



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 Room 306 on the Third 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, March 20, 2024, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Room 306
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 – February 28, 2024

- Recommendation: ATBID Advisory Board approve the February 28, 2024, Regular Meeting Draft Action Minutes. [City Staff]

B. BUSINESS ITEMS:

1. Garagiste Festival 2023 Event Recap & 2024 Event Sponsorship Renewal Request

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the November 2023 Garagiste Festival.
 2. Approve sponsorship renewal request for the November 2024 Garagiste Festival. [Garagiste Festival]

2. Sunken Gardens Holiday Lights 2024 Event Sponsorship Proposal

- Fiscal Impact: \$5,000 to \$10,000.
- Recommendation: ATBID Advisory Board provide staff direction on sponsorship request for the December 6, 2024, through January 5, 2025, "Garden Lights & Winter Nights." [City]

3. California Mid-State Fair ATBID/City Shared Sponsorship Opportunity

- Fiscal Impact: \$3,750.
- Recommendation: ATBID Advisory Board review and provide staff direction on the 2024 California Mid-State Fair shared sponsorship opportunity with the City. [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 Retreat 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. Quarterly Marketing Report. (April)
2. Verdin Marketing Contract Renewal. (April)
3. 2024-2025 ATBID Annual Assessment. (May)
4. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, February 28, 2024, at 3:00 P.M.

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 3:08 P.M.

ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Tom O'Malley

Staff Present: City Manager James R. Lewis and Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve this agenda.

AYES (3): Sohi, Ketchum, and Harden

ABSENT (1): O'Malley

Passed 3-0

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: Michelle Barrera.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Advisory 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]

MOTION BY: Sohi
SECOND BY: Ketchum

1. Approve consent calendar.

AYES (3): Sohi, Ketchum, and Harden
ABSENT (1): O'Malley

Passed 3-0

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]

Andres Nuno with the Central Coast Brewers Consortium 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: Ashlee Akers.

Chairperson Harden closed public comment.

The Central Coast Craft Beer Festival Update was received and filed.

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]

Board Member Sohi presented this item and answered questions from the Advisory Board. The Board expressed a desire to participate in the Mission Prep job fair 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: Ketchum
SECOND BY: Harden

- 1. Endorse ATBID participation in the Mission College Preparatory Catholic High School Job Fair Opportunity and designate Board Member Sohi as the organizer for ATBID's presence at the event.**

AYES (3): Sohi, Ketchum, and Harden
ABSENT (1): O'Malley

Passed 3-0

3. California Welcome Center

- 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. [Verdin]

Board Member Sohi presented this item and answered questions from the Advisory Board. City Manager Lewis also answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Josh Cross and Sarah Maggelet.

Chairperson Harden closed public comment.

MOTION BY: Ketchum
SECOND BY: Harden

- 1. Decline California Welcome Center ATBID sponsorship opportunity.**

AYES (3): Sohi, Ketchum, and Harden
ABSENT (1): O'Malley

Passed 3-0

4. Budget Overview and Monthly Report

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

Deputy City Clerk James and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory Board. The Advisory Board expressed a desire to see how traditional hotels and motels are delineated from short-term rental properties on ATBID accounting documents, considering a noted increase in TOT revenue despite a lodging industry "slump" in the last few months.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Sarah Maggelet.

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:

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. (May)
4. Quarterly Marketing Report. (April)
5. 2024-2025 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 3:55 P.M.

MINUTES PREPARED BY:

Dillon James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Garagiste Festival 2023 Event Recap & 2024 Event Sponsorship Renewal Request

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive and file recap of marketing results from the November 2023 Garagiste Festival.
2. Approve sponsorship renewal request for the November 2024 Garagiste Festival.

DISCUSSION:

The Garagiste Festival celebrated the 12th annual event, kicking off with the event at the Pavilion on the Lake on Friday, November 10. The event continued Saturday at the Paso Robles Event Center. This recap will provide an overview of where the event was promoted and the variety of promotions that Atascadero was a part of with the overall goal to encourage overnight stays.

As the Garagiste Festival team recaps the success of their recent event, they are also looking forward to planning their 13th annual event, coming up on November 8, 2024. For the 2023 event, they requested up to \$10,000 and were rewarded \$7,500. Part of this recap will also provide the investment they are looking for in 2024.

FISCAL IMPACT:

Up to \$7,500.

ATTACHMENTS:

1. 2023 Garagiste Festival Event Recap
2. 2024 Garagiste Event Sponsorship Application



12th Anniversary Garagiste Festival Post-Game Report

November saw another successful Garagiste Festival. Our out of area attendance was 82% (up 17%) with representation from 18 states. The numbers are below.

While not privy to what other events pull, we have to think this must be high on the list of events that draw out of area tourists.

Not only that, but our long term mission to support emerging wineries and establish Paso and Atascadero as the acknowledged home of the Garagiste micro-winery movement has paid dividends by giving wine tourists a reason to come to the area all year round.

For example, more than 70% of the wineries in Tin City began by pouring at the Garagiste Festival before they had tasting rooms. We give these wineries a launching pad to reach dedicated wine consumers and help them establish a base from which to grow.

As more and more wineries establish a presence in Atascadero, The Garagiste Festival is the perfect way to continue to reach wine tourists who are interested in discovering new wineries, restaurants, and places to stay in the Atascadero area.

We believe that the Festival is an integral component in the growth of area wine tourism, boosting both new wineries and new visitors, and frankly we could not do it without your support.

Thanks as always for your support!

706 Tickets Sold / 82% of attendees from out of SLO County

Other States: AZ / MS / OR / WI / FL / WA / IL / NY / KS / OH / TX / NV / CO / NM / LA / MI / MT

First Time Attending Festival?

Yes - 58%

No, attended Paso before - 36%

No, but 1st time in Paso - 6%



Overall 62% of attendees were new to Paso event

(continued)

How Often Do You Visit Paso/Atascadero?:

First Time - 11%
Once a Year - 22%
2-3 Times - 28%
4-6 times - 15%
Once a Month - 6%
I live in SLO - 18%

Where Staying:

At a hotel - 37%
At an Air B&B - 22%
Camping / RV Park - 4%
At home - 26%
With a friend - 10%

64% paid for local accommodations / **Up 8% from 2021.**

How Many Nights Stayed?

1-2: 65%
3-4: 30%
5-7: 5%

MEDIA

Mentions on KSBY and KEYT TV
Radio Campaign on Krush FM
New Times
Paso Robles Press
Calendar Listings throughout California

PROMO

E-Blasts to in-house mailing list of 8500+
Social Media – Facebook, Twitter, Instagram
Postcards distributed to LA wine shops



Event Support Application Form

Requesting Organization: GARAGISTE EVENTS, INC
Contact: Dan Minnick Phone Number: [REDACTED]
Email: [REDACTED] Mailing Address: [REDACTED]
City, State, Zip: [REDACTED]

Name of Event: The Garagiste Festival
Event Description: Still the only event that showcases the micro-winery movement of the Central Coast

Event Dates/Times: Nov 7-10, 2024
Is event located in Atascadero? Yes No
Venue Name: Pavilions on the Lake / ASO Event Center
Venue Location: Atascadero - ASO Ranch
Event Website: GARAGISTEFESTIVAL.COM

Are you receiving in-kind or financial support from the City of Atascadero?
 Yes No
Total Anticipated Attendees: 200 Portion from Outside SLO County: 82%
Is this the first year the event will take place? Yes No UP 17% IN 2023

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

attendance numbers: We AVERAGE 800 attendees for the weekend - 82% from outside of SLO County, up 17% from 2022

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

Tickets Range from \$79 to \$189 for Weekend Pass with levels in between

Crowd Control Safety Plan Details:

Minimum security is needed for our well-behaved crowd of wine aficionados. We are highly experienced in crowd & event logistics.

Will the event require an ABC Permit? Yes No

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

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

We bring significant attention to Atascadero & Paso by promoting the event in SoCal. We employ a professional PR firm to generate earned media - TV, press, & Radio

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

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

Additional details about eligible event tier qualification:

As always, we will dedicate significant marketing specifically to promote Atascadero. We continue to grow our subscriber + social media lists, now over 20,000

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

We would like to request continuing your \$7500 level of support in 2024, and the use of the Pavilion on the Lake.

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
Ex. Social Media Ads	\$2,000
TBD - including	
• Print in So Cal	
• Radio in So Cal	
• Materials in So Cal	
Wine shops	
• Social Media • E-Blasts	
• Professional	
Publicist	

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
Ex. City of Atascadero	\$2,500 in-kind venue sponsorship
TBD -	
We have a number of	
B to B wine industry	
sponsors	

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
TBD as we get closer to event		
Successful strategies in past years include multiple TV & Radio appearances, articles, Ads, e-advertising nationally		

Please share your intended public relations outreach.

MWebb Communications continues to play an important role and has generated national attention including #1 Wine Fest in US by USA Today, Best Festival by Sunset Mag, LA Times, ABC and many more. We believe no other wine event generates as much out-of-area press + attention.

