maybe a few surprise fans dressed in cow costumes!

New Era, New Charity: Meet The Pablove Foundation

Since 2009, The Pablove Foundation has been fighting childhood cancer with love. It does this in two ways: funding cutting-edge cancer research & its Shutterbugs digital photography program for kids going through cancer treatments. [**LEARN MORE.**](#)

Pablove's primary fundraiser is an annual one-week cycling event called **Pablove Across America**. This partnership helps raise awareness and recruit new riders to their cause. In turn, Pablove will be serving the broader Paso/SLO community in these ways:

1. It will be recruiting local kids dealing with cancer into its very powerful Shutterbugs program.
2. It will host a May cycling camp in Paso Robles.
3. Paso Robles will be a one-night stop on next year's Pablove Across America ride, which will be traveling down the California coast. Historically, this is its most popular route, often attracting over 50 riders and 30 staff members.



The Bovine Classic "Presented By" Sponsor Benefits: \$15k

"Presented by Partner" is limited to **three (3)** non-competing businesses, such as: VisitAtascadero/TravelPaso, Bike Sponsor, Beer Sponsor.

TERM: 1/1/2024 to 12/31/2024

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & Link on "Our Partners" Page
2. 15 dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 2 x TBC digital newsletters
4. "Presented by" mention in TBC newsletters.
5. Logo and link on Post-Registration TBC Rider Welcome Email.
6. Presented by mention on 4 x TBC social media videos.
7. Presented by mention all live and recorded coaching webinars.
8. Opportunities to participate in unique offers just for TBC riders
9. Full page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. Only presented by sponsor logos, along with our charity partner logo, are included on all: printed materials, festival and start/finish line banners, and event tee shirts.
2. 10' x 20' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
3. 5 x Ride entries for sponsor to use at their discretion. Responsible for registering on [BikeReg.com/bovineclassic](https://www.bikerereg.com/bovineclassic).



The Bovine Classic Platinum Sponsor Benefits: \$10k

"*Platinum Sponsor*" status is limited to **six (6)** businesses.

TERM: 1/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 10 dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 2 x TBC digital newsletters
4. Co-presented by on 1 x TBC video
5. Presented by mention all live and recorded coaching webinars.
6. Opportunities to participate in unique offers just for TBC riders
7. Full page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 20' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 3 x ride entries for sponsor to use at their discretion.
3. 1 x pass for any VIP fundraiser event. Details TBD.



The Bovine Classic Gold Sponsor Benefits: \$5k

TERM: 1/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 8 x dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 2 x TBC digital newsletters
4. Featured guest 1 x TBC live/recorded webinar
5. Opportunities to participate in unique offers just for TBC riders.
6. 1/2 page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 10' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 3 x ride event entries for sponsor to use for staff or as giveaways.



The Bovine Classic Emerald Sponsor Benefits: \$2k

TERM: 4/1/2023 to 12/31/2023

DIGITAL MEDIA BENEFITS

1. TBC Web Site: Logo & link on "Our Partners" Page
2. 5 x dedicated social media posts on TBC channels.
3. "Featured Partner" placement on 1 x TBC digital newsletters
4. Opportunities to participate in unique offers just for TBC riders.
5. 1/4 page ad in TBC's digital rider guide. **EXAMPLE.**

PRINT + ACTIVATION BENEFITS

1. 10' x 10' tent space at start/finish expo . Sponsor provides its own tent, banners, and staffing for entirety of event.
2. 1 x ride event entries for sponsor to use for staff or as giveaways.



Other Sponsorship Opportunities

“This event is special. It was better than SBT GRVL. It had the feeling of a mini Gravel Worlds.”

Brad Wiggs, 2022 men’s winner of The Bovine Classic.

Viva Bovine!

We encourage our partners to take an active role in creating a meaningful connection with Bovine Classic riders. We want our riders to get to know you, and for you to know them. Let's connect on an individual level that creates memories.

