



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, February 28, 2024, at 3:00 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.

LODGING OWNERS MEETING: Room 106 in City Hall at 2:30 pm; ATBID Advisory Board meeting immediately following in the Club Room.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – January 24, 2024

- Recommendation: ATBID Advisory Board approve the January 24, 2024, Regular Meeting Draft Action Minutes. [City Staff]

2. ATBID Advisory Board Amended 2024 Meeting Schedule

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board approve the proposed amended ATBID Advisory Board meeting schedule and new location for the remainder of meetings in calendar year 2024. [City]

B. BUSINESS ITEMS:

1. Central Coast Craft Beer Festival Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Brewers Consortium's event update for March 23, 2024. [Central Coast Brewers Consortium]

2. Mission College Preparatory Catholic High School Job Fair Opportunity

- Fiscal Impact: None.
- Recommendation: ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2024 job fair. [City]

3. California Welcome Center Opportunity

- Fiscal Impact: Not yet determined.
- Recommendation: ATBID Advisory Board review and provide staff direction to explore locations for the San Luis Obispo County location of the California Welcome Center. [City]

4. 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):

1. New event sponsorship opportunity for "Garden Lights & Winter Nights" Sunken Gardens Holiday Lighting. (March)
2. Garagiste Renewal & 2024 Special Event Sponsorship Renewal. (March)
3. California Mid-State Fair Sponsorship Proposal. (March)
4. Quarterly Marketing Report. (April)
5. 2024-2025 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, January 24, 2024 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

Vacant: One vacancy

Absent: None

Staff Present: City Manager James R. Lewis, Director of Community Services & Promotions Terrie Banish, Website & Social Media Technician Amanda Muther, and Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

MOTION BY: O'Malley
SECOND BY: Ketchum

1. Approve this agenda.

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

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, Jeffrey Lemus, Kamal Patel, Robert Patel, Matt Halvorson, Alyssa Manno, Michelle Barrera, and Aleigh Hogan.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – November 15, 2023

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

MOTION BY: Sohi
SECOND BY: Ketchum

1. Approve consent calendar.

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

Passed 4-0

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]

Andres Nuno with En Fuego Events presented this item and answered questions from the Advisory Board. The Advisory Board encouraged Mr. Nunes to focus on musical talents from outside the immediate area, whose core fans may travel to Atascadero to attend the festival and boost local lodging business.

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 November 2024 Atascadero Fall Festival in the amount of \$20,000.

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

Passed 4-0

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]

Matt Halvorson with Visit SLO CAL presented this item and answered questions from the Advisory Board. The Advisory Board expressed a preference for the two Atascadero-related game squares to honor historic City Hall and the Charles Paddock Zoo, and provided further encouragement to Mr. Halvorson in pursuing the Monopoly board game co-op opportunity.

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: Sohi

1. Sponsor two Atascadero-related game squares for the Visit SLO CAL-edition of the Monopoly board game.

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

Passed 4-0

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]

Ashley Akers with Verdin Marketing presented this item and answered questions from the Board. The Advisory Board agreed with Ms. Akers' assessment that the upgraded Visit Atascadero website should not be based on a proprietary platform, but should instead use a customizable format, such as WordPress. The Advisory Board was also reminded to factor in ongoing Visit Atascadero website maintenance in the ATBID budget.

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. Proceed with Visit Atascadero website upgrades conducted by Verdin Marketing in an amount not to exceed \$53,050.

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

Passed 4-0

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]

Director of Community Services & Promotions Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory Board. The Advisory Board expressed support for Ms. Akers' ongoing annual attendance at IPW.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matt Halvorson, Jeffrey Lemus, and Kamal Patel

Chairperson Harden closed public comment.

MOTION BY: Sohi
SECOND BY: Ketchum

1. Sponsor 2024 IPW participation in an amount not to exceed \$7,500.

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

Passed 4-0

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]

Alyssa Manno with Visit SLO CAL presented this item and answered questions from the Advisory Board. The Advisory Board expressed a desire for the SLO CAL Welcome customer service training program to include a separate module for restaurant and winery workers, and a further emphasis on cyclical local events.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Jeffrey Lemus.