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

Dedicated E-Photo, Dedicated Social Media, web links, logos on all materials, mentions in all press releases table at the event - all specifically featuring Atascadero

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

See previous answer We can also promote
hotel reservations to our lists

Additional Details:

Rules and Regulations for Event Coordinators

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

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

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

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

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

Applicant Signature



Date

1-4-24

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



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Sunken Gardens Holiday Lights 2024 Event Sponsorship Proposal “Garden Lights & Winter Nights”

RECOMMENDATION:

ATBID Advisory Board provide staff direction on sponsorship request for the December 6, 2024, through January 5, 2025, “Garden Lights & Winter Nights” signature event opportunity.

DISCUSSION:

On February 12, 2024, the City of Atascadero announced a Request for Proposal (RFP) to design and install holiday lights in the trees in the historic downtown Atascadero Sunken Gardens park. This is a unique opportunity to decorate the Sunken Gardens area to include holiday type lighting that transforms the park into a festive environment and bringing back what was in place seven years ago when the trees were adorned with holiday lights.

The deadline for written proposals is set for March 15, 2024, and as of this writing, the City has received a handful of interested lighting companies both locally and out of the area to submit their written proposal that will feature holiday designs complementing historic City Hall as the backdrop during the holiday season. The selected contractor will be responsible for the design, installation, maintenance, removal, packaging, and transport of all holiday lighting features. The lighting will remain the property of the contractor. The City intends to award the contract for an initial one-year term, with the option to extend the term in two-year increments two times for a total of a possible term of five years.

In order for the City to add this opportunity to the existing event portfolio as another signature event, we are pursuing a limited number of sponsors to have unique tie-ins as part of the event. There is one Exclusive sponsor and up to ten Platinum sponsors that range from \$5,000 to \$10,000, depending on the details of the program.

The City would like to work with the ATBID on a partnership for this event in an effort to help with the initial funding to get the event off the ground in the preliminary stages and assist in promoting the month-long event through Visit Atascadero’s social media platforms. In return, the City will promote the ATBID through correspondence with the media, as well as in paid media including all flyers, banners, radio, print ads, and KSBY,

as well as owned media through our City's social media platforms and City website. The goal is to drive traffic together to Atascadero during the holiday season and into the first week of January.

FISCAL IMPACT:

\$5,000 to \$10,000.

ATTACHMENT:

1. Garden Lights & Winter Nights 2024 Sponsorship Opportunity
2. Garden Lights & Winter Nights 2024 Request for Proposals



City of Atascadero ***2024 Holiday Lighting of Sunken Gardens*** ***Sponsorship Opportunity!***

Working together to SERVE, build COMMUNITY & enhance QUALITY OF LIFE.

The City of Atascadero's goal is to provide events that will encourage local and county residents and visitors in the area to enjoy the City and what it has to offer. Our City's goal is to "Stay, Spend and Enjoy" our City.

In 2016, we expanded the number of events and grew our existing, signature events. Fast forward to today, we have over 30 City events throughout the year and another 10 City sponsored events. City of Atascadero represents about 30,000 residents; overall County represents over 285,000 residents.

Our event sponsorship program provides the opportunity to be included in marketing campaigns designed to promote each of these events, as well as, providing top-of-mind awareness to event sponsors in a positive and fun-filled environment.

Objectives

Provide a unique sponsorship opportunity to create top-of-mind awareness and connection with a major, new event being planned for the Sunken Gardens in December of 2024. The focus of the sponsorship is to work with each sponsor on an event that will promote their business or organization and align them with supporting a remarkable month long holiday event in the community for all ages to enjoy!

Sponsorship Plan

The Holiday Lighting of Sunken Gardens will appeal to a wide variety of residents in the North County and attract tourism to the area to take in the beautiful lights all while enjoying holiday shopping, dining, a host of drink establishments and entertainment found in the Downtown.

Sponsors will receive a complete marketing campaign utilizing traditional media, digital and website inclusion. This event will drive attendance and positive press throughout the month of December through January 5th, 2025 capturing a broad audience from families to date-night.

Working together to **serve**, build **community** and enhance **quality of life**.

New Event: “Garden Lights & Winter Nights,” Sunken Gardens, Downtown

- Event Timeline: December 6th, 2024, through January 5th, 2025.
- Launch at the “Light up the Downtown” event on December 6th, 5:30-8 pm.
- Total Lighting Investment: Up to \$65,000. Contractor [RFP in progress](#).
- Sponsorship to include one exclusive sponsor at \$15,000 (already spoken for) and up to 10 Sponsors at \$5,000 and \$10,000 each. City will invest in the remaining balance.

Sponsorship Details for “Garden Lights & Winter Nights”

Platinum Level Sponsor – \$5,000 to \$10,000

- Logo inclusion across entire Holiday Lighting/ Sunken Gardens Holiday Lights promotional pieces including traditional advertising through Print Ads & Radio/ TV broadcast plus posters, banners, digital marketing, News Releases and Atascadero Recreation Guide (Mailed to 12,000 residents).
- Promoted across Social Media & Websites – VisitAtascadero; City of Atascadero (Atascadero.org) and social media platforms including, Visit Atascadero, Atascadero Rec., City of Atascadero.
- Evening of Lighting & throughout the event timeline: Promotional banners highlighting all contributing sponsors.

For more information, contact Terrie Banish, Director of Community Services & Promotions, tbanish@atascadero.org or (805) 470-3490.



Terrie Banish

Director of Community Services & Promotions

tbanish@atascadero.org

Phone: 805-470-3490 | Mobile: 805-235-2539

City of Atascadero

6500 Palma Ave | Atascadero, CA 93422

www.atascadero.org



❖ REQUEST FOR PROPOSALS ❖

City Of Atascadero
**ATASCADERO SUNKEN GARDENS
HOLIDAY LIGHT DISPLAY**

Atascadero, California
Project No. CS2024-01

Issuing Entity: City of Atascadero
Community Services & Promotions Department
6500 Palma Avenue
Atascadero, California 93422

Proposal Due Date: March 15, 2024, at 4:00 p.m.

February 12, 2024

SUBJECT: CITY OF ATASCADERO
Atascadero Sunken Gardens Holiday Light Display – Design and Installation

The City of Atascadero is requesting the services of a qualified contractor (“Contractor”) to design and install holiday lights in the trees in the historic downtown Atascadero Sunken Gardens park. All proposals shall include holiday type lighting that transforms the park into a festive environment, showcasing its unique features, and benefiting both the community and visitors.

The selected Contractor shall be responsible for design, installation, maintenance, removal, packaging, storage and transport of all seasonal lighting features. All lighting remains the property of the Contractor.

Your firm is invited to submit a proposal for your services, together with other required information listed in the attached Request for Proposal. The City intends to award the contract for an initial one-year term, with the ability, by mutual agreement, to extend the term in two-year increments two times, for a total possible term of five years.

We will be conducting a Pre-Bid Site Visit on February 26th at 2 pm. This is an opportunity to view the area and ask questions of City staff.

Please note that your submittal shall reach the following address by 4:00 pm March 15, 2024, or your proposal will not be accepted. Please include your fee schedule in a separate sealed envelope.

Attention: City Clerk
City of Atascadero
6500 Palma Avenue
Atascadero, CA 93422

If you require further information or clarification, please contact Terrie Banish at (805) 470-3490.

Sincerely,

Terrie Banish

Terrie Banish
Community Services & Promotions Director
City of Atascadero

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ATTACHMENTS:

- A. Proposal Submittal Form
- B. Submittal of References Form
- C. Statement of Past Contract Disqualifications Form
- D. Sample City of Atascadero Professional Services Contract
- E. Exhibit - Project Area

REQUEST FOR PROPOSAL
Atascadero Sunken Gardens Holiday Light Display
City of Atascadero

I. DESCRIPTION OF WORK AND PROJECT SCOPE

BACKGROUND

The City of Atascadero has historically installed and operated seasonal lighting on trees within the historic Sunken Garden and on the City Hall building. Due to limited staffing, lighting has been limited to the City Hall building over the past seven years. It is the City's intention to contract with a qualified contractor to design and install holiday lights on trees in the historic downtown Atascadero Sunken Gardens park. The City will continue decorating the City Hall building, located directly across Palma Avenue from Sunken Gardens.

The lighting included under the proposal is intended to be festive around the holidays and to transform the park into a generally lit beautiful environment. The Contractor will be expected to partner with City staff to develop a lighting plan that honors Atascadero's history and unique features, complement the existing holiday lights on Historic City Hall, while also recognizing the new energy and vibrancy within the downtown city core. Following are examples of the lighting that is currently in place during the holidays for City Hall:

Historic City Hall Holiday Lights - Daytime



Historic City Hall Holiday Lights - Evening



PROJECT SCOPE

The City intends for the selected Contractor to provide the following services:

Project Budget: Up to \$65,000

Task 1: Lighting and Decorations Plan

The City has identified three primary areas to be decorated (Attachment E). The Lighting and Decorations Plan shall be prepared in collaboration with City staff and shall tie together the three different areas comprehensively to Historic City Hall. The City will have the final determination on which specific areas are to be decorated each year.