Here are some active ways partners have worked to engage riders:

1. Event Happy Hours
2. Post-Ride Lounges
3. Sponsored Post-Ride Feed
4. Sponsored and Led Pre-Rides
5. Product Donations for Charity Raffle Giveaways
6. Sponsored and Staffed Aid Stations
7. Product Launches
8. On-Course Demo Opportunities
9. Tasting Booths
10. Brand x Food x Beverage Collaborations

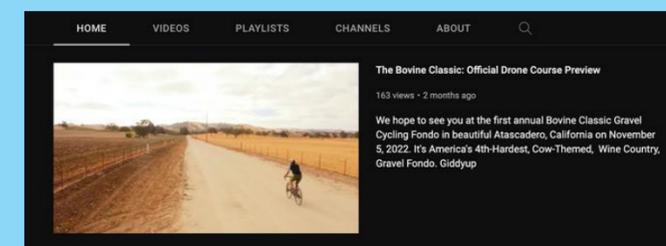
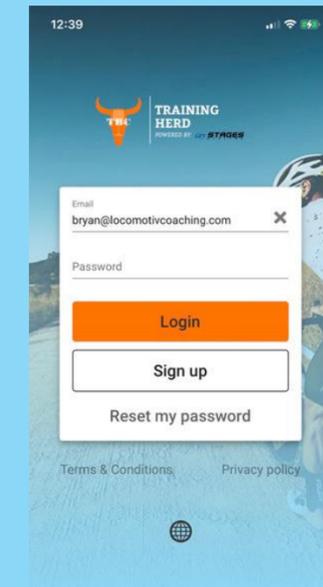
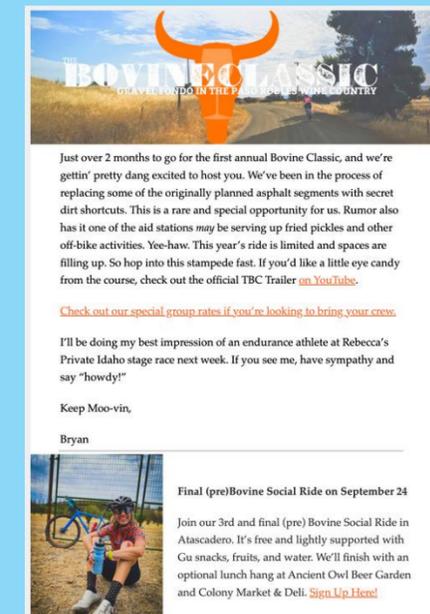
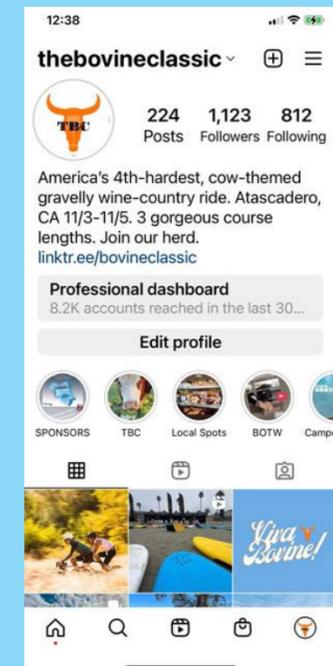
We're open to hearing your ideas. Let's get inventive and touch hearts.

2024 Digital Content Opportunities

The Bovine Classic is not just an event. We embrace the idea that we are also a content experience. This is a platform to tell stories about our region and our partners. It's also a place for riders to create their own stories. Many of those stories will start happening long before people even arrive in north SLO county. Here are some current opportunities for TBC to create digital audience, brand & product engagement in 2022!

- **Bovine Classic Website:** Homepage, Sponsors Page, Dedicated Sponsor Story Page
- **Bovine Classic STRAVA Club**
- **Bovine Classic Event Guide**
- **TBC Instagram Featured Post**
- **TBC Instagram Live Story**
- **Newsletter & Sponsored E-Blasts**
- **Race Results Page**
- **Social Media Video Content**

We're open to all kinds of collaborations. What's on your mind?





A Bike Monkey Co-Production



Santa Rosa, CA-based **Bike Monkey** has a reputation for producing some of the most recognized cycling events on the West Coast. The Bovine Classic is honored to be in this **network** of amazing ride experiences.

Bovine Classic Contact Deets

For Bovine Classic media and sponsorship inquiries, contact Bryan Yates

bryan@locomotivcoaching.com
213.926.1520

www.thebovineclassic.com





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.



Event Sponsorship Requirements Checklist

The following requirements must ALL be met in order to qualify for sponsorship and receive funding. Please be sure to carefully read and submit all necessary documentation and information.

