



## **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](mailto:cityclerk@atascadero.org). Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 12:00 p.m. the day of the meeting. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

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

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID Advisory Board agendas and minutes may be viewed on the City's website:

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

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts 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

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### AGENDA

Wednesday, April 17, 2024, at 2:30 P.M.  
Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California

#### CALL TO ORDER:

**ROLL CALL:** Chairperson Patricia Harden, SpringHill Suites by Marriott  
Vice Chairperson Corina Ketchum, Home2 Suites by Hilton  
Board Member Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express & Suites  
Board Member Vacancy

**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. CONSENT CALENDAR:

##### 1. ATBID Board Draft Action Minutes – March 20, 2024

- Recommendation: ATBID Advisory Board approve the March 20, 2024, Regular Meeting Draft Action Minutes. [City Staff]

#### B. BUSINESS ITEMS:

##### 1. Marketing Services Contract Renewal

- Fiscal Impact: Estimated \$245,000 annually based on scope of work proposal.
- Recommendation: ATBID Advisory Board:
  1. Review proposed Marketing Scope of Work.
  2. Provide staff direction for the one-year contract extension (4 out of 4 one-year extensions) for Verdin Marketing Services in the 2024-2025 fiscal year. [Verdin Marketing]

##### 2. Visit SLO CAL Co-op Opportunities for 2024-2025

- Fiscal Impact: Up to \$27,750.
- Recommendation: ATBID Advisory Board review and provide staff direction on the 2024-2025 SLO CAL Co-op opportunities. [SLO CAL/ Verdin]

##### 3. Quarterly Marketing Report

- Fiscal Impact: None
- Recommendation: ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2024. [Verdin Marketing]

##### 4. Budget Overview and Monthly Report

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

**C. UPDATES:**

1. Visit SLO CAL Board and Marketing Committee Updates. [Visit SLO CAL/Marketing Committee liaisons]
2. Marketing Update. [Verdin Marketing]
3. City Business and Administrative Update. [City Manager's Office]

**D. BOARD MEMBER COMMENTS:**

**E. FUTURE AGENDA ITEMS:** (This section is set aside for open discussion on future agenda items):

1. Central Coast Cider Festival Event Update. (May)
2. 2024-2025 ATBID Annual Assessment. (May)

**F. ADJOURNMENT:**



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

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# DRAFT MINUTES

Wednesday, March 20, 2024, at 2:30 P.M.

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

**CALL TO ORDER:**

Chairperson Harden called the meeting to order at 2:36 P.M.

**ROLL CALL:**

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

Vacant: One vacancy

Absent: None

Staff Present: City Manager James R. Lewis, Community Services & Promotions Director Terrie Banish, and Administrative Assistant/Deputy City Clerk Dillon James

**APPROVAL OF AGENDA:**

**MOTION BY:** Sohi  
**SECOND BY:** Ketchum

**1. Approve this agenda.**

AYES (4): O'Malley, Sohi, Ketchum, and Harden  
VACANT (1)

***Passed 4-0***

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

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

The following citizens provided public comment: None.

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

**A. CONSENT CALENDAR**

**1. ATBID Advisory Board Draft Action Minutes – February 28, 2024**

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

**MOTION BY:** Sohi  
**SECOND BY:** Ketchum

**1. Approve consent calendar.**

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

***Passed 3-0***

**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]

Stewart Stemhead with the Garagiste Festival presented this item and answered questions from the Advisory Board. The Advisory Board expressed support for the festival's continued success, and Mr. Stemhead noted that they were looking for larger facilities to accommodate larger crowds, including Charles Paddock Zoo and Pavilion on the Lake facilities.

**PUBLIC COMMENT:**

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

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

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

**MOTION BY:** O'Malley  
**SECOND BY:** Ketchum

**1. Approve Garagiste Festival 2024 sponsorship renewal request in the amount of \$7,500.**

AYES (4): O'Malley, Sohi, Ketchum, and Harden  
VACANT (1)

***Passed 4-0***

**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]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. City Manager James R. Lewis also answered questions from the Advisory Board. The Advisory Board was interested in supporting this endeavor and sought to extend the lighting event through the Martin Luther King Jr. holiday weekend to allow even more tourism opportunities. City staff agreed to investigate possible extensions to the proposed lighting contract.