Area 1: Sunken Gardens (Priority Area);

The Sunken Garden is an approximately 2.2-acre grass park with a central fountain, concrete walking paths, bench seating, and both mature and young Deodar cedar, oak and magnolia trees. The lighting and decoration plan for the park should include tree lighting for a total of 8 large trees, which include four mature coast live oak trees, three mature Deodar cedar trees, and one mature magnolia tree. There are a handful of new recently planted trees that are smaller and can also be added, however, they are optional. The lighting and decoration plan should also focus on options for highlighting the central fountain, pedestrian sidewalk lighting, pathways, and the Wrestling Bacchantes statue.

Area 2: El Camino Real Median Plaza (2nd Priority Area):

The City is currently in the final engineering design phase for the El Camino Real Downtown Infrastructure Enhancement Project, to be constructed beginning summer 2024. This project will repurpose the center 40' of El Camino Real into median plaza that incorporates landscaping, lighting and pedestrian improvements, as well as additional diagonal parking. The Lighting and Decorations Plan should include the new median area between East Mall and West Mall.

Area 3: Atascadero Mall Plaza (Optional Area):

The Atascadero Mall Plaza is an approximately 0.4-acre hardscaped public plaza in line with other three areas, and includes a structural pillar and overhang element, pedestrian plaza lights, ten medium size tulip trees, and other landscaped areas.

Area 4: Centennial Pedestrian Walkway (Optional Area):

The Centennial Pedestrian Walkway stretches from East Mall over Atascadero Creek and into Colony Plaza. It is a public plaza area that compliments the other three areas, and includes a decorative bridge, light poles and pedestrian plaza lights.

Task 2: Design

Contractor shall provide the final design of all agreed-upon areas 30 days prior to installation unless an earlier date is required for discounted ordering. Work scope under this item shall include, but is not limited to:

- Conceptual drawings for all areas indicating which trees and structural elements will have featured lighting to produce the most dramatic effect.
- There is an interest to include a "City Christmas Tree" that is 30-50 feet tall.
- Style of décor and lights for all four areas to be in keeping and complement City Hall with an elegant holiday appeal. This Project does allow for other creative ideas to be introduced.
- Methods of installation of décor and lighting.
- Power supply and demand requirements at each power source and path of travel to lighting.
- Tree trimming and pruning requirements requested of the City.
- Installation and removal schedule.

Task 3: Installation

Lighting shall be installed, tested and fully operational by 5 p.m. on the Tuesday prior to Thanksgiving.

- Contractor shall provide automatic timers for lights except as discussed with the City for opening night lighting ceremony. Timers are to be set from 5 p.m. to 5 a.m.
- City shall be responsible for any necessary tree trimming. Contractor shall not, except upon written direction from the City, trim any trees. The Contractor shall notify the City immediately upon determination that tree trimming is necessary. City will provide a trimming schedule upon notification from the Contractor.

Task 4: Maintenance

- Contractor shall be responsible for all related maintenance to ensure the display is operating as intended.
- Contractor shall maintain the display following installation through the second Monday in January.
- Contractor must have personnel available to guarantee next day service, including weekends, for repair and replacement of damaged lights. The Contractor must respond to the designated City contact within 24 hours of call and be on-site within that time for service.
- Contractor's next-day service to repair and replace damaged lights and extension cords shall be for any reason, including, but not limited to, damage from vandalism, weather or other acts of God, from the first day of installation until the second Monday in January.
- The City shall pay the cost of necessary replacement lights and extension cords due to vandalism on a Time and Materials basis. Contractor shall repair or replace lights at no cost to the City for lights and extension cords that contain a manufacturer's defect or are improperly installed.

Task 5: Removal and Storage

- Contractor shall begin removal of lights no later and no earlier than the second Monday in January. The Contractor shall complete the removal of all installed lights no later than the last Friday in February. All light strings shall be removed from the trees each year. Contractor is responsible for disposal of debris and leaving all areas clean and in good repair.
- Contractor is responsible to provide storage for lighting during the terms of this contract. All lighting will remain the property of the Contractor.

The Contractor will be expected to:

1. Work with the Community Services & Promotions and Public Works staff to clearly define the needs of the project, attending meetings as needed to do so.
2. Identify any constraints or concerns during preliminary design, and proposed solutions.
3. Provide draft light and decoration plans during the duration of the design to ensure City requirements and goals are being met.
4. Provide cost estimates during the design process to keep the City current on the anticipated costs.

The City will provide:

1. Any available maps and record plans for lighting areas showing trees, site amenities, electricity, lighting, irrigation, utilities, and other topographical features.

II. PROPOSAL REQUIREMENTS

GENERAL INFORMATION

1. Proposals, consisting of one (1) hard copy and one (1) electronic copy (USB drive) must be received by mail, recognized carrier, or hand delivered no later than **4:00 p.m. on Friday, March 15, 2024**. Late proposals will not be considered and will be returned, unopened.
2. Proposal shall be addressed to:

City of Atascadero
Attn: City Clerk
6500 Palma Avenue
Atascadero, CA 93422
3. Proposal shall consist of one (1) sealed envelope or box, clearly labeled and one fee proposal:

(Proposer's Name)
PROPOSAL:
Design and Installation Services for
Atascadero Sunken Gardens Holiday Light Display
City Project No. CS2024-01
4. Proposals shall be the minimum length necessary to provide the requested information.
5. This Request for Proposal does not constitute an offer of employment or to contract for services.
6. The City reserves the right to accept or reject any or all Proposals. The issuance of this RFP does not constitute an agreement by the City that any subsequent selection processes will occur, or that any contract will be entered into by the City.
7. The City reserves the right to amend the RFP by addendum. If necessary, the proposal submittal deadline will be extended to allow proposers additional time to respond to an RFP addendum.
8. All documents submitted to the City in response to this Request for Proposal will become the exclusive property of the City and may be returned to the proposer or kept by the City, in the City's sole discretion.
9. Any contract awarded pursuant to this Request for Proposal will incorporate the requirements and specifications contained in this Request for Proposal. All information presented in a consultant's Proposal will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the City during subsequent negotiations.
10. The successful proposer is expected to execute a contract similar to the contract in RFP Attachment D - SAMPLE City of Atascadero Professional Services Contract. The sample contract is for reference to the anticipated terms and conditions governing the City and the successful proposer. The proposer must take exception in their Proposal to any section of the attached contract they do not agree with. Failing to do so will be deemed as acceptance by the proposer to the terms spelled out in the sample contract. The City reserves the right, in its sole discretion, to add, delete, modify, or negotiate additional terms and conditions to the attached contract. **Before beginning any work or submitting a Proposal, it is advised that consultants read the City Insurance and Indemnification requirements in the attached**

sample contract. The selected proposer will be asked to provide evidence that the City's insurance requirements have been met.

11. The proposals received shall become the property of the City of Atascadero and are subject to public disclosure. Proposal prices and information submitted by proposers will be made available to proposers after the City has approved award of contract. Proposers are to indicate any restrictions on the use of data contained in their responses. Those parts of a proposal which are defined by the proposer as business or trade secrets, as that term is defined in California Government Code, Section 6254.7 and are reasonably marked as "Trade Secrets", "Confidential" or "Proprietary" shall only be disclosed to the public if such disclosure is required or permitted under California Public Records Act or otherwise by law. Proposers who indiscriminately and without justification identify most, or all, of their proposal as exempt from disclosure may be deemed as non-responsive.

PROPOSAL CONTENT

Your proposal must include the following information:

1. Project Understanding
 - A. Understanding of the Scope of Work.
 - B. Description of your approach to completing the work.
 - C. Services or data you anticipate being provided by the City.
2. Firm and Staff Qualifications
 - A. Firm name, address, telephone number and e-mail address;
 - B. Name and telephone number of contact person.
 - C. Firm name, address, telephone number and e-mail address for each subcontractor, and anticipated role of the subcontractor on the project.
 - D. List of personnel who will be working on the project. Indicate experience, especially as it relates to lighting displays. Describe personnel anticipated roles on the project and how the Contractor's staff will be organized.
3. Work Program and Schedule
 - A. Based on your understanding of the project, list all required tasks to complete the work.
 - B. Tentative schedule by phase and task for completing the work.
 - C. Estimated hours for your staff in performing each major phase of the work, including sub-consultants.
4. References and Example Completed Work Product
 - A. References from at least three firms for whom you have provided similar services.
 - B. Example set of previously completed project of similar nature. Include example plans if available (Projects shall have been completed within the last five years)
 - C. Any other information that would assist us in making this contract award decision.