- Complete application and submit at least 6 months prior to event
- Include requested sponsorship amount in application
- Select eligible event tier and describe how your event meets qualification
- Provide event budget with line items detailing how sponsorship funding will be used
- Provide a detailed marketing plan
- Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- Describe all sources of event income and additional sponsorships that have been secured
- If requested, attend an ATBID Board Meeting to provide event presentation
- If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
 - Provide planning progress update at least two months prior to event
 - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans

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



Event Support Application Form

Requesting Organization: Locomotiv Coaching dba "The Bovine Classic"

Contact: Bryan Yates **Phone Number:** 213-926-1520

Email: bryan@locomotivcoaching.com **Mailing Address:** 7250 Cortez Ave

City, State, Zip: Atascadero, CA 93422

Name of Event: The Bovine Classic Gravel Ride

Event Description: _____

A multi-day gravel cycling experience that brings avid cyclists from around the country to experience the cycling, food, and lifestyle of the Paso Robles wine region. The Bovine is a platform to establish the entire north county area as a long-term, highly desired cycling destination.

Event Dates/Times: October 26, 2024. Additional events helpd on 10/24, 10/25, 10/27

Is event located in Atascadero? Yes No

Venue Name: Sunken Garden

Venue Location: Sunken Garden

Event Website: www.thebovineclassic.com

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

Yes No

Total Anticipated Attendees: 500-550 **Portion from Outside SLO County:** 85 %

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

If this event has taken place previously, please provide historical data including

attendance numbers: _____

2022: 350 riders + 50 sponsor and production attendees

2023: 445 riders + 50 sponsor and production attendees.

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

entry fees range from \$175 - \$235, depending on the course chosen.

Crowd Control Safety Plan Details:

City Works, A-Town Police escort in the morning, Avila Traffic Safety, CHP, SLO

Sherrif Search and Rescue on course, medic at finish line, ID check for drinking age.

Will the event require an ABC Permit? Yes No

Has a City permit been issued for your event or contracted the venue for your event date? Yes No

Describe how the event supports Visit Atascadero's mission and goals:

The Bovine Classic Gravel Ride brings high-end cyclists from around the country and other parts of the world to ride throughout all of north county. Having it based in Atascadero, makes this town a destination in that mission. It brings in hundreds of people who know nothing about the area, giving them an opportunity to experience Atascadero as tourist. Our riders stay in hotels and rental properties, they dine here, they shop here. We are making Atascadero a cycling gateway to the greater Paso region. Additionally, we host community lead-up rides throughout the year that encourage people to spend time outside the usual event. We've also created sizeable social media awareness by making Visit Atascadero & Travel Paso presenting sponsors.

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

<input checked="" type="checkbox"/>	 Tier 1	<ul style="list-style-type: none"> Attracts 1,500+ attendees At least 35-40% of target market is out-of-town visitors Marketing campaigns reach at least 1,000 subscribers Event encourages multi-night stay in Atascadero 	Total Support = Up to \$10,000
<input type="checkbox"/>	 Tier 2	<ul style="list-style-type: none"> Attracts 750+ attendees At least 25-30% of target market is out-of-town visitors Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero 	Total Support = Up to \$7,500
<input type="checkbox"/>	 Tier 3	<ul style="list-style-type: none"> Attracts 750 or less attendees Marketing message encourages visiting Atascadero Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2 	Eligible for In-kind Support

Additional details about eligible event tier qualification:

See Executive summary and attached opportunity deck.

Support Request (desired monetary amount or in-kind marketing support):

\$10,000 + waived Sunken Garden rental + promotional support + Visit Atascadero

+Terrie wearing a cow costume.

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>
Cycling Influencer Marketing	\$2000 - \$3000
Press Releases in Endurance Media	\$1000
Instagram Marketing	\$2000
Cross Promotion/Activation at Other Cycling Events	\$2000
Videography and Photography	\$2000

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>
City of Atascadero	In kind venue rental, police escort.
Travel Paso	\$15,000
Voler Cycling Apparel	TBD
Cast Music Management	\$3000
SRAM	TBD
Bicycle Manufacturer TBD	TBD

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
Instagram	18x	\$2000
Influencer Marketing	TBD	\$2000
Press Releases	2-3	\$1000
Bovine p/b Travel Paso & Visit Atascadero Activations @ other cycling events	5-6	\$2000

Please share your intended public relations outreach.