Chairperson Harden closed public comment.

The SLO CAL Welcome update was received and filed.

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 Q3 2023.
 2. Discuss results from Visit SLO CAL's Denver Co-op.
[City/Verdin/Visit SLO CAL]

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

7. Budget Overview and Monthly Report

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

Director of Community Services & Promotions Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory 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: None.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:40 P.M.

MINUTES PREPARED BY:

Dillon James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

ATBID Advisory Board Amended 2024 Meeting Schedule

RECOMMENDATION:

ATBID Advisory Board approve the proposed amended ATBID Advisory Board meeting schedule and new meeting location for the remainder of meetings in calendar year 2024.

DISCUSSION:

In April 2023, the ATBID Advisory Board approved a meeting schedule for the remainder of 2023 that shifted monthly Advisory Board meetings to the fourth Wednesday of each month, excluding months in which there are no meetings, such as July and December, and November, when the meeting is held on the third Wednesday to accommodate the Thanksgiving holiday.

After nearly a year with this schedule, City staff believe shifting Advisory Board meetings to the third Wednesday of each month may actually be a better schedule for staff who assist with City Council meetings as well. If the ATBID Advisory Board holds their meetings on the third Wednesday of each month, this allows the Deputy City Clerk to compile and publish the ATBID Advisory Board agenda packet during a week in which a City Council agenda packet is not also due.

The City would also like to shift the physical meeting location to Room 306 in City Hall, which allows for greater public participation and technological capacity.

FISCAL IMPACT:

None.

ATTACHMENT:

1. ATBID Board Amended 2024 Meeting Schedule

Advisory Board for the Tourism Business Improvement District

ATBID Board AMENDED 2024 Meeting Schedule

MEETING DATE	TYPE OF MEETING
March 20	Regular
April 17	Regular
May 15	Regular
June 19	Regular
July 17	Regular
August	NO MEETING
September 18	Regular
October 16	Regular
November 20	Regular
December	NO MEETING

***Meetings are held at 2:30 p.m.
City Hall, Room 306
6500 Palma Avenue, Atascadero, CA 93422
(805) 470-3400***



ITEM NUMBER:
DATE:

B-1
02/28/24

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

Staff Report

Central Coast Craft Beer Festival Update

RECOMMENDATION:

ATBID Advisory Board receive and file the Central Coast Craft Brewers Consortium's event update for the Central Coast Craft Beer Festival to be held on March 23, 2024.

DISCUSSION:

At the April 19, 2023, ATBID Advisory Board Meeting, the Central Coast Brewers Consortium presented their event recap for the 2023 Central Coast Craft Beer Festival and a sponsorship request for the 2024 event as well. Following the presentation, the Advisory Board approved a \$5,000 ATBID sponsorship of the 2024 Central Coast Craft Beer Festival.

The Central Coast Craft Brewers Consortium will provide an oral presentation and update of the event and what to expect on March 23, 2024.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mission College Preparatory Catholic High School Job Fair Opportunity

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2024 job fair.

DISCUSSION:

The ATBID Advisory Board has an opportunity to be involved with the Mission College Preparatory Catholic High School's (Mission Prep) job fair taking place on March 28, 2024, from 9:45 – 11:25 am at the school's campus.

The Mission Prep Job Fair features over 20 businesses and organizations that are seeking seasonal or year-round help in paid or volunteer positions. This opportunity complements Visit SLO CAL's focus on engaging and encouraging students to consider the tourism industry as an option when they look for employment in San Luis Obispo County. It is also an opportunity for the ATBID to demonstrate the variety of positions available in the hospitality sector in this County. The booth would need to be staffed with volunteers from the ATBID Advisory Board.

FISCAL IMPACT:

None.

