



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, January 24, 2024, 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, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express & Suites
Board Member Vacancy

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 – November 15, 2023**
 - Recommendation: ATBID Advisory Board approve the November 15, 2023, Regular Meeting Draft Action Minutes. [City Staff]

B. BUSINESS ITEMS:

- 1. 2023 Atascadero Fall Festival Event Recap & 2024 Event Sponsorship Renewal Request**
 - Fiscal Impact: Up to \$20,000.
 - Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the November 2023 Atascadero Fall Festival.
 2. Provide staff direction on sponsorship request for the November 2024 Atascadero Fall Festival. [En Fuego Events]
- 2. Visit SLO CAL Monopoly Board Game Opportunity**
 - Fiscal Impact: Up to \$6,000.
 - Recommendation: ATBID Advisory Board:
 1. Review and discuss the Visit SLO CAL-edition of the Monopoly board game.
 2. Provide staff direction regarding sponsorship of up to two game squares of the Visit SLO CAL-edition of the Monopoly board game. [Visit SLO CAL]
- 3. Visit Atascadero Website Upgrade Scope of Work**

- Fiscal Impact: Up to \$53,050.
- Recommendation: ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero website. [Verdin]

4. IPW 2024 Participation and Delegation

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board review and provide staff direction regarding possible participation in the 2024 IPW by sending a delegation to the conference. [City/Verdin]

5. Update on Visit SLO CAL’s Travel and Tourism Customer Service Training Program

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file an update on Visit SLO CAL’s travel and tourism customer service training program entitled SLO CAL Welcome. [Visit SLO CAL]

6. Quarterly Marketing Report and Discussion of Initial Results from Denver Market Activation

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board
 1. Receive and file Verdin Marketing’s Quarterly Marketing Report for Q2 2023.
 2. Discuss results from Visit SLO CAL’s Denver Co-op.
 [City/Verdin/Visit SLO CAL]

7. Budget Overview and Monthly Report

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

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)

F. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, November 15, 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 2:34 P.M.

ROLL CALL:

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

Absent: Board Member Alexander

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

APPROVAL OF AGENDA:

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve this agenda.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

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: Andres Nuno.

Chairperson Harden closed the Public Comment period.

PRESENTATION:

1. City of Atascadero New Website & Brand Refresh

Presented by: Terrie Banish, Director of Community Services & Promotions

Director Banish presented the Advisory Board with an overview of the new City of Atascadero website and accompanying updated branding and templates.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – October 25, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 25, 2023 Special Meeting. [City Staff]

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Approve consent calendar.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

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.

David Yates with Bovine Classic presented this item and answered questions from the Advisory Board.

The Advisory Board commended Mr. Yates on another successful event and agreed that Bovine Classic is a vital tourist attraction in Atascadero. Mr. Yates plans to host more events in Atascadero next year.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Sponsor the October 26, 2024, Bovine Classic in the amount of \$10,000.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

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

Director of Community Services & Promotions 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: None.

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)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:02 P.M.

MINUTES PREPARED BY:

Dillon D. James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2023 Atascadero Fall Festival Event Recap & 2024 Event Sponsorship Renewal Request

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive and file recap of marketing results from the November 2023 Atascadero Fall Festival.
2. Provide staff direction on the sponsorship renewal request for the November 2024 Atascadero Fall Festival.

DISCUSSION:

The Atascadero Fall Festival was held in the Sunken Gardens on November 17 through November 19, 2023, with a variety of musical entertainment, from local community entertainment to major bands, like The Molly Ringwald Project. The event included carnival rides, games, food vendors, a craft beer event on Saturday, merchandise vendors, and more. The event created a fantastic backdrop shared among many across social media. Even though the weather was not favorable, this family-fun event still did its magic to create many memories for those who attended.

En Fuego Events will provide an update to the ATBID Advisory Board that includes the marketing dollars invested, the number of people that attended the event, and where they came from. In addition, En Fuego Events has included a special event sponsorship request to bring the event back in 2024.

Event sponsorship history: 2021 awarded \$5,000 sponsorship. 2022 awarded \$20,000 sponsorship (\$10,000 request and increased due to a multi-day event). \$10,000 paid 2021/22; \$10,000 paid 2022/23; 2023 awarded \$20,000 sponsorship.

FISCAL IMPACT:

Up to \$20,000.

ATTACHMENT:

1. 2024 Special Event Sponsorship Request



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)?
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 Hanna Meisinger at hmeis@bigredmktg.com in 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

ITEM NUMBER: B-1
DATE: 01/24/24
ATTACHMENT: 1

TBID Board Meetings are regularly scheduled for the third 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



Event Support Application Form

Requesting Organization: ___En Fuego Events_____

Contact: ___Andres Nuno_____ **Phone Number:** ___805-448-7070_____

Email: ___andres@enfuegoevents.com___ **Mailing Address:** 1072 Casitas Pass Rd. #232

City, State, Zip: ___Carpinteria, CA 93013_____

Name of Event: ___Atascadero Fall Festival 2024_____

Event Description: _____ The Atascadero Fall Festival is a 3-day, free admission event that is “Fun for the Whole Family.” It features carnival games and rides, 30+ bands on 2 stages, and over 60 street faire and food vendors.

Event Dates/Times: ___Friday, Nov. 15th – Sunday, Nov. 17th, 2024___ Friday: 4-10 pm / Saturday & Sunday: 12 pm – 10 pm___

Is event located in Atascadero? Yes

Venue Name: ___Sunken Gardens_____

Venue Location: ___Downtown Atascadero_____

Event Website: ___www.AtascaderoFallFest.com_____

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

Yes

Total Anticipated Attendees: ___20,000 over 3 days_____

Portion From Outside SLO County: ___35_%

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

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

attendance numbers: ____ In our third year, even with rain, we still managed to have over 15,000 guests over 3 days. The community and visitors thoroughly enjoyed the event and it was once again a very successful event. This has quickly become a can't miss event in San Luis Obispo County.

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

____ This is a free admission event. _____




Crowd Control Safety Plan Details: ____ We will work with a licensed and insured security company that has worked large events in California.

Will the event require an ABC Permit? Yes

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

Describe how the event supports Visit Atascadero's mission and goals: The Atascadero Fall Festival is able to attract guests from all over California to join us at a free admission, 3-day event that includes a little bit of something for everyone. The Atascadero Fall Festival is an event that locals, and travelers, enjoyed and will mark on their calendars for years to come.

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

<input checked="" type="checkbox"/>		<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"/>		<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"/>		<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:

_____ In 2023, we topped 15,000 guests and the Atascadero Fall Fest was a must visit event. The entire community was proud of the Atascadero Fall Festival and the we saw an increase of local businesses and non profit groups participating this year. We believe that the Atascadero Fall Fest has already left a lasting impression and will continue to grow in popularity.

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

Last year we received \$20,000 in funding from ATBID and it was a tremendous help in putting the Fall Fest on. Our overall budget is \$130,000 - \$140,000. This signature event has already become one of the top events not only in San Luis Obispo County, but throughout the Central Coast.

We also promise to to give the City of Atascadero this exclusive event that will not be duplicated by En Fuego Events anywhere in San Luis Obispo County.

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>	\$2,000
New Times	\$2,500
Atascadero News	\$2,000
American General Media	\$2,000
Social Media	\$1,500
Banners	\$500
Posters	\$500

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>BMW of SLO</i>	\$1,500
Visit Atascadero	\$20,000
Firestone Walker Brewing Co.	In-Kind Donation
Flying Embers Kombucha	In-Kind Donation
Wild Fields Brewhouse	In-Kind Donation

Ruby Cellars	In-Kind Donation
Topa Topa Brewing Co.	In-Kind Donation
Figueroa Mountain Brewing Co.	In-Kind Donation

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
New Times	Print / Weekly	\$2,000
Atascadero News	Print / Weekly	\$2,000
American General Media	2 Weeks	\$1,000
Sunny Country Radio	2 Weeks	\$1,000
Social Media	8 Weeks	\$1,500

Please share your intended public relations outreach.