**PUBLIC COMMENT:**

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

The following citizens provided public comment on this item: Jessica Sohi.

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

**MOTION BY:** O'Malley  
**SECOND BY:** Ketchum

**1. Approve sponsorship request for the 2024-2025 "Garden Lights & Winter Nights" event in the amount of \$10,000.**

AYES (4): O'Malley, Sohi, Ketchum, and Harden  
VACANT (1)

***Passed 4-0***

**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]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. Among other discussion items, Director Banish confirmed that bussing opportunities are no longer available to Atascadero lodging properties and that such transportation would need to be arranged outside of official Mid-State Fair channels.

**PUBLIC COMMENT:**

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

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

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

**MOTION BY:** Sohi  
**SECOND BY:** Ketchum

**1. Approve 2024 California Mid-State Fair sponsorship opportunity in the amount of \$3,750.**

AYES (4): O'Malley, Sohi, Ketchum, and Harden  
VACANT (1)

***Passed 4-0***

Board Member O'Malley left the meeting at 3:17 P.M.

**4. Budget Overview and Monthly Report**

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

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

**PUBLIC COMMENT:**

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

The following citizens provided public comment on this item:

***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]

Director Banish presented Update #3 before Update #2.

**D. BOARD MEMBER COMMENTS:**

Board Member Sohi questioned En Fuego’s marketing of that weekend’s Beer Festival, reported positive feedback from the Mission Prep job fair, and requested that City staff research the possibility of holding minor sports festivals/tournaments at City park facilities to further encourage tourism.

**E. 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**

Chairperson Harden adjourned the meeting at 3:35 P.M.

**MINUTES PREPARED BY:**

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Dillon James  
Deputy City Clerk

**APPROVED:**



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

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### **Staff Report**

#### **Marketing Services Contract Renewal**

#### **RECOMMENDATION:**

ATBID Advisory Board:

1. Review proposed Marketing Scope of Work.
2. Provide staff direction for the one-year contract extension (4 out of 4 one-year extensions) for Verdin Marketing Services in the 2024-2025 fiscal year.

#### **DISCUSSION:**

The ATBID Advisory Board appointed Verdin Marketing in 2015 for ATBID marketing services. These services include varied activities within the areas of creative development, media hard costs, planning and placement, social media, e-newsletter, contest management, public relations, web updates, and strategy and project management. The ATBID Board went out to RFP (Request for Proposal) at the end of 2020 towards the end of the five-year contract and a new contract was awarded to Verdin Marketing Services. The current contract timeline is 3/10/20-6/30/21, with the third one-year extension in place that expires 6/30/24.

The contract provides the option of up to four one-year extensions after the main contract timeline expires for up to five years. The ATBID Board has the opportunity to renew the contract for up to five years without going out to RFP.

Looking back at the 2023-2024 fiscal year, Verdin has continued to successfully implement the marketing plan every year and this continued investment in promoting our area has continued to produce successful results across the website, our social media platforms, as well as with the many SLO CAL co-op programs that have been put in place. Verdin has continued to work on creative new campaigns based on the local artisan culture, which has made the "All In" campaign so successful. In addition, Verdin continues to utilize strategic advertising methods to entice targeted visitors to Atascadero, provide added support coordinating social media and electronic communications for selected event partnerships, provide support related to updating and informing the ATBID Board about SLO CAL Marketing efforts, as well as pursuing co-op and reactive SLO CAL opportunities offered like the implementation of Pinterest to our social media platform.

Following is a recap of the current contract timeline and one-year extension:

**Verdin Contract:**

**Year 1:**

Contract End Date March 10, 2021: \$274,667.00  
 (3/10/2020-6/30/21; approx. 15 month)

**Year 1 Actual:** \$122,877.58

**Contract Amendment #1 Budget:** \$206,000

July 1, 2021-June 30, 2022

Contract Amendment #1 \$181,500

Plus two out of scope projects under ATBID budget \$ 10,452

**Year 2 Actual** \$191,952

**Contract Amendment #2 Budget:** \$206,000

July 1, 2022-June 30, 2023

Contract Amendment #2 Actual \$205,993

(Plus added value – no charge \$2,985 )

Plus two out of scope projects under ATBID budget \$ 13,000

**Year 3 Actual** \$218,993

**Contract Amendment #3 Budget:** \$220,000

July 1, 2023-June 30, 2024

Contract Amendment #3 Actual \$219,995

(Plus added value – no charge \$4,485)

Plus out of scope projects under ATBID budget \$7,000

**Year 4 Actual** \$226,995

**Contract Amendment #4 (Year 5 Budget proposal)** \$245,000

A presentation will be provided at the meeting reviewing the new Scope of Work for 2024/2025 fiscal year and the proposed budget.