ATTACHMENT:

1. March 2024 Mission Prep Job Fair Flyer

JOB FAIR

SUMMER JOBS/INTERNSHIPS/VOLUNTEERISM

MCP Gym

Wednesday, March 13, 2024
9:45-11:25 AM

MCP is looking to partner with local businesses to offer our students the opportunity for employment, internships and volunteerism.

Please email Mary Verdin at
marygverdin@gmail.com

Thank you!



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

California Welcome Center Opportunity

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction to explore locations for the San Luis Obispo County location of the California Welcome Center.

DISCUSSION:

The opportunity to consider the California Welcome Center with Atascadero being a location for the center has been brought to our attention.

In late 2019, Visit Atascadero submitted a proposal to Visit SLO CAL to potentially host the recently closed California Welcome Center in the Atascadero Chamber of Commerce. As a result of this proposal, the California Welcome Center was awarded to the Pismo Beach Outlets. Since that time, the Center was not as successful as Visit SLO CAL was hoping and new locations are being considered in SLO County.

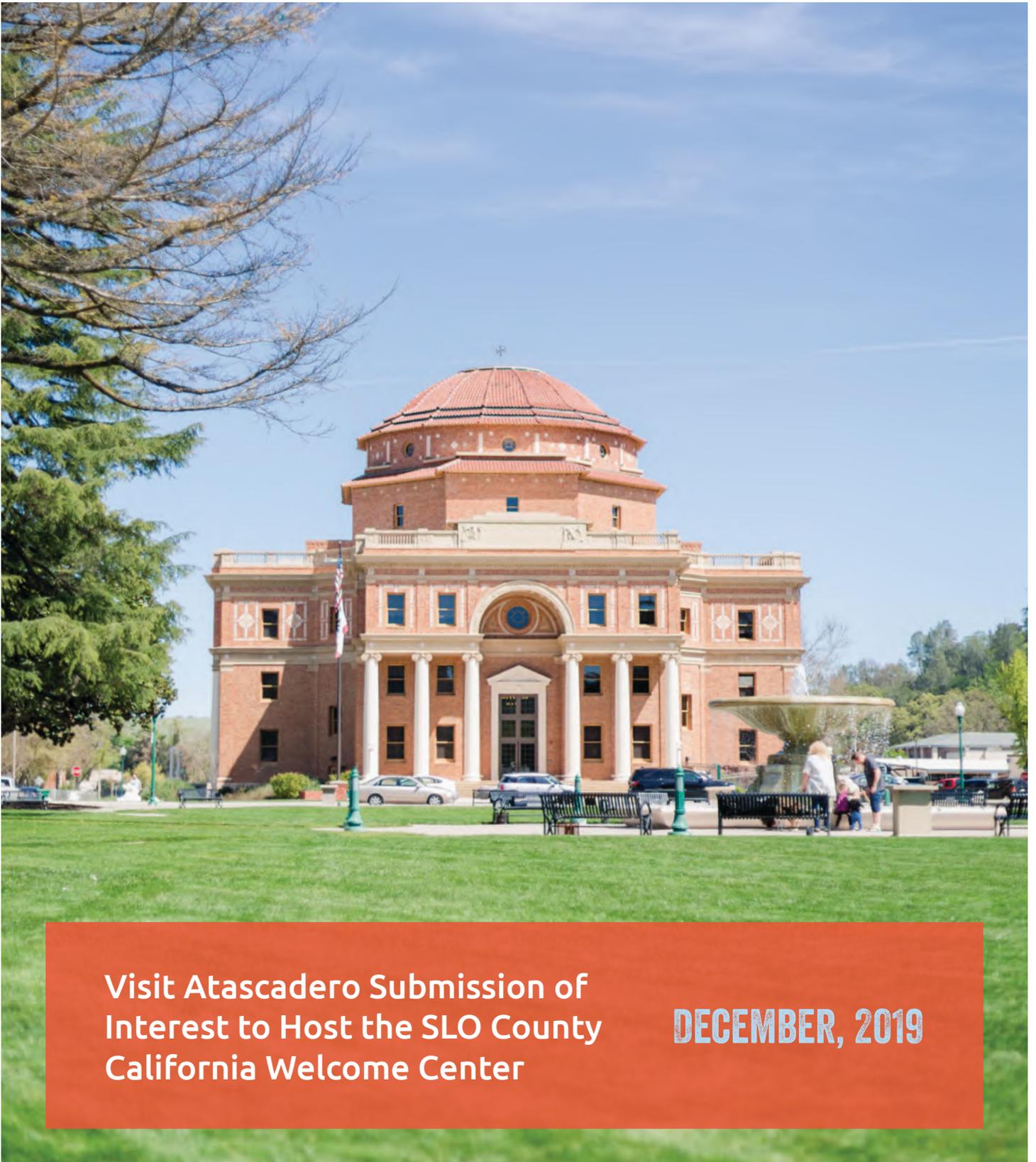
The proposal included is what was penciled out for the opportunity in 2020. There will be an oral presentation as to what the requirements look like and if this is an opportunity to pursue. If we consider submitting a proposal, it will require the ATBID, Atascadero Chamber, and City of Atascadero to support it.