__ We will send out several Press Releases that include information about the overall event, our entertainment schedule and other happenings.

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

____ All marketing material will include the Visit Atascadero logo, including posters, social media content and we will continue to call our main stage the Visit Atascadero Main Stage and have your banner hanging on it. This is the premier banner location that the Atascadero Fall Fest has to offer.

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

_____ We already have 2 lodging partners in place for 2023, The Holiday Inn Express, and SpringHill Suites. The Holiday Inn Express and SpringHill Suites will be in their third year of sponsoring the Atascadero Fall Festival.

Additional Details: _____ Our footprint in 2023 was perfect and allowed us to bring in more rides and games for the Carnival.

The Carnival is very important to the guest experience, and our carnival partners have told us that more rides and games, lead to guests spending more time at the event.

We would like to explore working more closely with Visit SLO Cal and utilizing billboards along Highway 101.

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.

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

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

You must acknowledge and agree to the rules and regulations on Page 10.

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

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

Applicant Signature _____ **Andres Nuño** _____ **Date** __ 1/12/24 __

In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at hmeis@bigredmktg.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit SLO CAL Monopoly Board Game Opportunity

RECOMMENDATION:

ATBID Advisory Board:

1. Review and discuss the Visit SLO CAL-edition of the Monopoly board game.
2. Provide staff direction regarding sponsorship of up to two game squares of the Visit SLO CAL-edition of the Monopoly board game.

DISCUSSION:

Visit SLO CAL will present the opportunity for Atascadero to be included as part of the Monopoly board game for SLO County. This is a unique opportunity for Atascadero to be featured on the globally recognized Monopoly board—an officially licensed edition that has rapidly sold out in just a few months in the last four cities that participated. Monopoly's status as a cultural icon makes this venture a powerful tourism tool, creating a roadmap for attracting visitors and signaling the significance of these destinations. The game's popularity is not only immense but also enduring, offering a chance for Atascadero to leave a lasting impression on a diverse audience.

Embracing this venture is not just a strategic move; it's an investment in the City's visibility and appeal. This is an exceptional opportunity to showcase Atascadero's distinctiveness, contributing to the allure of San Luis Obispo County as a whole. This not only will resonate with the community, but also help position Atascadero as a destination of choice. Here are some specific points as to why this aligns with tourism efforts:

Tourist Attraction:

- The featured spaces act as a visual representation of Atascadero's unique attractions, creating curiosity among Monopoly players.
- Tourists, drawn by the appeal of these landmarks, may choose to extend their stay in Atascadero to explore the City beyond the board game.

Promotional Exposure:

- The Monopoly game serves as a promotional tool that reaches a diverse audience worldwide.
- Increased visibility on the board can attract individuals who were previously unaware of Atascadero, leading to a rise in bookings as they become interested in experiencing the City firsthand.

Destination Recognition:

- Being part of the Monopoly board elevates Atascadero's status as a notable destination within San Luis Obispo County.
- Travelers often seek unique and memorable experiences; featuring on the board positions Atascadero as a distinctive stop, encouraging tourists to include it in their itinerary.

Word of Mouth and Social Media Impact:

- Monopoly is a social game, and players often share their experiences with friends and on social media.
- Positive mentions of Atascadero within the Monopoly community can lead to word-of-mouth recommendations and increased interest in staying at local hotels.

Collaboration with Local Businesses:

- Hotels can collaborate with other local businesses featured on the Monopoly board to create attractive packages or promotions for visitors.
- Cross-promotions between hotels and featured landmarks can incentivize tourists to choose Atascadero as their preferred stay.

Event Hosting Opportunities:

- The increased tourism resulting from Monopoly exposure may lead to a higher demand for event hosting spaces.
- Hotels can position themselves as ideal accommodation options for events and gatherings related to the city's newly gained popularity.

Economic Impact:

- The influx of visitors driven by Monopoly exposure contributes to the local economy.
- Increased economic activity can lead to more events, conferences, and activities, further boosting the demand for hotel accommodations.

FISCAL IMPACT:

Up to \$6,000 (\$3,000 per game square), payable over three yearly installments.

ATTACHMENTS:

None



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit Atascadero Website Upgrade Scope of Work

RECOMMENDATION:

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

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.

At the October 2023 ATBID Advisory Board meeting, Verdin Marketing presented the Board with the difference in continuing to work with Clever Concepts with enhancements to the current site or exploring an open-source option. At that meeting, the Board recommended staying with Clever Concepts and coming back with a proposal as long as they can keep it close to the budgeted amount of \$25,000 and if they do not go over the \$30,000 cap to trigger a Request for Proposals (RFP).

For the January 2024 ATBID Advisory Board meeting, Verdin Marketing will present the proposal and scope of work to carry out the new website upgrades for both Clever Concepts and Verdin Marketing. Oral presentation will be provided by Verdin.

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 \$53,050

ATTACHMENT:

1. ATBID Website Proposal from Clever Concepts.
2. Visit Atascadero Website Proposal including Clever Concepts.



Ashlee Akers
Visit Atascadero
6904 El Camino Real
Atascadero, CA 93422

Dear Ashlee,

Thank you for the opportunity to present a proposal for the development of the Visit Atascadero website.

INTRODUCTION

Clever Concepts is a high-end web development company based in Paso Robles, CA. We specialize in custom websites that look professional, are functional, and fully meet each clients' needs and expectations. Clever Concepts was started in 1998. We have since created nearly 1,000 websites. When you choose Clever Concepts you are guaranteed excellent programming, design, and customer service.

Our team is comprised of:

Dennis Clevenger - Dennis is responsible for all of the business dealings of the business and handles the majority of interaction with the customer. He also handles all of the programming of the websites. Dennis has been building websites since 1994. He graduated from Cal Poly with a degree in Graphic Communication in 2000. He lives in Templeton with his wife, Jeni, and daughters, Ella and Emma.

Nolan Henderson - Nolan is responsible for creating the design and ensuring it maintains his original vision throughout the web development process. Nolan has been designing websites since 2006. He graduated from Cal Poly with a degree in Graphic Communication in 2007. He lives in Atascadero with his wife, Rebecca, and children, Abigail, Annabella, Levi and Olivia.

While our team only consists of two people, our process has been refined over the years to allow us to be extremely productive and efficient. We work right along side each other and are constantly looking out for each other to ensure we deliver the best product possible. We do not outsource any of the development of the website.

LAYOUT AND DESIGN

The design and layout of the website will be provided by Verdin in Adobe XD format. We will need layouts for all of the major content pages - Home Page, Business Category Page, Business Detail Page, Event Listings Page, Event Details Page, and basic content page.





CONTENT

The website will consist of roughly the same pages as the old website. Content can be taken from the current website or new content can be provided.

CONTENT MANAGEMENT SYSTEM

We will create a Content Management System (CMS) that will allow you to maintain the website content yourself. The CMS will handle two levels of navigation. You will be able to add, edit, and delete pages. Each web page will have the ability to be marked as hidden on either the full website or the mobile website so that it won't be displayed in the navigation. The CMS also allows you to define URLs for pages, page titles, and meta data, all of which are important for your search engine visibility.

All pages will make use of what we call content blocks. Content blocks are sections of content/photos such as a simple content box, a full width photos, and side-by-side content/photo. You will be able to add, edit, delete, sort and hide content blocks on each page. This proposal includes the following content block types:

Content - this content block allows you to have paragraphs of text.

Photo - this content block allows you to have a full width photo.