**FISCAL IMPACT (GL Varied):**

Estimated \$245,000 annually based on scope of work proposal.

**ATTACHMENTS:**

1. Visit Atascadero Marketing Budget 2023-2024
2. Visit Atascadero Marketing Budget 2024-2025
3. ATBID Scope of Work 2024-2025

# Marketing Budget

Visit Atascadero | Budget: \$220,000

ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-1  
4/17/24  
1



## Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$22,000	\$1,800	\$2,190	\$1,770	\$1,995	\$1,800	\$1,485	\$2,070	\$1,801	\$1,845	\$1,800	\$1,800	\$1,644	\$22,000	\$0
Marketing Plan	\$5,000	\$1,928	\$645	\$2,422	-	-	-	-	-	-	-	-	-	\$4,994	\$6
Creative Development	\$36,000	\$2,183	\$2,520	\$2,340	\$8,066	\$2,453	\$2,933	\$1,965	\$4,725	\$4,086	\$2,000	\$2,000	\$731	\$36,000	\$0
Photo/Video Asset Development	\$10,000	-	-	-	\$8,126	-	\$1,875	-	-	-	-	-	-	\$10,001	-\$1
Website Blog and Updates	\$4,500	\$210	\$240		\$495	\$120		\$765	\$180	\$360	\$885	\$360	\$885	\$4,500	\$0
Social Media	\$21,500	\$1,800	\$1,800	\$1,770	\$1,860	\$1,815	\$1,860	\$1,780	\$1,825	\$1,795	\$1,800	\$1,800	\$1,595	\$21,500	\$0
Email Marketing	\$12,000	\$1,021	\$996	\$981	\$996	\$996	\$1,010	\$980	\$1,290	\$994	\$1,000	\$1,000	\$735	\$12,000	\$0
Public Relations	\$5,000	\$120	\$225	\$405	\$315	\$300	\$195	\$285	\$525	\$480		\$2,150	-	\$5,000	\$0
Media Planning	\$4,000	\$600	\$375	\$150	\$465	\$315	\$285	\$450	\$480	\$360	\$200	\$170	\$150	\$4,000	\$0
Media Buy	\$100,000	\$575	\$493	\$9,949	\$10,320	\$15,136	\$8,423	\$4,898	\$11,016	\$10,889	\$11,500	\$11,500	\$5,300	\$100,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$220,000	\$10,236	\$9,484	\$19,787	\$32,638	\$22,935	\$18,066	\$13,193	\$21,842	\$20,809	\$19,185	\$20,780	\$11,040	\$219,995	
Added Value		\$510	\$0	\$30	\$1,650	\$0	\$0	\$300	\$870	\$1,125				\$4,485	

## Out of Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Santa Margarita Web Updates	\$2,000	\$330			\$1,665									\$1,995	\$5
Denver Activation	\$2,000			\$657	\$1,301									\$1,957	\$43
Spartan Swag	\$1,500				\$1,205									\$1,205	\$295
Beer Fest Swag	\$1,843									\$1,843				\$1,843	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$7,343	\$330	\$0	\$657	\$4,170	\$0	\$0	\$0	\$0	\$1,843	\$0	\$0	\$0	\$7,000	
Added Value														\$0	

# Marketing Budget

Visit Atascadero | Budget: \$247,000

ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-1  
4/17/24  
2



## Detailed Spending

	Budget	Proj. Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$24,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$0
Creative Development	\$40,000	\$3,350	\$3,350	\$3,350	\$3,350	\$3,300	\$3,300	\$3,300	\$3,350	\$3,350	\$3,350	\$3,350	\$3,300	\$40,000	\$0
Photo/Video Asset Development	\$15,000	-	-	-	\$10,000	-	\$5,000	-	-	-	-	-	-	\$15,000	\$0
Website Blog and Updates	\$12,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Social Media	\$23,600	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,820	\$23,600	\$0
Email Marketing	\$14,400	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400	\$0
Public Relations	\$8,000	\$625	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$625	\$8,000	\$0
Media Planning	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$0
Media Buy	\$104,000	\$1,000	\$2,500	\$12,000	\$12,000	\$12,000	\$8,000	\$7,000	\$12,000	\$12,000	\$12,000	\$10,000	\$3,500	\$104,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$247,000	\$11,655	\$13,205	\$22,705	\$32,705	\$22,655	\$23,655	\$17,655	\$22,705	\$22,705	\$22,705	\$20,705	\$13,945	\$247,000	
Added Value														\$0	