FISCAL IMPACT:

Not yet known at this time.

ATTACHMENTS:

1. California Welcome Center – December 2019 ATBID Proposal
2. California Welcome Center Initial Budget – December 2019



Visit Atascadero Submission of
Interest to Host the SLO County
California Welcome Center

DECEMBER, 2019



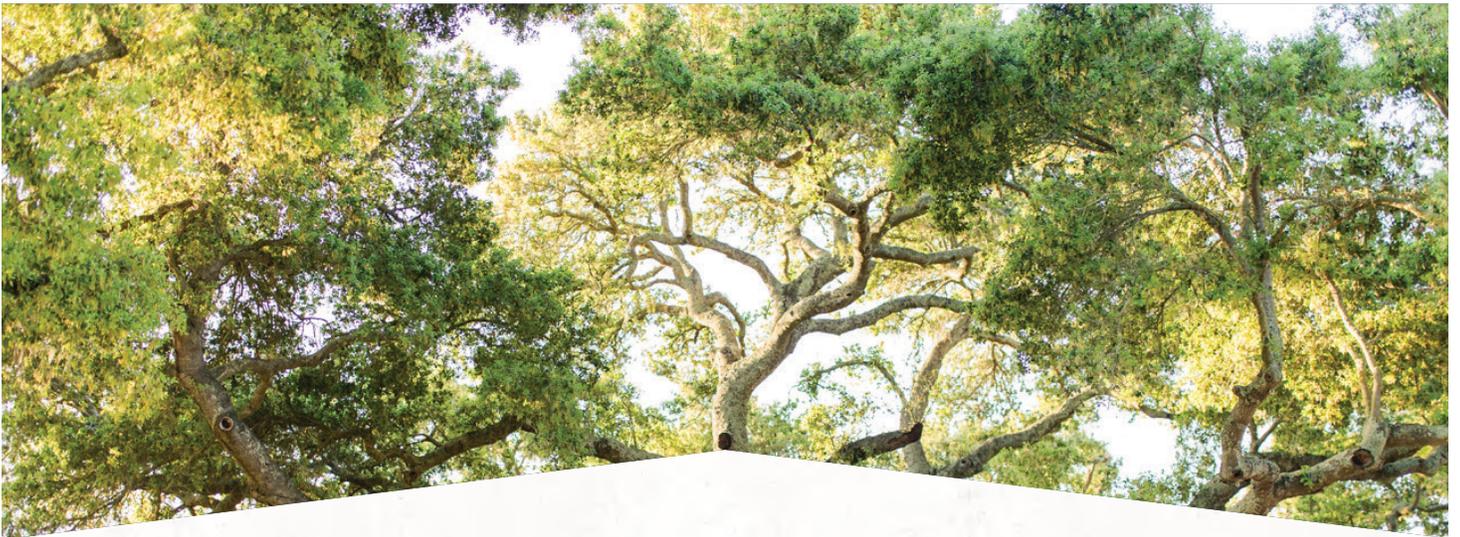
INTRODUCTION

Thank you for expanding the conversation amongst your supporting destinations to explore opportunities for the new location of the SLO County California Welcome Center.