Content and Photo Side by Side - this content block places a photo beside content, each taking up half the width of the page. You will be able to place the photo on either the left or right side of the page.

Video - this content block allows you to embed a YouTube or Vimeo video.

Google Map - this content block allows you to embed a Google Map.

Business Listing Category - this content block allows you to display a category of businesses. See Business Listings below.

Events - this content block allows you to display the upcoming events. See Events below.

Instagram Feed - this content block will display your latest Instagram posts.

The design will likely call for a few additional content blocks in addition to the ones above.





BUSINESS LISTINGS

The bulk of the content on the site will be Business Listings. These include Lodging, Eat, Drink, Things To Do, Weddings and Meetings. We will set up admin tools like the existing one on the current website to make these easy to add, edit, and delete. The new design may call for additional content fields, so we will update these tools accordingly. We will bring over all existing listings from the current website.

EVENTS

We will build a custom admin tool to allow you to easily manage the events, similar to the tool on the current website. We will bring over all events from the current website.

EVENT SUBMISSION FORM

We will create a form to allow visitors to submit their event to the website. Submitted events will get placed in to the event system, but will be flagged as pending and not displayed on the website. We will send an email notification to you when a new event is submitted and include a link for you to go manage the event to approve it, edit it or delete it.

BLOG

The website will contain a blog that will either be powered by our CMS or we will custom integrate WordPress in to the website to power the blog. We prefer building our own basic blog versus WordPress as WordPress is highly hacked and constantly needs to be updated to help prevent being hacked. We will discuss the options with you and decide on the approach that will work best for the website.

SITEMAP

We will create an automatic sitemap of all of the pages on the website and submit the feed to Google Search Console. As new pages are added, they will automatically get added to the sitemap.

SEO

Since we hand-code our websites, our code is very optimized for SEO. Our CMS tools allow you to define meta titles, meta descriptions, and alt tags for images.





MOBILE

The website will be built to be responsive so it will adapt to all device sizes and display nicely on mobile devices. Because we hand-code our websites, we're able to test out the design/layout of pages at all screen sizes, making sure everything displays properly at all screen sizes.

ADA COMPLIANCE

We will build the website to be ADA compliant and will test all pages through the WAVE testing tool and RocketValidator. All of the pages that we power will have zero errors in those testing tools.

PROGRAMMING

The website will be hand-coded using a combination of HTML, CSS, Javascript, and PHP. The web pages will be valid XHTML 1.0 Transitional.

REDIRECTS

We will set up a tool to allow you to define 301 redirects, which are important for your search engine presence. URLs of pages on the website may change with the new website, so to maintain your search engine rankings, we will set up 301 redirects to redirect old URLs to their new URL equivalent.

CONSULTATION

Throughout the entire project, we will make recommendations on your website that we see would be in your best interest in terms of design, content, functionality, usability, and search engine optimization. We will build the site to be search engine friendly, but it will not guarantee placement at the top of the search engines.

TRAINING

We will set up a meeting to train on the tools we create so that you can maintain the website yourself. We will also advise you on techniques to help with your search engine visibility. This training session should take approximately 2 hours.

OWNERSHIP

You will own the license to all the software used on the website for the life of the website. The software can not be shared, distributed or resold to other parties.





WEB HOSTING

We work exclusively with Unix-based servers running Apache, PHP, and MySQL. The website will need to be hosted on a Unix server with Apache, PHP and MySQL installed. While we do not require you to host the website with us, it is recommended as it is much easier for us support our customers on own servers. When hosting with us, we're able to stand behind our work and provide a lifetime guarantee on the website.

We have our own private Google Cloud servers running the latest version of Rocky Linux with Apache/PHP/MySQL. Data is backed up daily via a number of backup mechanisms. The base web hosting package is priced at \$49.95/month, which includes an SSL certificate, web statistics and 10 GB of bandwidth each month. Additional bandwidth is \$2/GB.

GUARANTEE

While we do our best to deliver a 100% functional website, bugs are bound to happen. As long as we host the website, we guarantee all of our work and will fix any problems that were 100% our mistake for the life of the site. We also can not guarantee any browser functionality for web browsers that are released after the completion of the website. The site will be tested on Chrome, Firefox, Safari and Microsoft Edge browsers.

MAINTENANCE/UPDATING

While we will provide tools for you to maintain the content on the website, we are also available for maintenance. We take pride in offering very responsive maintenance service. Updates are typically completely the same day. Maintenance is billed at \$140/hour with a 15 minute minimum if we host the website or 1 hour minimum if we do not host the website.

TIMELINE

This project can be completed within 3 months of agreement and delivery of materials. Development will be completed in individual steps to ensure that the final product meets your expectations.

COST AND TERMS

The cost of the project is \$29,950. 25% is to be provided up-front, 25% upon design approval, 25% upon build out of design and CMS tools, and remaining 25% upon completion of the project. Any additional development outside this scope of work will be billed at \$140/hour. An invoice will be presented upon completion of the project and payment is in Net 15 terms.





11.10.2023
VISIT ATASCADERO
PROPOSAL

CONCLUSION

We look forward to working with you on this exciting project. If you have any questions regarding this proposal, please feel free to contact us by email at dennis@cleverconcepts.net or by phone at (805) 434-9994.

Sincerely,

A handwritten signature in black ink that reads 'Dennis Clevenger'.

Dennis Clevenger
[Clever Concepts, Inc.](#)





WEB DEVELOPMENT CONTRACT

This agreement is made by Clever Concepts, Inc. and

Visit Atascadero
6904 El Camino Real
Atascadero, CA 93422

1. Clever Concepts agrees to provide the Client web development services as described in proposal issued on November 10, 2023.
2. Invoices are due and payable within 15 days of presentation. Additionally, a late payment fee of 1.5% per month (18% Annual Percentage Rate) will be assessed on all accounts 30 days or more past due. Checks returned for any reason are subject to a \$50.00 service charge. We reserve the right to cease any service or development, for nonpayment of delinquent balances owed Clever Concepts. Such cessation will continue until the account is brought current. Client agrees to pay any collection costs incurred by Clever Concepts in collecting any past due accounts, including but not limited to attorney's fees.
3. The Parties agree that in keeping with Federal Regulations, Client is solely and fully responsible for the content of the electronic information that it places on the Clients web site.
4. Termination in the Event of Material Breach. Either party can terminate this Agreement immediately following breach of this Agreement by the other party and failure of the breaching party to cure within thirty (30) days after written notice of the breach, except that in the event of non-payment by Client, Clever Concepts may terminate upon failure of Client to fully cure the non-payment.
5. Termination at will. In the event any party to this Agreement desires to terminate its Agreement, notice of that decision should be submitted in signed writing to the other party at least thirty (30) days prior to the desired date of termination, provided all work paid by the client shall be completed prior to termination; if not Clever Concepts shall refund the appropriate amount to client for work not performed. In addition, any work that Clever Concepts has completed that has yet to be paid by the client shall be paid to Clever Concepts.
6. This Agreement constitutes the entire Agreement, including any Exhibit(s) attached hereto, understandings and representations, expressed or implied, between Clever Concepts and Client with respect to services to be furnished hereunder; and it supersedes all prior communications between the Parties. Oral statements made by representatives shall not be relied on by client and are not part of this Agreement.
7. Each person signing below represents that he/she has read the Agreement in their entirety; understands the terms; is duly authorized to execute this Agreement on behalf of the Party indicated below by his or her name; agrees on behalf of such Party that such Party will be bound by those terms.

CUSTOMER

Name: _____

Date: _____

CLEVER CONCEPTS, INC.

Name: _____

Date: _____



January 17, 2024

Visit Atascadero

Proposal for Website Design & Development

Below is a proposal to develop a new website for Visit Atascadero.