Fee Proposal

In addition to the Proposal, Proposers must submit a Fee Proposal separately in a sealed envelope. The Fee Proposal must include a detailed not-to-exceed budget for each task shown in the proposed Scope of Work and shall identify staff hours and hourly rates for each team member. It shall include a total “not to exceed” sum for this proposal. The Cost Proposal must match the proposed Scope of Work. This proposed fee will be non-binding; the final agreement will be the result of a precise scope of work and negotiated compensation amount.

Submittal Forms & General Information

1. Submittal of References. Each proposer shall submit, as a minimum, references on the form provided in the RFP package.
2. Statement of Contract Disqualifications. Each proposer shall submit a statement regarding any past governmental agency bidding or contract disqualifications on the form provided in the RFP package.
3. Proposal Submittal Form
4. Certificate of insurance.
5. Standard hourly billing rates for the assigned staff, including any sub-consultants.
6. Statement and explanation of any instances where your firm has been removed from a project or disqualified from proposing on a project.

PROPOSAL EVALUATION AND CONSULTANT SELECTION

Proposals will be evaluated by a review committee based on the following criteria. Where one proposal is rated consistently higher than the others, that consultant will be selected as the top-ranking consultant for contact negotiations.

1. Contractor’s understanding of the City of Atascadero’s desires and general approach to the project as demonstrated in the Project Understanding and Work Program.
2. Qualifications of the Contractor’s staff assigned to this project.
3. Demonstrated ability of the Contractor to perform quality work, control costs, and meet time schedules.
4. Ability to work effectively with City staff.
5. Contractor’s cost proposal for the specified work.

Where proposals receive similar rankings, the review committee will select the top proposers for either, (a) a follow-up interview and presentation, or (b) written responses to questions from staff on areas unclear in the proposal.

If interviews are requested by the City, final candidates will make an oral presentation to the review committee and answer questions about their proposal. The purpose of this second phase is: to clarify and

resolve any outstanding questions or issues about the proposal; and to evaluate the proposer’s experience and ability to clearly and concisely present information orally.

Contract award will be based on a combination of factors that represent the best overall value for completing the work scope as determined by the City, including: the written proposal criteria described above; results of background and reference checks; and results from the interviews and presentations phase. The proceedings of the Selection Committee are confidential, and members of the Selection Committee are not to be contacted by the proposers.

Once the final ranking is determined, the City will conduct negotiations with the top-ranking firm to set hourly billing rates and classifications, overhead rates, and other compensation. The Fee Proposal will remain unopened until such time that negotiations take place with the most qualified consultant. In addition, consultants will be expected to accept the standard City contract language for professional services agreements. Final selection of the consultant will be made by the Director of Community Services & Promotions, based on the Selection Committee’s evaluation of proposals, the results of the possible oral interview, and terms of contract language negotiated with the City.

If the City is unable to come to an agreement on the terms of the contract or the amount of compensation, the City reserves the right to negotiate with the next highest-ranking consultant.

SCHEDULE

The proposals shall be received no later than **March 15, 2024, 4:00 p.m.** at:

City of Atascadero
 Attn: City Clerk
 6500 Palma Avenue
 Atascadero, CA 93422

TENTATIVE SCHEDULE

Issue Request for Proposal	February 9, 2024
Voluntary Pre-Bid Site Visit at City Hall	February 26, 2024 at 2 pm
RFP’s due to the City by 4:00 p.m.	March 15, 2024
Complete Proposal Evaluation	April 12, 2024
Award Contract to Consultant	May 14, 2024
Execute Contract/Begin Work	June 1, 2024
Complete Lighting and Decorations Plan	October, 2024

ATASCADERO SUNKEN GARDENS HOLIDAY LIGHT DISPLAY DESIGN AND
INSTALLATION SERVICES, City Project No. CS2024-01

NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED WITH YOUR PROPOSAL

NAME OF PROPOSER/FIRM: _____
BUSINESS ADDRESS: _____
CITY, STATE, ZIP: _____
TELEPHONE NO: (_____) _____
EMAIL: _____

I hereby certify that I have the authority to offer this proposal to the City of Atascadero for the above listed individual or company. I certify that I have the authority to bind myself/this company in a contract should I be successful in my proposal.

SIGNATURE

PRINT NAME

ADDENDA ACKNOWLEDGMENT:

Acknowledgment of Receipt of any Addenda issued by the City for this RFP is required by including the acknowledgment with your proposal. Failure to acknowledge the Addenda issued may result in your proposal being deemed non-responsive.

In the space provided below, please acknowledge receipt of each Addenda:

Addendum(s) # _____ is/are hereby acknowledged.

REFERENCES

Number of years engaged in providing the services included within the scope of the specifications under the present business name:_____.

Describe fully the last three contracts performed by your firm that demonstrate your ability to provide the services included with the scope of the specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

Reference No. 1

Customer Name	
Contact Individual	
Phone & Email Address	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Reference No. 2

Customer Name	
Contact Individual	
Telephone & FAX number	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Reference No. 3

Customer Name	
Contact Individual	
Telephone & FAX number	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Copy form as needed.

SAMPLE CONTRACT

CITY OF ATASCADERO



CONTRACT FOR

For

ATASCADERO SUNKEN GARDENS HOLIDAY LIGHT DISPLAY DESIGN AND
INSTALLATION SERVICES



**CONSULTANT SERVICES AGREEMENT
FOR THE
CITY OF ATASCADERO
[Name]**

THIS CONTRACT is made and entered into between City of Atascadero, a Municipal Corporation (“City”) and [Name](“Consultant”). City and Consultant agree as follows:

1. **SCOPE AND STANDARDS:**

A. **CONTRACT.** Consultant shall do all work, attend all meetings, produce all reports and carry out all activities necessary to complete the services described in the SCOPE OF WORK AND STANDARDS FOR SERVICES, attached hereto and incorporated herein by this reference as Exhibit A, as requested by the City. This Contract and its exhibits shall be known as the “Contract Documents.” Terms set forth in any Contract Document shall be deemed to be incorporated in all Contract Documents as if set forth in full therein.

2. **EMPLOYMENT STATUS OF PERSONNEL:**

INDEPENDENT CONTRACTOR; EMPLOYEES OF CONSULTANT. Consultant enters into this Contract as, and shall at all times remain as to the City, an independent contractor and not as an employee of the City. Nothing in this Contract shall be construed to be inconsistent with this relationship or status. Any persons employed by Consultant for the performance of services pursuant to this Contract shall remain employees of Consultant, shall at all times be under the direction and control of Consultant, and shall not be considered employees of City. All persons employed by Consultant to perform services pursuant to this Contract shall be entitled solely to the right and privileges afforded to Consultant employees and shall not be entitled, as a result of providing services hereunder, to any additional rights or privileges that may be afforded to City employees.

A. **INDEPENDENT INVESTIGATION.** The Consultant agrees and hereby represents it has satisfied itself by its own investigation and research regarding the conditions affecting the work to be done and labor and materials needed, and that its decision to execute this Contract is based on such independent investigation and research.

B. **COMPLIANCE WITH EMPLOYMENT LAWS.** The Consultant shall keep itself fully informed of, shall observe and comply with, and shall cause any and all persons, firms or corporations employed by it or under its control to observe and comply with, applicable federal, state, county and municipal laws, ordinances, regulations, orders and decrees which in any manner affect those engaged or employed on the work described by this Contract or the materials used or which in any way affect the conduct of the work.



C. **UNLAWFUL DISCRIMINATION PROHIBITED.** Consultant shall not engage in unlawful employment discrimination. Such unlawful employment discrimination includes, but is not limited to, employment discrimination based upon a person's race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, gender, citizenship or sexual orientation.

3. **TIME OF PERFORMANCE:**

The services of Consultant are to commence upon execution of this Contract by City, and shall be undertaken and completed in a prompt and timely manner, in accordance with the Scope of Work referenced in Exhibit A. Except as provided in Sections 6 and 19 below, this Contract shall terminate no later than (date), unless extended by the mutual agreement of both parties.

4. **COMPENSATION:**

A. **TERMS.** Compensation to the Consultant shall be as set forth in Exhibit B attached hereto and made a part hereof.

B. **NO PAY FOR ADDITIONAL SERVICES WITHOUT WRITING.** Consultant shall not be compensated for any services rendered in connection with its performance of this Contract, which are in addition to those set forth herein or listed in Exhibit A, unless such additional services are authorized in advance and in writing by the City Manager or the City Manager's designee (hereinafter "City Manager" shall include the City Manager's designee). Consultant shall be compensated for any additional services in the amounts and in the manner as agreed to by City and Consultant at the time City's express written authorization signed by the City Manager is given to Consultant for the performance of said services.

5. **SUPERVISION, LABOR AGREEMENTS AND PERSONNEL:**

A. **CONSULTANT SUPERVISES PERSONNEL.** The Consultant shall have the responsibility for supervising the services provided under this Contract, hiring of personnel, establishing standards of performance, assignment of personnel, determining and affecting discipline, determining required training, maintaining personnel files, and other matters relating to the performance of services and control of personnel. The City Manager may use any reasonable means to monitor performance and the Consultant shall comply with the City Manager's request to monitor performance.