We will continue to reach our audience by meeting them where they are at other events. Additionally, we will work with Endurance Press Wire to do press releases. As our event has grown in national stature, we anticipate being a guest on cycling-related podcasts. We will also be pitching organic media pieces to online cycling publications. TBC will have paid listing on websites that promote these kinds of events.

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

presented by status on the website, branding throughout the event, branding on all activation materials along with Travel Paso. This year, "presented by @visitatascadero was on nearly 35% of our Instagram posts. Visit Atascadero branding on all official event video trailers.

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

We list all participating hotels on a page on our website. We promote that page across
all our digital platforms.

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.
- 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.
- You must acknowledge and agree to these rules and regulations set forth on Pages 9 & 10.

***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.

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 *Bryan M. Gates* Date 11/8/2023

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



ITEM NUMBER:
DATE:

B-2
11/15/23

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview and Monthly Report

RECOMMENDATION:

ATBID Advisory Board:

1. Receive and file the Budget Overview and Monthly Report.
2. Take such additional, related, action that may be desirable.

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through September 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 (FY 23-24)
2. ATBID Summary 23-24
3. Tourism Report – Transient Occupancy Tax Revenues (11.8.23)
4. Visit Atascadero Marketing Budget Detail Report 2023-2024

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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	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						
7/1/2023 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				0.00		
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				0.00		
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463						

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		664.11				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-664.11		
9/4/2023 ap IN 15980 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175856		189.95				
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		10,142.01				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-10,142.01		
0000.6077025 Digital Media Advertising	0.00	11,902.17	11,902.17	98,422.68	-110,324.85	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				20,000.00		

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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>
0000.6077060 Advertising	(Continued)					
7/1/2023 ap IN 230110		3,750.00				
Line Description: 2023 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021						
9/30/2023 ap IN 11507		626.64				
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214						
9/30/2023 po LI 11507				-626.64		
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214						
0000.6077060 Advertising	0.00	4,376.64	4,376.64	19,373.36	-23,750.00	0.00
Total Advertising	175,000.00	16,278.81	16,278.81	117,796.04	40,925.15	76.61
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						

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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>
0000.6501125 Promotions Consultants	(Continued)					
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		
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		9,675.00				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-9,675.00		
0000.6501125 Promotions Consultants	0.00	28,290.00	28,290.00	61,710.00	-90,000.00	0.00

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
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						
9/1/2023 je GJ JE24 09-13		2,291.67				
Line Description: ATBID Admin Service Fee - Sept						
0000.6509010 Other Professional Services	0.00	6,875.01	6,875.01	0.00	-6,875.01	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						
9/14/2023 ap IN 857		20,000.00				
Line Description: ATASCADERO FALL FEST GRANT						
Vendor: 08621 EN FUEGO EVENTS Check # 175871						
0000.6509032 Additional Promotional Services	0.00	32,500.00	32,500.00	0.00	-32,500.00	0.00
Total Contract Services	172,500.00	67,665.01	67,665.01	61,710.00	43,124.99	75.00
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

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 09/30/2023

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>
0000.6605010 Local Chapter Dues	(Continued)					
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
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
Total Operating Services and Supplies	359,890.00	84,418.82	84,418.82	179,506.04	95,965.14	73.33
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	84,418.82	84,418.82	179,506.04	155,965.14	62.86
Grand Total	419,890.00	84,418.82	84,418.82	179,506.04	155,965.14	62.86

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 09/30/2023	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 132,672	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	75	-
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>132,747</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	-	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	16,279	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	67,665	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	1,327	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>85,746</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	144,311	47,001	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>668,422</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>\$ 668,422</u>	<u>\$ 715,423</u>	<u>\$ 657,990</u>

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

** Contract Services
Special Events

Atascadero Fall Festival Sponsorship 2023	\$ 20,000
Cider Festival Sponsorship	7,500
Spartan Race Co-Sponsorship	5,000
Destination Marketing Services	28,290
Administrative Services Fee	6,875
	<u>\$ 67,665</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	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,548.44	\$ 583,045.37	\$ 2,027,052.45
Fiscal Year 2024 *	\$ 662,027.63	\$ -	\$ -	\$ -	\$ 662,027.63

* 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.