Groundwork

\$2,500

In this initial phase, the Verdin team would host a kickoff meeting with Visit Atascadero and Clever Concepts (CC) to determine specific goals and functionality needed on the new site. This initial phase is estimated to be up to two weeks, depending on client schedules, and is proposed to include the following:

- Kickoff meeting with Visit Atascadero, Clever Concepts and Verdin team to take a deep dive into the website and confirm specifics needed on the new site
- Refreshed Sitemap and UX recommendations

Get Working (Verdin)

\$20,600

In this phase, the Verdin team would develop the content and design direction of the site. Estimate includes:

- Development of up to 20 pages of website copy
- Development of the design and layout for all of the major content pages
- Development and implementation of SEO strategy, including metatags and keywords
- Site review and recommendations on initial and final versions of the dev site
- Project management
- Website hosting through Clever Concepts for one year including:
 - 10GB Storage, additional bandwidth is \$2/GB
 - Daily managed backups,
 - Web Statistics

- SSL Certificate
- Additional maintenance after website launch is billed at \$140/hour with a 15-minute minimum if Clever Concepts hosts the website.

Get Working (Clever Concepts)

The scope will need to be confirmed following the initial kickoff meeting to ensure that all needed functionality is included.

- Consulting & Project Management including:
 - Client communication and meetings
 - Task organization and management
 - Review and testing of the developed site
- Site design of custom responsive theme including:
 - Fully custom-designed mobile-optimized theme with home page and inside page templates based on design provided by Verdin \$29,950
 - The website will be hand-coded using a combination of HTML, CSS, Javascript, and PHP
- Site development including:
 - Setup of WordPress Content Management System
 - Integration of multimedia elements, including photos and videos
 - Integration of Google Map
 - Incorporation of social media follow buttons and feeds (Instagram)
 - Blog, either powered by CMS or custom integrate WordPress into the website to prevent hacking
 - Submission of a sitemap to search engines
 - Carryover of all existing business listings from current website
 - Security: with our custom CMS, regular updates and security patches are not necessary as hackers can't access the code
- Website go live

NEW WEBSITE TOTAL: \$53,050

Contract Terms

Timeline

The timeline is subject to change if client due dates are not met or if the scope is changed. If a client deadline is missed resulting in an expedited timeline, or work is paused for a period of time, then a start up fee may be applicable to reevaluate what has been done in order to restart work.

Force Majeure

In the event that any party is unable to perform its obligations under the terms of this Agreement because of acts of God, strikes, equipment or transmission failure or damage beyond its reasonable control, or other causes beyond its reasonable control, such party shall not be liable to any other party for any damages resulting from such failure to perform or otherwise from such causes.

Clever Concepts Contract Terms

Payments

The development cost of the project is \$29,950. 25% is to be provided up-front, 25% upon design approval, 25% upon build out of design and CMS tools, and remaining 25% upon completion of the project. Any additional development outside this scope of work will be billed at \$140/hour. An invoice will be presented upon completion of the project and payment is in Net 15 terms.

Invoices are due and payable within 15 days of presentation. Additionally, a late payment fee of 1.5% per month (18% Annual Percentage Rate) will be assessed on all accounts 30 days or more past due. Checks returned for any reason are subject to a \$50.00 service charge. We reserve the right to cease any service or development, for nonpayment of delinquent balances owed Clever Concepts. Such cessation will continue until the account is brought current. Client agrees to pay any collection costs incurred by Clever Concepts in collecting any past due accounts, including but not limited to attorney's fees.

Regulations

The Parties agree that in keeping with Federal Regulations, Client is solely and fully responsible for the content of the electronic information that it places on the Clients web site.

Termination

Termination in the Event of Material Breach. Either party can terminate this Agreement immediately following breach of this Agreement by the other party and failure of the breaching party to cure within thirty (30) days after written notice of the breach, except that in the event of non-payment by Client, Clever Concepts may terminate upon failure of Client to fully cure the non-payment.

Termination at will. In the event any party to this Agreement desires to terminate its Agreement, notice of that decision should be submitted in signed writing to the other party at least thirty (30) days prior to the desired date of

termination, provided all work paid by the client shall be completed prior to termination; if not Clever Concepts shall refund the appropriate amount to client for work not performed. In addition, any work that Clever Concepts has completed that has yet to be paid by the client shall be paid to Clever Concepts.

Disclaimer

While we do our best to deliver a 100% functional website, bugs are bound to happen. As long as we host the website, we guarantee all of our work and will fix any problems that were 100% our mistake for the life of the site. We also can not guarantee any browser functionality for web browsers that are released after the completion of the website. The site will be tested on Chrome, Firefox, Safari and Microsoft Edge browsers. The site will be search engine friendly, but does not guarantee placement on any search engine.

Development Timeline

This project can be completed within 3 months of agreement and delivery of materials. Development will be completed in individual steps to ensure that the final product meets your expectations.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2024 IPW Participation and Delegation

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction regarding possible participation in the 2024 IPW by sending a delegation to the conference.

DISCUSSION:

IPW is upon us and we once again will have the opportunity to share in the destination booth with Visit SLO CAL. This is a great opportunity to network and generate group business with both regional and international travel partners. IPW 2024 will take place in May 2024, in Los Angeles, California.

In 2023, Visit Atascadero was part of Visit SLO CAL's 2023 IPW delegation in San Antonio, Texas. The materials distributed were of interest to tour operators and are an important takeaway as they consider Atascadero an ideal potential destination.

Last year, a leave-behind about Atascadero included lodging properties equipped to handle groups along with each hotel's amenities, an important element in this type of travel. Ashlee Akers attended and met with over 60 tour operators. A summary of leads generated from these meetings were then distributed to all of the lodging owners via the ATBID Advisory Board's email newsletter.

If ATBID chooses to participate in a shared destination booth at the 2024 IPW, the previous flyer will be updated and included in both a hard copy and a digital version, along with anything else the ATBID would like to request to include, like "swag" items. Since this year does not require airfare, the cost will be reduced slightly from the \$8,000 spent in 2023 to \$7,500. Sales leads generated at the 2024 IPW will be shared with lodging owners, as in years past.

FISCAL IMPACT:

The cost to participate in the 2024 IPW conference is not to exceed \$7,500.

ATTACHMENTS:

1. 2024 IPW SLO CAL Co-op Registration Form
2. 2024 IPW Booth & Registration Fees



IPW 2024 Registration Form
May 3 -7, 2024 Los Angeles, CA

Name: _____
Company: _____
Address: _____
Phone: _____ Cell Phone: _____
Email: _____

Payment Information:

Payment Type: Check MC Visa Discover AMEX

*If paying by credit card, Visit SLO CAL will send you a secure link to pay online.

*Yes, I would like to participate in IPW 2024 as a SLO CAL shared booth participant. I understand that the cost to participate is estimated to be *\$5,280. This includes a \$1,400 registration fee (if purchased prior to December 8th, 2023, \$1,600 thereafter) and an estimate of \$3,880 that includes shared double booth registration, design and freight cost. I agree to send a check within 30 days of approval for the registration cost of \$1,400, **or** above is my credit card information with which you are authorized to charge.*

*You will be invoiced for the remaining balance of approximately *\$3,880, 30 days prior to IPW (April 3rd, 2024) for which final payment will be due.*

**Subject to change*

Signature: _____ Date: _____

Please note credit cards are charged a 3.5% and .15 cents processing fee.



BOOTH AND REGISTRATION FEES FOR U.S. SUPPLIERS/EXHIBITORS
Revised 10/30/2023

NEW for 2024! Streamlined pricing and purchase process.

- Exhibitors may now purchase multiple booth spaces in the shopping cart under the same company record.
- No restrictions on the number of booth spaces purchased.
- Key Contact registrations are now complimentary for all booth types. See reverse for additional delegate fees.