B. **PERFORMANCE NOT SUBJECT TO EMPLOYMENT AGREEMENTS.** The City acknowledges that the Consultant may be obligated to comply with bargaining agreements and/or other agreements with employees and that the Consultant is legally obligated to comply with these Contracts. It is expressly the intent of the parties and it is agreed by the parties that the Consultant's performance shall not in any manner be subject to any bargaining agreement(s) or any other agreement(s) the Consultant may have covering and/or with is employees.

C. **APPROVAL OF STAFF MEMBERS.** Consultant shall make every reasonable effort to maintain the stability and continuity of Consultant's staff assigned to perform the services required under this Contract. Consultant shall notify City of any changes in Consultant's staff to be assigned to perform the services required under this Contract and shall obtain the approval of the City Manager of a list of all proposed staff members who are to be assigned to perform services under this Contract prior to any such performance.



6. **TERMINATION:**

A. **30 DAYS NOTICE.** The City, upon thirty (30) days written notice, may terminate this Contract, without cause, at any time. In the event of such termination, Consultant shall be compensated for non-disputed fees under the terms of this Contract up to the date of termination.

B. **OBLIGATIONS SURVIVE TERMINATION.** Notwithstanding any termination of this Contract, Consultant shall not be relieved of liability to the City for damages sustained by the City by virtue of any breach of this Contract by Consultant, and the City may withhold any payments due to Consultant until such time as the exact amount of damages, if any, due the City from Consultant is determined. All of the indemnification, defense and hold harmless obligations in this Contract shall survive termination.

7. **CHANGES:**

The City or Consultant may, from time to time, request changes in the scope of the services of Consultant to be performed hereunder. Such changes, including any increase or decrease in the amount of Consultant's compensation and/or changes in the schedule must be authorized in advance by both Parties in writing. Mutually agreed changes shall be incorporated in written amendments to this Contract. Any increase in the amount of Consultant's compensation and/or changes in Exhibit A and or Exhibit B must be authorized in advance by the City Manager.

8. **PROPERTY OF CITY:**

A. **MATERIALS PREPARED EXCLUSIVE PROPERTY OF CITY.** It is mutually agreed that all materials prepared by the Consultant under this Contract are upon creation and shall be at all times the exclusive property of the City, and the Consultant shall have no property right therein whatsoever. City agrees that Consultant shall bear no responsibility for any reuse of the materials prepared by the Consultant if used for purposes other than those expressly set forth in the Intended Use of Consultant's Products and Materials section of this Contract. Consultant shall not disseminate any information or reports gathered or created pursuant to this Contract without the prior written approval of City including without limitation information or reports required by government agencies to enable Consultant to perform its duties under this Contract and as may be required under the California Public Records Act excepting therefrom as may be provided by court order. Consultant will be allowed to retain copies of all deliverables.

B. **CONSULTANT TO DELIVER CITY PROPERTY.** Immediately upon termination, or upon the request by the City, the City shall be entitled to, and the Consultant shall deliver to the City, all data, drawings, specifications, reports, estimates, summaries and other such materials and property of the City as may have been prepared or accumulated to date by the Consultant in performing this Contract. Consultant will be allowed to retain copies of all deliverables to the City.

9. **CONFLICTS OF INTEREST:**

A. **CONSULTANT** covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Consultant's performance of services under this Contract. Consultant further covenants that in the performance of this Contract, Consultant shall take reasonable care to ensure that no person having any such interest shall be employed by it as an officer, employee, agent or subcontractor without the express written consent of the City Manager. Consultant agrees to at all times avoid conflicts of interest or the appearance of any conflicts of interest with the interests of City in



the performance of this Contract. Consultant agrees to include language similar to this Section 9(A) in all contracts with subcontractors and agents for the work contemplated herein.

10. **CONFIDENTIAL INFORMATION:**

A. **ALL INFORMATION KEPT IN CONFIDENCE.** All materials prepared or assembled by Consultant pursuant to performance of this Contract are confidential and Consultant agrees that they shall not be made available to any individual or organization without the prior written approval of the City, except by court order.

B. **REIMBURSEMENT FOR UNAUTHORIZED RELEASE.** If Consultant or any of its officers, employees, or subcontractors does voluntarily provide information in violation of this Contract, the City has the right to reimbursement and indemnity from party releasing such information for any damages caused by the releasing party's, including the non-releasing party's attorney's fees and disbursements, including without limitation expert's fees and disbursements.

C. **COOPERATION.** City and Consultant shall promptly notify the other party should Consultant or City, its officers, employees, agents, or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Contract and the work performed thereunder or with respect to any project or property located within the City. City and Consultant each retains the right, but has no obligation, to represent the other party and/or be present at any deposition, hearing or similar proceeding. Consultant and City agree to cooperate fully with the other party and to provide the other party with the opportunity to review any response to discovery requests provided by Consultant or City. However, City and Consultant's right to review any such response does not imply or mean the right by the other party to control, direct, or rewrite said response.

11. **PROVISION OF LABOR, EQUIPMENT AND SUPPLIES:**

A. **CONSULTANT PROPERTY.** Consultant shall furnish all necessary labor, supervision, equipment, communications facilities, and supplies necessary to perform the services required by this Contract. City acknowledges that all equipment and other tangible assets used by Consultant in providing these services are the property of Consultant and shall remain the property of Consultant upon termination of this Contract.

B. **SPECIAL SUPPLIES.** City shall be responsible for supplying any special supplies, stationary, notices, forms or similar items that it requires to be issued with a City logo. All such items shall be approved by the City Manager and shall be provided at City's sole cost and expense.

12. **COMPLIANCE WITH LAW:**

A. **COMPLIANCE REQUIRED.** Consultant shall keep itself informed of applicable local, state, and federal laws and regulations which may affect those employed by it or in any way affect the performance of its services pursuant to this Contract. Consultant shall observe and comply with all applicable laws, ordinances, regulations and codes of federal, state and local governments, and shall commit no trespass on any public or private property in performing any of the work authorized by this Contract. Consultant shall at all times hold a valid contractor's license if performing any function or activity for which a license is required pursuant to Chapter 9 (commencing with section 7000) of



Division 3 of the California Business and Professions Code, and Consultant shall provide a copy of the license(s) upon the request of the City. The City, its officials, officers, elected officials, appointed officials and employees shall not be liable at law or in equity as a result of any failure of consultant to comply with this section.

B. **PREVAILING WAGES.** The Consultant is required to pay prevailing wages for the work performed under this Agreement. The Consultant shall pay all penalties and wages as required by applicable law.

13. **SUBCONTRACTING:**

None of the services covered by this Contract shall be subcontracted without the prior written consent of the City Manager. Consultant shall be as fully responsible to the City for the negligent acts and omissions of its contractors and subcontractors, and of persons either directly or indirectly employed by them, as it is for the negligent acts and omissions of persons directly employed by Consultant.

14. **ASSIGNABILITY:**

Consultant shall not assign or transfer any interest in this Contract whether by assignment or notation. However, claims for money due or to become due Consultant from the City under this Contract may be assigned to a financial institution, but only with prior written consent of the City Manager. Notice of any assignment or transfer whether voluntary or involuntary shall be furnished promptly to the City. The rights and benefits under this agreement are for the sole and exclusive benefit of the City and this Contract shall not be construed that any third party has an interest in the Contract.

15. **LIABILITY OF CONSULTANT:**

Consultant shall be responsible for performing the work under this Contract in a manner which is consistent with the generally accepted standards of Consultant's profession and shall be liable for its own negligence and the negligent acts of its employees, agents, contractors and subcontractors. The City shall have no right of control over the manner in which the work is to be done but only as to its outcome, and shall not be charged with the responsibility of preventing risk to Consultant or its employees, agents, contractors or subcontractors.

16. **INDEMNIFICATION:**

A. **INDEMNIFICATION FOR PROFESSIONAL LIABILITY.** When the law establishes a professional standard of care for Consultant's Services, to the fullest extent permitted by law, Consultant shall indemnify, protect, defend and hold harmless City and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs and expenses, including attorneys fees and costs to the extent same are caused in whole or in part by any negligence or wrongful act, error or omission of Consultant, willful misconduct, or recklessness of its officers, agents, employees or subconsultants (or any entity or individual that Consultant shall bear the legal liability thereof) in the performance of professional services under this agreement. With respect to the design of public improvements, the Consultant shall not be liable for any injuries or property damage resulting from the reuse of the design at a location other than that specified in Exhibit **D** without the written consent of the Consultant.



B. INDEMNIFICATION FOR OTHER THAN PROFESSIONAL LIABILITY.

Other than in the performance of professional services and to the full extent permitted by law, Consultant shall indemnify, defend and hold harmless City, and any and all of its employees, officials and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, the performance of this Agreement by Consultant or by any individual or entity for which consultant is legally liable, including but not limited to officers, agents, employees or subconsultants of Consultant.