This is a topic that our Boards, our stakeholders and the supporting team expressed a great amount of interest in pursuing. With Atascadero's central location in the county, easy access to the most trafficked highways in the region, and new growth and development, we are confident that a California Welcome Center located in our downtown core will offer the ideal solution to promoting the entire SLO CAL destination and California to its visiting tourists.

It is Visit Atascadero's approach as a supporting and collaborative destination that we feel most strongly positions us for this opportunity. While there are attractions and activities abound within the boundaries of what the Visit Atascadero brand promotes, we have always felt strongly about promoting all of the SLO CAL destination communities to best serve the interests of our visitors.

With these factors in mind, we look forward to sharing more in the following pages about the exact hosting location and the allocation of resources to support a California Welcome Center and allow it to maximize its potential of serving visitor needs.



Location

After exploration of multiple locations in Atascadero, it quickly became clear that the established infrastructure and the easily accessible location of the Atascadero Chamber of Commerce office best positions it to achieve the goals and purpose of a Welcome Center. Located at 6907 El Camino Real, Suite A, this space is less than five minutes off the well-traveled Highway 101 and the intersecting Highway 41, and offers plenty of access to parking with more than 580 parking spots within 100 feet of the doors of the proposed Welcome Center location.

Once inside the Chamber office, visitors will be treated to 400 square feet dedicated to the Welcome Center, staffed with personnel to answer questions. In addition to offering a friendly face, we will also be able to accommodate merchandise sales, programming to collect visitor information for additional future marketing efforts, and technology resources to promote SLO CAL destination assets. Within the same block visitors can treat themselves to local craft beverages, unique Central Coast dining, a co-working space to facilitate on-the-go obligations and easy return access to freeways and roads that lead them to the next step of their destination.



Staffing

When considering the elements to support a successful Welcome Center, staffing quickly rose to the top of the list. The proposed budget includes access to the Welcome Center 8:30 a.m.–5 p.m., Monday through Friday, and 12–4 p.m. on weekends. Additionally, a 3/4 FTE position will be fully dedicated to not only maintaining the hours, but also to serving the specific needs of the Welcome Center.

Beyond just considering the hard costs of staffing, we've also included some budget to allow for quarterly training of this staff member. In this training, a county-wide awareness program will be created to ensure the staff serving the visitors of the California Welcome Center is afforded the time and resources to maintain a current awareness of the ever evolving attractions in the SLO CAL destination.



Funding

FUNDING	AMOUNT	NOTES
VISIT SLO CAL SPONSORSHIP	\$72,500	<i>Up to \$90,000</i>
CHAMBER OF COMMERCE SUPPORT	\$24,000	<i>Re-allocated staff support and waived lease fees</i>
ATBID SUPPORT	\$7,500	
CITY OF ATASCADERO SUPPORT	\$7,500	
TOTAL FUNDING	\$111,500.00	

Annual Proposed Budget

ADMIN

RENT	\$9,600.00	
UTILITIES	\$800.00	<i>Shared cost with other Chamber activities</i>
CA OFFICE OF TOURISM ANNUAL FEE	\$5,000.00	

STAFFING

SALARIES	\$58,250.00	<i>1.2 FTE to accommodate seven-days per week schedule</i>
PERSONNEL COSTS	\$23,000.00	<i>Includes benefits, work comp and other payroll related expenses</i>
TRAINING	\$1,000.00	<i>Minimum of quarterly visitation to evolving county attractions</i>