EXPRESS AND STANDARD BOOTHS	MEMBER LEVEL	FEE
6.5'x6.5' Express Booth	MEMBER	\$3,800
	NON-MEMBER	\$6,300
10'x10' Booth	MEMBER	\$6,000
	NON-MEMBER	\$10,000
10'x10' Shared Booth	MEMBER	\$8,000
	NON-MEMBER	\$12,000

NOTES:

- **Exhibiting Chairman's and Board Circle members are eligible for one complimentary 10'x10' booth space.** Those purchasing multiple 10'x10' booth spaces will be prompted to add the complimentary package to their shopping cart before adding any 10'x10' booth spaces at the member rate.
- Exhibitors purchasing multiple 10'x10' booths may still request "across-the-aisle" vs. in-line placement (or combination).
- Booth fees include one complimentary Key Contact registration.
- The 6.5'x6.5' Express Booth option offers a cost-effective turnkey opportunity for exhibitors with limited budgets to experience IPW. The Express Booth is limited to one delegate, the Key Contact.
- A shared booth provides additional visibility for booth partners. Not all exhibitors qualify for a shared booth.

Island Booths (Open to Chairman's and Board Circle Members)

- Island Booths are available **only to Chairman's and Board Circle members.**
- May purchase multiple to achieve the desired total footprint.
- The required Island Booth Variance accounts for the two 10'x10' booth spaces that separate the Island Booth from neighboring linear booths. The fee accounts for the complimentary 10x10 booth space afforded Board-level members plus one additional space.
- Island booths must be purchased by December 8, 2023.
- A shared booth provides additional visibility for booth partners. Not all exhibitors qualify for a shared booth.

ISLAND BOOTHS	FEE
20'x20' Island Booth	\$24,000
20'x20' Shared Island Booth	\$32,000
20'x30' Island Booth	\$36,000
20'x30' Shared Island Booth	\$48,000
Island Booth Variance	\$6,000

Mark your calendars! IPW 2024 takes May 3-7 (a Friday-Tuesday pattern, not the traditional Saturday-Wednesday pattern).

Premier Sponsor



Official Card



2024 Hosts



IPW 2024 REGISTRATION AND BOOTH FEES FOR U.S. SUPPLIERS/EXHIBITORS

ADDITIONAL DELEGATE REGISTRATION FEES ipw.com/exhibitors/exhibitor-delegate-categories	MEMBER LEVEL	EARLY RATE Ends Dec. 8, 2023, 11:59 p.m. ET	STANDARD RATE Begins Dec. 9, 2023, 12:00 a.m. ET
<i>Exhibitor Delegate</i>	MEMBER	\$1,400	\$1,600
	NON-MEMBER	\$2,000	\$2,200
<i>Shared Booth Partner Delegate</i>		\$1,900	\$2,100
<i>One-Day Exhibitor Delegate (Saturday/Sunday Only; Monday Only; OR Tuesday Only)</i>	MEMBER		\$600
	NON-MEMBER		\$650

NOTES:

- **Key Contact registrations are complimentary (one per booth holder).**
- Exhibitors may register **up to four delegates per 10'x10' booth space.** (Island booths: up to 16 delegates per 20'x20'; up to 24 delegates per 20'x30'.) Express Booths can only have one delegate: the Key Contact.
- In addition to the complimentary key contact, Chairman's Circle and Board Circle members receive three complimentary registrations. An additional registration is available to the board delegate (non-transferrable). The organization must have a booth to utilize any of the complimentary registrations.
- The complimentary board representative registration and any one-day badges do not count toward the four delegates per booth space limit.
- **An individual may only be registered with a single one-day registration** (Media Marketplace PR Delegate, Saturday/Sunday Only Exhibitor Delegate, Monday Only Exhibitor Delegate, **OR** Tuesday Only Exhibitor Delegate); if an individual is registered more than once using multiple one-day registration packages, the registrations will be cancelled and the individual will be re-registered as an Exhibitor Delegate. A revised invoice will be issued for the difference owed on the full access registration.

MEDIA MARKETPLACE FEES	MEMBER LEVEL	STANDARD RATE
<i>Media Marketplace Package</i> *not available with Express Booths	MEMBER	\$1,500
	NON-MEMBER	\$2,000
<i>Media Marketplace PR Delegate Registration</i> Max 2; First is complimentary.	MEMBER	\$600
	NON-MEMBER	\$650

NOTES:

- Each table may be staffed with up to 2 delegates, each with their own appointment schedule. No additional *badge* fee is required if an Exhibitor Delegate from your booth staffs the Media Marketplace table. (*The booth's Key contact may NOT be assigned to the Media Marketplace table as an appointment-taker.*) If needed, however, you may purchase a Media Marketplace PR Delegate badge for a PR Rep who is coming in just to staff the table.
- The first Media Marketplace PR Delegate Registration is complimentary; if you need to purchase a second one-day badge, the delegate fee will apply.
- The Media Marketplace PR Delegate registration is a limited-access pass that includes the IPW Opening Event on Saturday as well as the following on Sunday: Brand USA Media Marketplace; IPW Luncheon, sponsored by Brand USA; and the Brand USA Media Marketplace Reception. *The Media Marketplace PR Delegate badge does not provide access to the trade show floor on set-up days.* See note under Individual Delegate Registration Fees regarding multiple one-day badges.

PAYMENT POLICIES

1. To be eligible for the member rate, 2024 member dues must be paid by March 29, 2024, regardless of when the booth purchase was made. If the dues payment is not received by March 29, 2024, the non-member rate will be applied to the IPW invoice (paid or unpaid), and balance billed. Questions? membership@ustravel.org
2. To be eligible for discounted registration rates, the purchase must be made *and payment received* by the discount deadline. Unpaid invoices will be amended to reflect the next rate period following the deadline (e.g., If an individual registers at the Early Rate, but payment is not received for that individual by December 8, 2023, the Standard Rate will be applied to the unpaid invoice and balance billed.)
3. All invoices must be paid in full prior to being given access to the appointment schedule and/or receiving credentials onsite.

CANCELLATION POLICY

The Key Contact for the booth is solely responsible for notifying U.S. Travel of any changes or cancellations. There is no charge for delegate name changes/substitutions.

Refunds will be issued for cancellations as follows:

- 100% refund: Cancellation notices submitted by February 23, 2024, 11:59 p.m. ET.
- 50% refund: Cancellation notices submitted February 24-March 22, 2024, 11:59 p.m. ET.
- No refund: Cancellation notices submitted on or after March 23, 2024.

Should U.S. Travel cancel IPW 2024 for any reason, U.S. Travel shall refund the full amount of the booth, Media Marketplace package and delegate registration fees.

In the event that government restrictions make it impossible for registered delegate(s) to attend IPW in person, delegates will be registered to participate in the virtual component of IPW. If a virtual component of the IPW does not take place, U.S. Travel shall refund Company the full amount of the Fee(s).



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

Staff Report

**Update on Visit SLO CAL’s Travel and Tourism Customer
Service Training Program**

RECOMMENDATION:

ATBID Advisory Board receive and file an update on Visit SLO CAL’s travel and tourism customer service training program entitled SLO CAL Welcome.

DISCUSSION:

Visit SLO CAL will be presenting the current progress of SLO CAL Welcome, the customer service training program they developed for the SLO Country Travel & Tourism Industry. SLO CAL Welcome has made great success among the local businesses in SLO County and Visit SLO CAL’s team is looking for feedback from the TBID board on how to reach more businesses to continue to advance the program further.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Visit SLO CAL Welcome Presentation



Summer 2023

SLO CAL
welcome ★★☆☆

Customer Service Training



What is SLO CAL Welcome?



A first of its kind, certified online customer service-learning program specifically designed for San Luis Obispo County's (SLO CAL) Travel & Tourism industry.