C. GENERAL INDEMNIFICATION PROVISIONS. Consultant agrees to obtain executed indemnity agreements with provisions identical to those set forth here in this section for each and every subconsultant or any other person or entity involved by, for, with or on behalf of Consultant in the performance of this agreement. In the event consultant fails to obtain such indemnity obligations from others as required here, Consultant agrees to be fully responsible according to the terms of this section. Failure of City to monitor compliance with these requirements imposes no additional obligations on City and will in no way act as a waiver of any rights hereunder. This obligation to indemnify and defend City as set forth here is binding on the successor, assigns or heirs of Consultant and shall survive the termination of this agreement or this section.

D. INDEMNITY PROVISIONS FOR CONTACTS RELATED TO CONSTRUCTION. Without affecting the rights of City under any provision of this agreement, Consultant shall not be required to indemnify and hold harmless City of liability attributable to the active negligence of City, provided such active negligence is determined by agreement between the parties or by the findings of a court of competent jurisdiction. In instances where City is shown to have been actively negligent and where City's active negligence accounts for only a percentage of the liability involved, the obligation of consultant will be for that entire portion or percentage of liability not attributable to the active negligence of City.

17. INSURANCE:

Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit **E** attached to and part of this agreement.

18. RECORDS:

Consultant shall maintain complete and accurate records with respect to labor costs, material expenses, parcels abated or serviced and other such information required by City that relates to the performance of services under this Contract. Consultant shall maintain adequate records of services provided in sufficient detail to permit an evaluation of services. All such records shall be maintained in accordance with generally accepted accounting principles and shall be clearly identified and readily accessible and in a form acceptable to the City, which the City may specify and change from time to time. Consultant shall provide free access to the representatives of City or its designees, at reasonable times, to such books and records, shall give City the right to examine and audit said books and records, shall permit City to make transcripts therefrom as necessary, and shall allow inspection of all work, data, documents, proceedings, and activities related to this Contract. Such records, together with supporting documents, shall be maintained for a period of three (3) years after receipt of final payment.



19. MISCELLANEOUS PROVISIONS:

A. **ASSIGNMENT OR SUBSTITUTION.** City has a **NONDISCRIMINATION / NONPREFERENTIAL TREATMENT STATEMENT** In performing this Contract, the parties shall not discriminate or grant preferential treatment on the basis of race, sex, color, age, religion, sexual orientation, disability, ethnicity, or national origin, and shall comply to the fullest extent allowed by law, with all applicable local, state, and federal laws relating to nondiscrimination.

B. **UNAUTHORIZED ALIENS.** Consultant hereby promises and agrees to comply with all of the provisions of the Federal Immigration and Nationality Act (8 U.S.C.A. & 1101 et seq.), as amended; and in connection therewith, shall not employ unauthorized aliens as defined therein. Should Consultant so employ such unauthorized aliens for the performance of work and/or services covered by this contract, and should the Federal Government impose sanctions against the City for such use of unauthorized aliens, Consultant hereby agrees to, and shall, reimburse City for the cost of all such sanctions imposed, together with any and all costs, including attorneys' fees, incurred by the City in connection therewith.

C. **GOVERNING LAW.** The City and Consultant understand and agree that the laws of the State of California shall govern the rights, obligations, duties, and liabilities of the parties to this Contract and also govern the interpretation of this Contract. Any litigation concerning this Contract shall take place in the San Luis Obispo Superior Court, federal diversity jurisdiction being expressly waived.

D. City has an interest in the qualifications of and capability of the persons and entities that will fulfill the duties and obligations imposed upon Consultant by this Contract. In recognition of that interest, neither any complete nor partial assignment of this Contract, may be made by Consultant nor changed, substituted for, deleted, or added to without the prior written consent of City which consent shall not be unreasonably withheld. Any attempted assignment or substitution shall be ineffective, null, and void, and constitute a material breach of this Contract entitling City to any and all remedies at law or in equity, including summary termination of this Contract. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Contract.

E. **ENTIRE CONTRACT.** This Contract constitutes the entire Contract and understanding between the parties relative to the services specified herein and there are no understandings, agreements, conditions, representations, warranties or promises, with respect to this Contract, except those contained in or referred to in this Contract and this Contract supersedes all prior understandings, agreements, courses of conduct, prior dealings among the parties and documentation of any kind without limitation.

F. **AMENDMENTS.** This Contract may be modified or amended, or any of its provisions waived, only by a subsequent written agreement executed by each of the parties. The parties agree that this requirement for written modifications cannot be waived and any attempted waiver shall be void.

G. **CONSTRUCTION AND INTERPRETATION.** Consultant and City agree and acknowledge that the provisions of this Contract have been arrived at through negotiation and that each party has had a full and fair opportunity revise the provisions of this Contract and to have such provisions reviewed by legal counsel. Therefore, any ambiguities in construing or interpreting this Contract shall not be resolved against the drafting party. The titles of the various sections are merely informational and shall not be construed as a substantive portion of this Contract.



H. **WAIVER.** The waiver at any time by any party of any of its rights with respect to a default or other matter arising in connection with this Contract shall not be deemed a wavier with respect to any subsequent default or other matter.

I. **SEVERABILITY.** The invalidity, illegality or unenforceability, of any provision of this Contract shall not render the other provisions invalid, illegal or unenforceable.

J. **NOTICES.** All invoices, payments, notices, demands, requests, comments, or approvals that are required to be given by one party to the other under this Contract shall be in writing and shall be deemed to have been given if delivered personally or enclosed in a properly addressed envelope and deposited in a United States Post Office for delivery by registered or certified mail addressed to the parties (deemed to have been received three (3) business days after deposit in the U.S. Mail) at the following addresses:

City: City of Atascadero
Terrie Banish, Director
Community Services & Promotions Department
6500 Palma Avenue
Atascadero, CA 93422

Consultant: [Name]
[address]
[city, state zip]

Each party may change the address at which it gives notice by giving ten (10) days advance, written notice to the other party.

K. **AUTHORITY TO EXECUTE.** The person or persons executing this Contract on behalf of Consultant warrant and represent that they have the authority to execute this Contract on behalf of their agency and further warrant and represent that they have the authority to bind Consultant to the performance of its obligations hereunder.

AGREED to this _____ day of _____, 2020 by the parties as follows,

Approved as to form: **[Name]**

Counsel for consultant

By: _____
[Name and Title]

Approved as to form: **City of Atascadero**

By: _____
Dave Fleishman, Agency Attorney

By: _____
James R. Lewis, City Manager

City of Atascadero
Firm Name

ITEM NUMBER:
DATE:
ATTACHMENT:

B-2
03/20/24
2



**CERTIFICATE OF COMPLIANCE
WITH LABOR CODE § 3700**

I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and I have complied or will comply with such provisions before commencing the performance of the work of this contract. (Cal. Labor C. §§1860, 1861.)

CONSULTANT

Signature and Title



CONTRACTOR ACKNOWLEDGEMENT OF LABOR CODE REQUIREMENTS

Contractor acknowledges that under California Labor Code sections 1810 and following, 8 hours of labor constitutes a legal day's work. Contractor will forfeit as a penalty to City the sum of \$25.00 for each worker employed in the execution of this Contract by Contractor or any subcontractor for each calendar day during which such worker is required or permitted to work more than 8 hours in any one calendar day and 40 hours in any one calendar week in violation of the provisions of Labor Code section 1810. (Labor Code § 1813.)

Attention is given to the fact that both Federal (Davis-Bacon) and State of California prevailing wage rate requirements apply to this project. Not less than the greater of the Federal Davis-Bacon wage rates or the general prevailing wage rate of per diem wages and the Federal prevailing rates for holiday and overtime must be paid on this project. State of California prevailing wage rates are available online at www.dir.ca.gov/dlsr/pwd/southern.html.

Contractor shall post at the work site, or if there is no regular work site then at its principal office, for the duration of the Contract, a copy of the determination by the Director of the Department of Industrial Relations of the specified prevailing rate of per diem wages. (Labor Code § 1773.2.)

Contractor, and any subcontractor engaged by Contractor, shall pay not less than the specified prevailing rate of per diem wages to all workers employed in the execution of the contract. (labor code § 1774.) Contractor is responsible for compliance with Labor Code section 1776 relative to the retention and inspection of payroll records.

Contractor shall comply with all provisions of Labor Code section 1775. Under section 1775, Contractor may forfeit as a penalty to city up to \$50.00 for each worker employed in the execution of the Contract by Contractor or any subcontractor for each calendar day, or portion thereof, in which the worker is paid less than the prevailing rates. Contractor may also be liable to pay the difference between the prevailing wage rates and the amount paid to each worker for each calendar day, or portion thereof, for which each worker was paid less than the prevailing wage rate.