MARKETING

SIGNAGE INSTALLATION & MAINTENANCE	\$5,000.00	<i>One-time cost that will be re-allocated in future years to update visitor programming</i>
ADDITIONAL OUTREACH & MARKETING	\$2,250.00	

OFFICE EXPENSES

DIGITAL DISPLAYS	\$1,000.00	
PRINTER LEASE	\$600.00	<i>Shared cost with other Chamber activities</i>
VISITOR COMPUTER AND IT SUPPORT	\$4,000.00	
MISC. OFFICE SUPPLIES	\$1,000.00	

TOTAL EXPENSES **\$111,500.00**



THANK YOU

On behalf of our full collaboration of partners, thank you for considering our submission to host a California Welcome Center.

We are thrilled for the opportunity to further our collaborations with Visit SLO CAL and Visit California.

VISIT ATASCADERO + CITY OF ATASCADERO + ATASCADERO CHAMBER OF COMMERCE

CA Welcome Center Initia		Notes
Funding	Budgeted	
Visit SLO CAL Sponsorship	\$ 72,500.00	Up to \$90,000
Chamber of Commerce Support	\$ 24,000.00	Re-allocated staff support and waived lease fees
ATBID Support	\$ 7,500.00	
City of Atascadero Support	\$ 7,500.00	
Total	\$ 111,500.00	
Budget	Annual Proposed Budget	
Admin		
Rent	\$ 9,600.00	
Utilities	\$ 800.00	Shared cost with other Chamber activities
CA Office of Tourism Annual Fee	\$ 5,000.00	
Staffing		
Salaries	\$ 58,250.00	1.2 FTE to accommodate seven-days per week schedule
Personnel Costs	\$ 23,000.00	Includes benefits, work comp and other payroll related expenses
Training	\$ 1,000.00	Minimum of quarterly visitation to evolving county attractions
Marketing		
Signage Installation & Maintenance	\$ 5,000.00	
Additional Outreach & Marketing	\$ 2,250.00	
Office Expenses		
Digital Displays	\$ 1,000.00	
Printer Lease	\$ 600.00	Shared cost with other Chamber activities
Visitor Computer and IT support	\$ 4,000.00	
Misc. Office Supplies	\$ 1,000.00	
TOTAL EXPENSES	\$ 111,500.00	



**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 December 2023. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date through 2.15.24.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 23-24)
2. ATBID Summary 23-24
3. Tourism Report – Transient Occupancy Tax Revenues (2.15.24)

expdctl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/28/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 12/31/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	175,000.00	0.00	0.00	0.00	175,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				110,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2023 ap IN 15506		49.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001						
7/31/2023 ap IN 11405		771.20				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405				-771.20		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/1/2023 ap IN 15827		84.95				
Line Description: WEBSITE MAINTENANCE						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463						

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/28/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 12/31/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2023 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				

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/28/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 12/31/2023

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
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 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-9,550.82		
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82				
12/1/2023 ap IN 16451 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176633		49.95				
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		10,483.49				
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,483.49		
0000.6077025 Digital Media Advertising	0.00	45,584.60	45,584.60	65,310.10	-110,894.70	0.00

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

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0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				20,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2023 ap IN 230110		3,750.00				
Line Description: 2023 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021						
9/30/2023 ap IN 11507		626.64				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176214						
9/30/2023 po LI 11507				-626.64		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176214						
10/19/2023 ap IN 11520		5,625.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176344						
10/19/2023 po LI 11520				-5,625.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176344						
10/31/2023 ap IN 11551		4,170.11				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176460						

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 02/28/24
 ATTACHMENT: 1

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0000.6077060 Advertising	(Continued)					
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				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-5,876.47		
0000.6077060 Advertising	0.00	20,048.22	20,048.22	3,701.78	-23,750.00	0.00
Total Advertising	175,000.00	65,632.82	65,632.82	69,011.88	40,355.30	76.94
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 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				90,000.00		
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		9,465.00				