Visit SLO CAL funded the development of this program to increase customer service skills and visitor satisfaction across the county, providing a valuable tool for employers to add to their workforce development resources.

- The self-paced program is designed for customer-facing employees or volunteers in the tourism and hospitality industry
 - It will provide knowledge, tools and resources to be experts in customer service
 - It's free to all and available in English and Spanish
- Available on both mobile and desktop



Curriculum

The curriculum was developed in collaboration with lodging investors, destination partners and stakeholders across SLO CAL (including Gala Pride & Diversity Center and R.A.C.E. Matters SLO for EDI)

There are six required modules:

1. Introductory Customer Service
2. Intermediate Customer Service
3. Advanced Customer Service
4. Equity, Diversity and Inclusion
5. Specialized Modules industry specific: Lodging, Restaurant and Experiential Attractions
6. Destinations



SLO CAL Welcome Expert

Participants who complete the training will receive a certificate and pin and become a certified, SLO CAL Welcome expert – TBD Experts to date!

- Participants have 90 days to complete program from time of registration
 - Program is estimated to take between 3-5 hours
 - Each module approximately 30 minutes.



SLO CAL Welcome Experts in Service

Businesses with employees who successfully complete training will become certified "SLO CAL Welcome Experts in Service"

Experts in service receive:

- An Expert in Service star plaque
- SLOCAL.com promotion



[VISIT WEBSITE](#)

[BOOK NOW](#)

SeaCrest OceanFront Hotel

2241 Price St
Pismo Beach, CA 93449
(805) 773-4608 Toll Free: (800) 782-8400

[Twitter](#) [Facebook](#)

3861 reviews



yelp

\$\$ - 1020 reviews

ABOUT

The SeaCrest OceanFront Hotel® is a contemporary hotel with a comfortable ambiance best described as a home away from home with

Share





SLO CAL Welcome Progress to Date

Registered Users: **1106**

Certified SLO CAL Welcome Experts: **860**

Certified SLO CAL Welcome Expert in Service Businesses: **35**

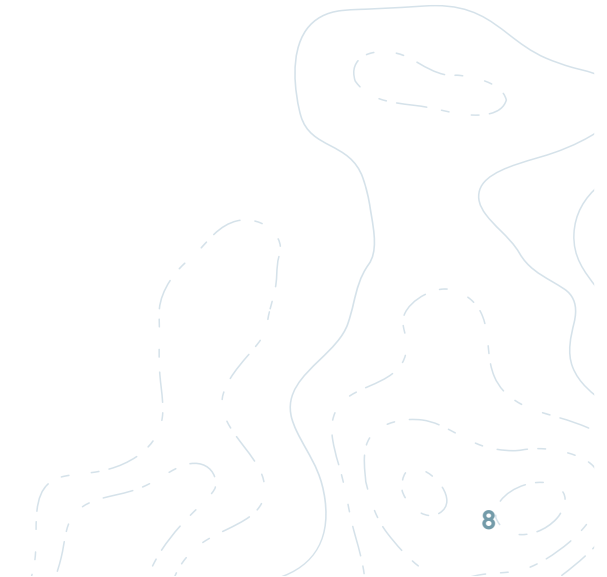


How can Visit SLO CAL reach new businesses?

How businesses can get involved:

SLO CAL Welcome Business Intent Forms and registration information can be found on SLOCAL.com/Welcome.

- Participants must self-register.
- Contact SLOCALWelcome@slocal.com with questions.





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Quarterly Marketing Report and Discussion of Initial Results from Denver Market Activation

RECOMMENDATION:

ATBID Advisory Board:

1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2023.
2. Discuss results from Visit SLO CAL's 2023 Denver market activation co-op.

DISCUSSION:

Verdin's marketing plan summary and review performance can be found in the stat summary (Attachment 1).

Quarter 2 (October – December 2023) shows stat summary of the success of the Fall/Winter campaign. Atascadero is seeing strong success with the new Google Max tactic, as well as on social media. Verdin and City staff has decided to optimize tactics and pull the programmatic display to feature a stronger Google search campaign that will enhance performance. Social media engagement was strong within Facebook and dropped slightly with Instagram, so Verdin and City staff is finetuning the social media posting schedule to see if that will improve results.

The e-newsletter continues to exceed the industry benchmark of 22% with an average open rate of 50%, and Visit Atascadero website traffic increased by 28% YOY, which is also a great result.

Under the quarterly marketing report, the ATBID Advisory Board will have the opportunity to review and discuss results from Visit SLO CAL's Denver key market activation co-op opportunity that took place late October 2023.

FISCAL IMPACT:

None.

ATTACHMENT:

1. ATBID Stat Summary – Q2 FY24

January 5, 2024
 Visit Atascadero

Quarter 2 Stat Report

Summary of Performance

Programmatic Video was slightly under CTR benchmark, but had a very good VCR, meaning that when the ad was served as an impression our target audience was viewing it to completion. CTV exceeded the 98% VCR benchmark, demonstrating it is still the superior brand awareness tactic. While streaming audio VCR appears low, it did drive 83 clicks and had a better CTR than display and video. Optimizations will be made on all digital channels to enhance performance.

Google Performance Max had a strong CTR compared to our other media channels. To bolster these results a retargeting search campaign will be activated reaching visitors that took specific action on the site.

Overall, Meta was the top performing tactic and had a very engaged audience with CTRs surpassing Performance Max and programmatic. Benchmark CTR for Meta overall is 1%, so tripling that is a huge win for the campaign. We recommend continuing this tactic and using it to test creatives and audiences.

Paid Media

Channel	Creative	Impressions	Clicks	CTR	VCR	Conversions
Programmatic Video	All in Atascadero	351,021	558	0.16%	86.38%	N/A
Programmatic Display	All in Atascadero	249,801	410	0.16%	N/A	N/A
CTV	All in Atascadero	170,222	N/A	N/A	99%	N/A
Streaming Audio	All in Atascadero	94,990	83	0.18%	39.71%	N/A
Google Performance Max	All in Atascadero	908,844	11,079	1.22%	N/A	118
Social Media (FB/IG)	All in Atascadero	182,190	6,741	3.7%	0.38%	N/A
Social Boosted Posts	Multiple	203,525	5,473	2.68%	N/A	N/A

Total Campaign Summary:

- Impressions: 2,160,593
- Clicks: 24,344
- Avg. CTR: 1.13%
- Visits/Conversions: 118

Owned Media

Email Marketing Campaign Results:

Verdin developed and deployed three monthly e-newsletters in Q2. They included information on local events, holiday happenings and local businesses. Below are the results:

October 3:

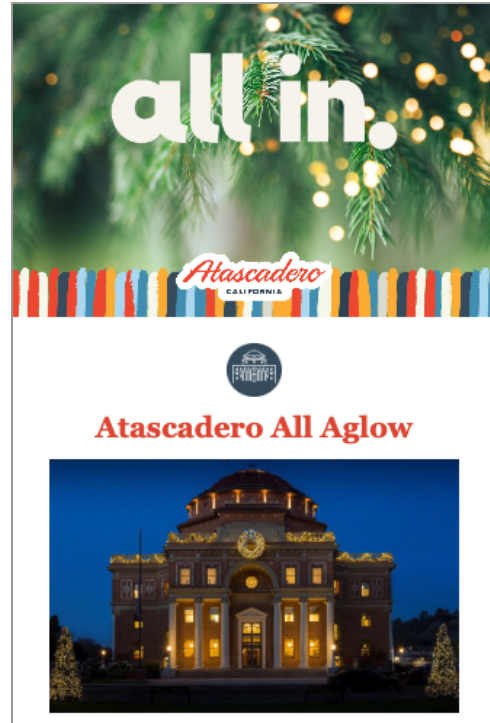
- Open rate: 51.9%
- Click rate: 5.8%
- Total clicks: 287