Nothing in this Contract prevents Contractor or any subcontractor from employing properly registered apprentices in the execution of the contract. Contractor is responsible for compliance with Labor Code section 1777.5 for all apprenticeable occupations. This statute requires that contractors and subcontractors must submit contract award information to the applicable joint apprenticeship committee, must employ apprentices in apprenticeable occupations in a ratio of not less than one hour of apprentice's work for every five hours of labor performed by a journeyman (unless an exception is granted under § 1777.5), must contribute to the fund or funds in each craft or trade or a like amount to the California Apprenticeship Council, and that contractors and subcontractors must not discriminate among otherwise qualified employees as apprentices solely on the ground of sex, race, religion, creed, national origin, ancestry or color. Only apprentices defined in Labor Code sections 3077, who are in training under apprenticeship standards and who have written apprentice contracts, may be employed on public works in apprenticeable occupations.

Consultant

Name and Title

EXHIBIT A
Scope of Work

EXHIBIT B
Compensation and Method of Payment

***TOTAL COST OF CONTRACT NOT TO EXCEED
WITHOUT PRIOR WRITTEN AUTHORIZATION***

\$xx,xxx

EXHIBIT C
Items Provided by City

(insert here)

EXHIBIT D
Location Schedule

(insert here)

EXHIBIT E

Insurance Requirements

The Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, employees, or subconsultants.

Minimum Scope of Insurance. Coverage shall be at least as broad as:

1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).
2. Insurance Services Office form number CA 0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.
4. Errors and Omissions Liability insurance as appropriate to the consultant's profession.

Minimum Limits of Insurance. Consultant shall maintain limits no less than:

1. General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
3. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.
4. Errors and Omissions Liability: \$1,000,000 per occurrence.

Deductibles and Self-Insured Retentions. Any deductibles or self-insured retentions must be declared to and approved by the City. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City, its officers, officials, employees and volunteers; or the Consultant shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Other Insurance Provisions. The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. The City, its officers, officials, employees, agents and volunteers are to be covered as insureds as respects: liability arising out of activities performed by or on behalf of the Consultant; products and completed operations of the Consultant; premises owned, occupied or used by the Consultant; or automobiles owned, leased, hired or borrowed by the Consultant. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, official, employees, agents or volunteers.

Insurance Requirements (continued)

2. For any claims related to this project, the Consultant's insurance coverage shall be primary insurance as respects the City, its officers, officials, employees, agents and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, agents or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. The Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
4. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the City.

Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII.

Verification of Coverage. Consultant shall furnish the City with a certificate of insurance showing maintenance of the required insurance coverage. Original endorsements effecting general liability and automobile liability coverage required by this clause must also be provided. The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. All endorsements are to be received and approved by the City before work commences.

END SAMPLE
CONTRACT

Appendix

Electrical & Landscape Plans covering the Four Different Areas Outlined in RFP:

[Downtown Holiday Lighting Design RFP - Plan Sets](#)

Holiday Lighting Design Ideas for RFP: Note: This Project allows for other creative ideas, this is an example of some of the lighting ideas that may or may not compliment our existing lights.





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

California Mid-State Fair ATBID/City Shared Sponsorship Opportunity

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction on the 2024 California Mid-State Fair shared sponsorship opportunity with the City.

DISCUSSION:

The California Mid-State Fair has provided their annual sponsorship opportunity—similar to the 2023 sponsorship in which ATBID and the City participated—with the exclusion of the bus transportation option. The fair is back to a regular experience including carnival rides, live entertainment, local bands, concerts, contests, awards, food, merchants, and the renowned livestock program.

In the past, the sponsorship has been shared with the City, and this year, like last year, will be the same dollar amount, with the same exclusion of the bus option. At this time, it does not appear the busses will be an option in the future. The hotels can plan for their own shuttles, but the Mid-State Fair will not be able to provide a bus.

The sponsorship will continue to be at the \$7,500 level and provides the opportunity to have the VIP passes/parking, access to sponsor concert reception area, concert and fair admission ticketing program for Visit Atascadero promotions, sponsor tie-in with branded Visit Atascadero glasses for the distilled spirits awards, sponsor tie-in with Visit Atascadero on Fair's Instagram promotion, along with sponsor mention and local business tie-in to the apple pie judging, as well as signage presence and announcements throughout the fair. The ticketing program can be offered this year to hotel employees in addition to City employees with the option to purchase both concert and admission tickets. The City would like to continue sharing this sponsorship expense with the ATBID as it is a program that benefits both tourism and the community.



FISCAL IMPACT:

Up to \$3,750.

ATTACHMENT:

1. Mid-State Fair Sponsorship Proposal 2024
2. Mid-State Fair Final Results 2023

CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447
TOM KEFFURY TK@MIDSTATEFAIR.COM 805-459-5530

SPONSORSHIP DETAILS (not official agreement)

CITY OF ATASCADERO/VISIT ATASCADERO
6500 PALMA AVENUE, ATASCADERO, CA 93422
TERRIE BANISH – (805) 235-2539 – tbanish@atascadero.org

Scope of Work

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

Contractor agrees to:

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than JUNE 1, 2024**.
- 2.) Term of this agreement is **JAN 1, 2024 – DEC 31, 2024**.
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

In exchange for the above, State agrees to provide the Contractor with the following:

- 1.) Advertising & Exposure
 - a. Business Listing in Official Daily Schedule.
 - b. Business Logo/Link on CMSF Website (www.midstatefair.com).
 - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
 - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
 - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
 - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
 - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
 - d. **Access** to our outdoor Sponsor Reception Area, which features light appetizers, complimentary water/soda, and a full no-host bar (concert ticket required).
 - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
 - a. Contractor to be sponsor of **Apple Pie Baking Contest** taking place THU 7/25/24 and as such shall receive: Name/logo on all marketing and promotional materials... Name/logo on print ads purchased in Atascadero News & PR Press... Opportunity to have up to five (5) celebrity judges of the contest... Press release before the contest... Photo opportunity after the contest.
 - b. Contractor to be sponsor of **Get Crafty Awards & Tasting** taking place on SUN 7/21/24 and as such shall receive: Name/logo on all marketing and promotional materials... Custom plastic glasses to be used at event... and opportunity to have one (1) celebrity judge at event.



**THURSDAY, AUGUST 3, 2023
FOR IMMEDIATE RELEASE**

FUN TIMES AT THE 2023 CALIFORNIA MID-STATE FAIR!

PASO ROBLES (CA) – The 77th annual California Mid-State Fair returned for 12 full days of fun July 19-30 with a theme of “Shake, Rattle & Roll!” In addition to the usual attractions of 4-H and FFA Exhibitors, Carnival Rides & Games, Exhibits, Food, Shopping and Live Music... the Fair was also highlighted by the return of the popular dance area, La Cantina, and Barnyard Races!

CEO Colleen Bojorquez said, “On behalf of the Staff and the Board of Directors, we are delighted with the results of the 2023 California Mid-State Fair. The support from the community to celebrate the traditions of San Luis Obispo County and to see the staff’s hard work is truly inspiring. We couldn’t do it without you.”

LIVESTOCK AUCTIONS

Revenue from the 2023 livestock auctions raised 2,689,519 on 770 animals (unofficial). Of that, \$672,000 came from the Replacement Heifer Sale and \$2,017,519 came from the Junior Livestock Auction, an increase over last year. Add-ons close August 6, so auction totals will increase after August 7. The new Small Animal Auction brought in \$7,737.

MICHELOB ULTRA CONCERT SERIES

Concerts in the Chumash Main Grandstand saw just over 91,000 guests attending performances, an increase of a couple thousand ticket buyers over last year’s total. This year, the biggest attractions were a sold-out Luke Bryan concert, Pitbull, Tim McGraw, Nelly, and Los Tucanes de Tijuana.

INDUSTRIAL ARTS AUCTION

This year’s auction brought in a stunning \$225,550 – on 61 projects – an increase of \$34,000 over last year, the most ever raised in a single-year! Thanks to the generous support from the community, over \$1.1 million has been brought in since the auction began over 23 years ago.

OVERALL ATTENDANCE

Total overall attendance topped 334,000 (unofficial) which was a 0.5% increase over last year’s Fair. While official ticket counts will take several weeks to calculate, the Fair wishes to sincerely thank all those who participated in, and/or attended the 2023 Fair!

CARNIVAL

Helm and Sons Amusements, Inc. of Colton, California generated \$1,670,000 in total revenue, a 4% increase from 2022... and that included a completely FREE day of rides, on Opening Day!



EXHIBITS

There were 7,673 entries between both adult and youth which was up once again from last year's 6,206. Also, the number of exhibitors between adult and youth grew this year (1,018) from last year (958).

CONCESSIONS

Slightly over 50 food and beverage (non-alcoholic) vendors reported gross revenues of just over \$3 million dollars.

SPONSORSHIPS

The Fair once again received generous support from businesses and individuals in the form of corporate sponsorships. Over 95 total sponsors gave over \$1.3 million dollars in cash and in-kind donations.