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

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0000.6501125 Promotions Consultants	(Continued)					
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,465.00		
7/31/2023 ap IN 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		330.00				
7/31/2023 po LI 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-330.00		
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		8,820.00				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,820.00		
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		9,675.00				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-9,675.00		

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
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		
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		7,507.50				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-7,507.50		
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		7,582.50				
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,582.50		
0000.6501125 Promotions Consultants	0.00	57,315.00	57,315.00	32,685.00	-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 Line Description: ATBID Admin Service Fee - July		2,291.67				

expdctl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

Expenditure Detail Report

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509010 Other Professional Services	(Continued)					
8/1/2023 je GJ JE24 08-12 Line Description: ATBID Admin Service Fee-August		2,291.67		225		
9/1/2023 je GJ JE24 09-13 Line Description: ATBID Admin Service Fee - Sept		2,291.67				
10/1/2023 je GJ JE24 10-17 Line Description: ATBID Admin Service Fee - Oct		2,291.67		225		
11/1/2023 je GJ JE24 11-10 Line Description: ATBID Admin Service Fee - Nov		2,291.67				
12/1/2023 je GJ JE24 12-06 Line Description: ATBID Admin Service Fee - Dec		2,291.63		225		
0000.6509010 Other Professional Services	0.00	13,749.98	13,749.98		0.00	-13,749.98 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 Line Description: Reclass-Cider Fest Sponsorship		-7,500.00				
7/27/2023 je GJ JE24 07-07 Line Description: Reclass-Cider Fest Sponsorship		7,500.00		225		
7/27/2023 ap IN 1002 Line Description: CIDER FESTIVAL SPONSORSHIP Vendor: 09239 CENTRAL COAST CIDER ASSC. Check # 175319		7,500.00				
7/31/2023 ap IN 14392 Line Description: 2023 SPARTAN RACE CO-OP Vendor: 00406 VISIT SLO CAL Check # 175679		5,000.00		225		
9/14/2023 ap IN 857 Line Description: ATASCADERO FALL FEST GRANT Vendor: 08621 EN FUEGO EVENTS Check # 175871		20,000.00				

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509032 Additional Promotional Services	(Continued)					
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				
12/12/2023 ap IN 12122023 Line Description: AT HER TABLE 2024 EVENT Vendor: 09315 ECOLOGISTICS, INC. Check # 176644		7,500.00				
0000.6509032 Additional Promotional Services	0.00	55,000.00	55,000.00	0.00	-55,000.00	0.00
Total Contract Services	172,500.00	126,064.98	126,064.98	32,685.00	13,750.02	92.03
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6605010 Local Chapter Dues	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 ap IN 2055 Line Description: MEMBERSHIP RENEWAL Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320		475.00				
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
Total Professional Development	8,000.00	475.00	475.00	0.00	7,525.00	5.94
0000.6740000 Business Development						
Total Business Development	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	4,140.00	0.00	0.00	0.00	4,140.00	0.00
Total Department Service Charges	4,140.00	0.00	0.00	0.00	4,140.00	0.00

expdetl.rpt
 02/15/2024 9:38AM
 Periods: 0 through 6

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<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Operating Services and Supplies		192,172.80	192,172.80			
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	192,172.80	192,172.80	101,696.88	126,020.32	69.99
Grand Total	419,890.00	192,172.80	192,172.80	101,696.88	126,020.32	69.99

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 6/30/2023	YTD ACTUAL* 2023-2024 through 12/31/2023	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 231,501	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	151	-
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>231,652</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	-	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	65,633	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	126,065	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	2,317	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>194,489</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	144,311	37,162	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>\$ 705,584</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
At Her Table Sponsorship	7,500
Destination Marketing Services	57,315
Administrative Services Fee	13,750
	<u>\$ 126,065</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 *	\$ 668,015.07	\$ 487,107.64	\$ -	\$ -	\$ 1,155,122.71

* 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.