November 3:

- Open rate: 53.8%
- Click rate: 7.3%
- Total clicks: 372

December 5:

- Open rate: 49.9%
- Click rate: 2.6%
- Total clicks: 143













Social Media Results:

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
Reporting Period	8,237	183	7,320	23	70	367,275	32,450	333,869	12,814	9,709
Oct 1, 2023 – Dec 31, 2023	↗ 2.3%	↗ 28.9%	↗ 0.3%	↘ 54.9%	↗ 40%	↗ 66.2%	↘ 7.7%	↗ 80.3%	↗ 32.9%	↗ 54.1%
Compare to	8,054	142	7,299	51	50	221,049	35,167	185,218	9,642	6,300
Jul 1, 2023 – Sep 30, 2023										
Visit Atascadero	8,237	183	7,320	23	70	367,275	32,450	333,869	12,814	9,709

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements	Paid Engagements
Reporting Period	6,106	110	181	172,996	172,996	0	5,809	5,809	0
Oct 1, 2023 – Dec 31, 2023	↗ 1.8%	↘ 83.9%	↗ 5.8%	↘ 38%	↘ 38%	→ 0%	↘ 23.1%	↘ 23.1%	→ 0%
Compare to	5,996	685	171	278,848	278,848	0	7,558	7,558	0
Jul 1, 2023 – Sep 30, 2023									
visitatascadero	6,106	110	181	172,996	172,996	0	5,809	5,809	0

Top Posts:

<p>Visit Atascadero Sat 11/4/2023 7:35 am PDT</p> <p>We're two weeks out from one of Atascadero's most fun events of any season: the Fall Festival. 🌟🎡...</p>  <p>Total Engagements 1,156</p> <p>Reactions 42 Comments 1 Shares 6 Post Link Clicks 431 Other Post Clicks 676</p>	<p>Visit Atascadero Fri 12/1/2023 4:08 am PST</p> <p>70 tons of snow will fill the Sunken Gardens for Winter Wonderland on Friday, Dec. 8! ❄️ This year's snow...</p>  <p>Total Engagements 1,088</p> <p>Reactions 58 Comments 5 Shares 14 Post Link Clicks 435 Other Post Clicks 576</p>	<p>Visit Atascadero Sun 12/10/2023 8:59 am PST</p> <p>Local hotels are booking now for the holidays! Experience the joy of the holiday season A-town style. 🎄👤...</p>  <p>Total Engagements 362</p> <p>Reactions 24 Comments 3 Shares 3 Post Link Clicks 144 Other Post Clicks 188</p>	<p>Visit Atascadero Sat 10/14/2023 1:36 pm PDT</p> <p>We're just two weeks away! Are you ready for "America's 4th-Hardest Cow-Themed Gravel Ride"? 🤠🏎️...</p>  <p>Total Engagements 242</p> <p>Reactions 11 Comments 0 Shares 0 Post Link Clicks 97 Other Post Clicks 134</p>	<p>Visit Atascadero Sun 10/15/2023 9:03 am PDT</p> <p>Feeling like fall! 🍂🌟🌟 Of course, in Atascadero, that means an average temperature in the 70s in...</p>  <p>Total Engagements 228</p> <p>Reactions 24 Comments 1 Shares 2 Post Link Clicks 1 Other Post Clicks 200</p>
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<p>visitatascadero Fri 12/8/2023 3:37 pm PST</p> <p>Today Neil Young celebrated the launch of his new record, "Before + After" at @trafficecordstore. Than...</p>  <p>Total Engagements 882</p> <p>Likes 733 Comments 22 Shares 112 Saves 15</p>	<p>visitatascadero Sat 11/4/2023 10:10 am PDT</p> <p>We're two weeks out from one of Atascadero's most fun events of any season: the Fall Festival. 🌟🎡...</p>  <p>Total Engagements 679</p> <p>Likes 345 Comments 6 Shares 297 Saves 31</p>	<p>visitatascadero Fri 11/17/2023 4:16 pm PST</p> <p>FALL FEST STARTS NOW! 🍂 Rain or shine, come on down to the Sunken Gardens to enjoy this fantastic fall...</p>  <p>Total Engagements 356</p> <p>Likes 263 Comments 0 Shares 82 Saves 11</p>	<p>visitatascadero Fri 10/13/2023 8:45 am PDT</p> <p>Congrats to @madadventure! You've won our giveaway of tickets to The Haunt! 🎃 We'll send you a DM...</p>  <p>Total Engagements 350</p> <p>Likes 131 Comments 209 Shares 7 Saves 3</p>	<p>visitatascadero Mon 11/13/2023 8:07 am PST</p> <p>The Atascadero Fall Festival starts Friday. 🌟🎡 Coming to the Sunken Gardens from Nov. 17 to 19, the...</p>  <p>Total Engagements 335</p> <p>Likes 307 Comments 8 Shares - Saves 20</p>
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Localhood - Crowdriff Partnership:

Localhood Summary | Last 30 Days

Story Impressions

87.0

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

Story Views

20.0

Total number of times someone opened a Story to view in full screen.

Story Clicks

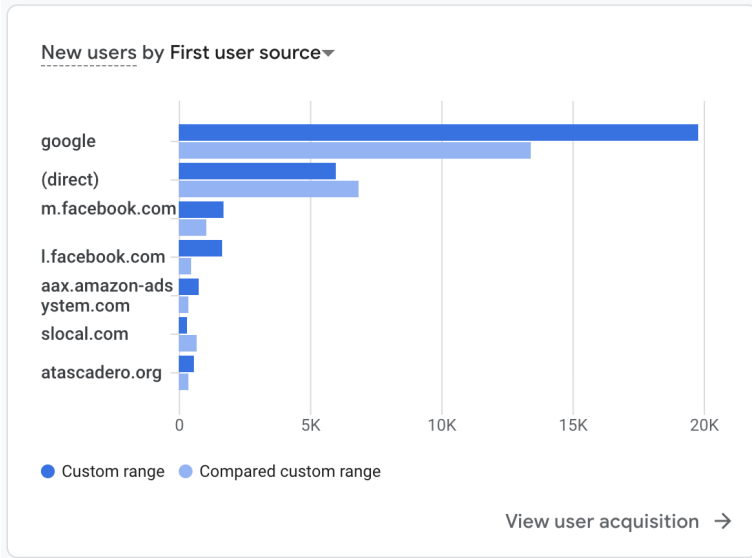
0.0

Total number of Visit Website and Learn More clicks.

Website Analytics: Comparing 2022 v. 2023



WHERE DO YOUR NEW USERS COME FROM?



WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT ...	SESSIONS	% Change
Organic Search	20K	↑ 4.1%
Direct	7.4K	↓ 17.0%
Paid Search	8.2K	↑ 507.4%
Organic Social	5K	↑ 109.3%
Referral	3.3K	↑ 7.2%
Organic Shopping	814	↑ 115.9%
Email	686	↑ 124.2%

View traffic acquisition →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS		VIEWS
Home Atascadero, California	16K	↑194.3%
Events Atascadero, California	9.9K	↓2.2%
Winter Wonderland Atascadero, Ca...	7.4K	↑41.3%
Things To Do Atascadero, California	4K	↑18.9%
Plan a Classic California Coast Roa...	349	↓92.9%
Atascadero Dining Guide Atascade...	2.4K	↑42.2%
Holiday "Trail of Lights" Tour Map Re...	366	↓88.8%

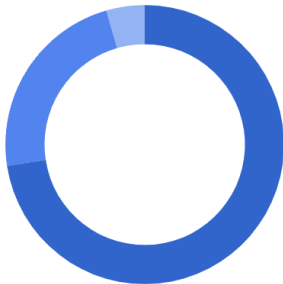
[View pages and screens →](#)