CENTRAL COAST WINE COMPETITION

The Central Coast Wine Competition named Peachy Canyon Winery as the 2023 Winery of the Year. The Paso Robles winery had 17 entries placed this year with one best of class award, one double gold, nine golds, six silvers and one bronze. This is the first Winery of the Year honor for them. Other winners:

- Best of Show/Best of White – Lucas & Lewellen, Buellton, CA, 2022 Viognier
- Best Dessert – Glunz Family Winery & Cellars, Paso Robles, CA, Mission Angelica
- Best Red – Pear Valley, Paso Robles, CA, 2019 Merlot
- Best Rosé – Villa San-Juliette, San Miguel, CA, 2022 Rosé Reserve
- Best Sparkling – Broken Earth, Paso Robles, CA, 2018 Sotto Voce

CALIFORNIA CRAFT SPIRITS COMPETITION

Two divisions, one for spirits made in California and the second for spirits made outside of California. Each has 64 classes available.

- Best of Show/Best of Class Whiskey – KROBAR, San Luis Obispo, CA, Single Malt Whiskey
- Best of Class Liqueurs – Bethel Rd. Distillery, Templeton, CA, Nut Liqueur
- Best of Class Gin – KROBAR, San Luis Obispo, CA, Contemporary Gin
- Best of Class Vermouth – Rockwell Vermouth Company, Santa Rosa, CA, Vermouth
- Best of Class Moonshine - The Mob Museum, Las Vegas, NV, Moonshine

SAN LUIS OBISPO COUNTY WINE INDUSTRY AWARDS

- Wine Industry Person of the Year Mike Sinor, founder/co-founder, Sinor-LaVallee Wine Co. & Ancient Peaks Winery
- Wine Grape Grower of the Year Erin Amaral, vineyard manager, Pacific Coast Farming
- Winemaker of the Year Matt Trevisan, owner and winemaker, Linne Calodo
- Lifetime Achievement Award: Linda Cooks, Wine and Liquor Manager, Albertsons Paso Robles

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446

MAILING: PO Box 8, Paso Robles, CA 93447

www.midstatefair.com



AGRICULTURE AWARDS

- George Donati, Agriculturalist of the Year;
- Suze Evenson, CattleWoman of the Year; and
- Mike Massey, Cattleman of the Year

COUNTRY RODEO FINALS WINNERS

The Country Rodeo Finals All-Around Cowboy was Cody Mora. Other winners:

- TEAM PENNING
 - Quinn Tannehill, Misty Tartaglia, Janalee Johnsen
- BARRELS
 - Kathryn Varian
- RANCH ROPE & BRAND
 - Franky Martinez, Danny Leslie, Colter Negranti, Francisco Cruz
- MIXED RIBBON ROPING
 - Colter Negranti, Brittany Kelly
- MATCH ROPING
 - Dugan Kelly, Danny Leslie
- DOUBLE MUGGING
 - Tristan Schmidt, Edgar Machado
- LADIES BREAKAWAY ROPING
 - Becca Mora

MISS CALIFORNIA MID-STATE FAIR

The California Mid-State Fair announced that 20-year-old Kerrigan Jensen, of Santa Margarita, had been crowned the 2023 Miss California Mid-State Fair Queen. 18-year-old Jenna Wilshusen of Paso Robles was the 1st Runner Up and 17-year-old Natalie Boyd of Paso Robles was 2nd Runner Up.

PANCAKE BREAKFAST

The Annual Free Pancake Breakfast, hosted by the California Mid-State Fair and the Paso Robles Main Street Association, served 1,500 people breakfast, up from 750 last year! Community members loved the train and horse rides around the park after eating a delicious meal in the park. Thank you to the downtown local businesses who handed out breakfast tickets, the vendors, and volunteers!

The 2024 California Mid-State Fair runs July 17-28, 2024.

For more information, please contact publicity@midstatefair.com

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446
MAILING: PO Box 8, Paso Robles, CA 93447
www.midstatefair.com



***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 January 2024. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date through March 14, 2024.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 23-24)
2. ATBID Summary 23-24
3. Tourism Report – Transient Occupancy Tax Revenues (3.14.24)

expdetl.rpt
 03/14/2024 10:45AM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/20/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 01/31/2024

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
0000.6052053 Letterhead/Envelopes	0.00	0.00	0.00	0.00	0.00	0.00
1/31/2024 je GJ JE24 01-05		80.62				
Line Description: Supplies Allocation - Jan 2024						
0000.6052053 Letterhead/Envelopes	0.00	80.62	80.62	0.00	-80.62	0.00
Total Office Expense	250.00	80.62	80.62	0.00	169.38	32.25
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						

expdetl.rpt
 03/14/2024 10:45AM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE: 03/20/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 01/31/2024

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)					
8/1/2023 ap IN 15827 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463		84.95				
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		664.11				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-664.11		
9/4/2023 ap IN 15980 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175856		189.95				
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		10,142.01				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-10,142.01		
10/1/2023 ap IN 16127 Line Description: SECURE WEB HOSTING, WEBSITE MAI Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001		469.95				

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CITY OF ATASCADERO
 07/01/2023 through 01/31/2024

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 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27		0.00		
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		0.00		
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82		0.00		
11/30/2023 po LI 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		0.00		
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		10,483.49		0.00		

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0000.6077025 Digital Media Advertising	(Continued)					
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,483.49		
1/4/2024 ap IN 16607 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176856		49.95				
1/31/2024 ap IN 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177350		5,228.52				
1/31/2024 po LI 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,228.52		
0000.6077025 Digital Media Advertising	0.00	50,863.07	50,863.07	60,081.58	-110,944.65	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				
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				
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				
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460				-4,170.11		
11/1/2023 ap IN 14462 Line Description: SOJERN CO-OP Vendor: 00406 VISIT SLO CAL Check # 177238		17,000.00				

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0000.6077060 Advertising	(Continued)					
11/30/2023 ap IN 11578		5,876.47				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176712						
11/30/2023 po LI 11578				-5,876.47		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 176712						
1/26/2024 je GJ JE24 01-10		1,600.00				
Line Description: Reclass-2023 IPW Registration						
0000.6077060 Advertising	0.00	38,648.22	38,648.22	3,701.78	-42,350.00	0.00
Total Advertising	175,000.00	89,511.29	89,511.29	63,783.36	21,705.35	87.60
0000.6400000 Operating Supplies						
0000.6402040 Food for Events / Meetings	0.00	0.00	0.00	0.00	0.00	0.00
1/26/2024 ap IN 14503		1,600.00				
Line Description: 2023 IPW REGISTRATION						
Vendor: 00406 VISIT SLO CAL Check # 177224						
1/26/2024 je GJ JE24 01-10		-1,600.00				
Line Description: Reclass-2023 IPW Registration						
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						

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0000.6501125 Promotions Consultants	(Continued)					
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		9,465.00		0.00		
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,465.00		
7/31/2023 ap IN 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		330.00		0.00		
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		0.00		
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		0.00		

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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)					
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	
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	

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0000.6501125 Promotions Consultants	(Continued)					
1/31/2024 ap IN 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177350		8,085.00				
1/31/2024 po LI 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,085.00		
0000.6501125 Promotions Consultants	0.00	65,400.00	65,400.00	24,600.00	-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				
8/1/2023 je GJ JE24 08-12 Line Description: ATBID Admin Service Fee-August		2,291.67				
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				
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				
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				

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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>
0000.6509032 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		
12/12/2023 ap IN 12122023 Line Description: AT HER TABLE 2024 EVENT Vendor: 09315 ECOLOGISTICS, INC. Check # 176644		7,500.00				
1/23/2024 ap IN 1154 Line Description: 2024 BOVINE CLASSIC GRAVEL RID Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 177440		10,000.00		0.00		
0000.6509032 Additional Promotional Services	0.00	65,000.00	65,000.00	0.00	-65,000.00	0.00

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Total Contract Services		144,149.98	144,149.98			
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6605010 Local Chapter Dues	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 ap IN 2055		475.00				
Line Description: MEMBERSHIP RENEWAL						
Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320						
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
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	234,216.89	234,216.89	88,383.36	37,289.75	89.64
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	234,216.89	234,216.89	88,383.36	97,289.75	76.83
Grand Total	419,890.00	234,216.89	234,216.89	88,383.36	97,289.75	76.83

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 01/31/2024	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 232,320	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	158	-
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>232,479</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	81	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	87,911	175,000
6400000 Operating Supplies	-	-	-	-	-	1,600	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	146,442	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	2,325	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>238,833</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	144,311	(6,354)	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>\$ 662,067</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 2024	\$ 20,000
Cider Festival Sponsoship	7,500
Garagiste Events	15,000
Spartan Race Co-Sponsorship	5,000
At Her Table Sponsorship	7,500
Bovine Classic	10,000
Destination Marketing Services	65,400
Administrative Services Fee	16,042
	<u>\$ 146,442</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	\$ 489,719.05	\$ -	\$ -	\$ 1,157,734.12

* 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.