Users by City

CITY		USERS
Los Angeles	7K	↑79.8%
San Jose	4K	↑7.3%
Atascadero	2.7K	↓1.4%
Paso Robles	1.4K	↓21.6%
San Luis Obispo	918	↓4.6%
San Francisco	580	↑8.4%
Bakersfield	570	↑432.7%

[View cities →](#)

Users by Device category



● MOBILE	● DESKTOP	● TABLET
72.6%	23.0%	4.5%
↑30.1%	↑17.2%	↑98.2%

[View device categories →](#)



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

Staff Report

Budget Overview and Monthly Report

RECOMMENDATION:

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

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through November 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 (1.10.24)
4. Visit Atascadero Marketing Budget Detail Report 2023-2024

expdctl.rpt
 01/10/2024 9:44AM
 Periods: 0 through 5

Expenditure Detail Report

ITEM NUMBER: B-7
 DATE: 01/24/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 11/30/2023

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 po LI 11405				-771.20		
Line Description: DESTINATION MARKETING SERVICES				0.00		
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11405		771.20				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
8/1/2023 ap IN 15827		84.95				
Line Description: WEBSITE MAINTENANCE				0.00		
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463						

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 01/10/2024 9:44AM
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0000.6077025 Digital Media Advertising	(Continued)					
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-664.11	
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		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	
10/1/2023 ap IN 16127 Line Description: SECURE WEB HOSTING,WEBSITE MAI Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001		469.95				
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27				

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0000.6077025 Digital Media Advertising	(Continued)					
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-13,078.27		
11/1/2023 ap IN 16294 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176261		49.95				
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-9,550.82		
0000.6077025 Digital Media Advertising	0.00	35,051.16	35,051.16	75,793.59	-110,844.75	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		
7/1/2023 ap IN 230110 Line Description: 2023 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021		3,750.00				

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0000.6077060 Advertising	(Continued)					
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		626.64		235		
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214					-626.64	
10/19/2023 ap IN 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344		5,625.00		235		
10/19/2023 po LI 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344					-5,625.00	
10/31/2023 ap IN 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		4,170.11		235		
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460					-4,170.11	
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		5,876.47		235		

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0000.6077060 Advertising	(Continued)					
11/30/2023 po LI 11578				-5,876.47		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176712						
0000.6077060 Advertising	0.00	20,048.22	20,048.22	3,701.78	-23,750.00	0.00
Total Advertising	175,000.00	55,099.38	55,099.38	79,495.37	40,405.25	76.91
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	172,500.00	0.00	0.00	0.00	172,500.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				90,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11405		9,465.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405				-9,465.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11410		330.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						

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0000.6501125 Promotions Consultants	(Continued)					
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	
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,935.00				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-13,935.00	

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0000.6501125 Promotions Consultants	(Continued)					
11/30/2023 ap IN 11578		7,507.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176712						
11/30/2023 po LI 11578				-7,507.50		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176712						
0000.6501125 Promotions Consultants	0.00	49,732.50	49,732.50	40,267.50	-90,000.00	0.00
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						
10/1/2023 je GJ JE24 10-17		2,291.67				
Line Description: ATBID Admin Service Fee - Oct						
11/1/2023 je GJ JE24 11-10		2,291.67				
Line Description: ATBID Admin Service Fee - Nov						
0000.6509010 Other Professional Services	0.00	11,458.35	11,458.35	0.00	-11,458.35	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						

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0000.6509032 Additional Promotional Services	(Continued)					
7/27/2023 ap IN 1002 Line Description: CIDER FESTIVAL SPONSORSHIP Vendor: 09239 CENTRAL COAST CIDER ASSC. Check # 175319		7,500.00		0.00		
7/31/2023 ap IN 14392 Line Description: 2023 SPARTAN RACE CO-OP Vendor: 00406 VISIT SLO CAL Check # 175679		5,000.00				
9/14/2023 ap IN 857 Line Description: ATASCADERO FALL FEST GRANT Vendor: 08621 EN FUEGO EVENTS Check # 175871		20,000.00		0.00		
11/2/2023 ap IN 23AT2 Line Description: 2023 NOVEMBER EVENT Vendor: 07251 GARAGISTE EVENTS, INC. Check # 176401		7,500.00				
11/7/2023 ap IN 22PR10 Line Description: 2022 NOVEMBER EVENT Vendor: 07251 GARAGISTE EVENTS, INC. Check # 176401		7,500.00		0.00		
0000.6509032 Additional Promotional Services	0.00	47,500.00	47,500.00	0.00	-47,500.00	0.00
Total Contract Services	172,500.00	108,690.85	108,690.85	40,267.50	23,541.65	86.35
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 11/30/2023

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	164,265.23	164,265.23	119,762.87	75,861.90	78.92
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	164,265.23	164,265.23	119,762.87	135,861.90	67.64
Grand Total	419,890.00	164,265.23	164,265.23	119,762.87	135,861.90	67.64

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 11/30/2023	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 134,240	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	124	-
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>134,364</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	-	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	55,099	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	108,691	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	1,344	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>165,609</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	144,311	(31,245)	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>\$ 637,177</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 Sponsoship	7,500
Garagiste Events	15,000
Spartan Race Co-Sponsorship	5,000
Destination Marketing Services	49,733
Administrative Services Fee	11,458
	<u>\$ 108,691</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	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 667,332.68	\$ -	\$ -	\$ -	\$ 667,332.68

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

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

3760 56.40

Marketing Budget

Visit Atascadero | Budget: \$220,000

ITEM NUMBER:
DATE:
ATTACHMENT:

B-7
01/24/24
4



Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual 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	\$1,995	\$1,800	\$1,485	\$1,960	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$22,000	\$0
Marketing Plan	\$5,000	\$1,928	\$645	\$2,422	-	-	-	-	-	-	-	-	-	\$4,994	\$6
Creative Development	\$36,000	\$2,183	\$2,520	\$2,340	\$8,066	\$2,453	\$2,933	\$3,000	\$3,000	\$3,000	\$3,000	\$2,000	\$1,507	\$36,000	\$0
Photo/Video Asset Development	\$10,000	-	-	-	\$8,126	-	\$1,875	-	-	-	-	-	-	\$10,001	-\$1
Website Blog and Updates	\$4,500	\$210	\$240		\$495	\$120		\$800	\$900		\$885		\$850	\$4,500	\$0
Social Media	\$21,500	\$1,800	\$1,800	\$1,770	\$1,860	\$1,815	\$1,860	\$1,800	\$1,800	\$1,800	\$1,800	\$1,795	\$1,600	\$21,500	\$0
Email Marketing	\$12,000	\$1,021	\$996	\$981	\$996	\$996	\$1,010	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$999	\$12,000	\$0
Public Relations	\$5,000	\$120	\$225	\$405	\$315	\$300	\$195	\$280	\$200	\$2,500	\$460	-	-	\$5,000	\$0
Media Planning	\$4,000	\$600	\$375	\$150	\$465	\$315	\$285	\$310	\$300	\$300	\$300	\$300	\$300	\$4,000	\$0
Media Buy	\$100,000	\$575	\$493	\$9,949	\$10,320	\$15,136	\$5,527	\$8,000	\$12,000	\$12,000	\$11,500	\$11,000	\$3,500	\$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	\$32,638	\$22,935	\$15,170	\$17,150	\$21,000	\$22,400	\$20,745	\$17,895	\$10,556	\$219,996	
Added Value		\$510	\$0	\$30	\$1,650									\$2,190	

Out of Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Santa Margarita Web Updates	\$2,000	\$330			\$1,665									\$1,995	\$5
Denver Activation	\$2,000			\$657	\$1,301									\$1,957	\$43
Spartan Swag	\$1,500				\$1,205									\$1,205	\$295

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	\$4,170	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,157	
Added Value														\$0	