April 11, 2024  
Visit Atascadero

# Scope of Work

## Scope Statement

To develop and deploy marketing strategies based on set goals by Visit Atascadero (ATBID). Below is a general breakdown of the budget and marketing services for a twelve-month partnership.

## Deliverables

### **CREATIVE DEVELOPMENT: \$55,000**

Verdin will develop marketing campaigns targeting behavioral demographics to showcase Atascadero's key experiences as well as create new assets through photography and video.

Estimate includes:

- Concept creation and copywriting
- Design of all advertising based on approved media plan (TBD)
- Storyboards, visual direction, and logistics
- All final photography and video assets

### **MEDIA HARD COSTS, PLANNING & PLACEMENT: \$110,000**

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through June 2025
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs

### **SOCIAL MEDIA AND E-NEWSLETTER: \$38,000**

Verdin will manage ATBID's Facebook, Instagram, Pinterest, monthly e-newsletter, and promotions.

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images
- Scheduling, monitoring, and responding
- Monthly subscription cost for Mail Chimp

**PUBLIC RELATIONS: \$8,000**

This will consist of content submissions, pitching, and FAM coordination with Visit SLO CAL, CCTC, and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL, CCTC, and Visit California PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL when appropriate
- Hosting select influencers and journalists

**WEBSITE UPDATES: \$12,000**

Verdin will update the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation

**STRATEGY, MEETINGS & PROJECT MANAGEMENT: \$24,000**

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Development of Marketing Plan
- Research, strategy, consulting, and project management
- Monthly meetings and quarterly reporting
- Monthly Visit SLO CAL Marketing Committee report
- The staff report for Visit SLO CAL opportunities that require board approval

**TOTAL: \$247,000**

## Professional Services

Verdin will perform the following services to complete the above scope during the agreement timeframe:

- Account management, strategy, and coordination
- Research
- Copywriting
- Creative direction and graphic design

## Unanticipated Services

If an unanticipated need arises that is not defined in this scope, Verdin agrees to perform this additional work at a mutually agreed-upon price. This service will be priced through a separate scope change memo.

## Price Guarantee

If you ever receive an invoice without authorizing the price agreement and scope of work first, you are not obligated to pay for that service.

The above deliverables will be billed monthly for work done the prior month. The contract timeframe is July 1, 2024 – June 30, 2025, and will not exceed \$247,000.

If you agree that the above adequately sets forth Visit Atascadero’s understanding of our mutual responsibilities, please authorize this Agreement and return it to our office. A copy will be provided for your records.

We would like to take this opportunity to express our appreciation for the opportunity to serve you.

Approved by: Ashlee Akers, Chief Strategy Officer

Date: April 11, 2024

Client: Terrie Banish, Deputy City Manager

Date:



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

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**Staff Report**

**Visit SLO CAL Co-op Opportunities for 2024-2025**

**RECOMMENDATION:**

ATBID Advisory Board review and provide staff direction on the 2024-2025 Visit SLO CAL Co-op opportunities.

**DISCUSSION:**

Visit SLO CAL's intention for cooperative marketing is to provide unique opportunities for destination partners and tourism businesses to ride the coattails of Visit SLO CAL investment across paid, owned, and earned channels, and amplify their voices within its House of Brands programming. Visit Atascadero is a proud member of Visit SLO CAL. City staff encourages the ATBID Advisory Board to review and endorse co-op opportunities with Visit SLO CAL whenever they are available and mutually beneficial.

Following is a snapshot of the co-op marketing opportunities available to the ATBID Advisory Board as the calendar nears the 2024-2025 fiscal year: Asset Renewal FY 25, Sojern Co-op, Spartan Co-op FY 25, Unpacking Co-op FY 25.

**FISCAL IMPACT:**

Up to \$27,750.

**ATTACHMENT:**

1. Asset Renewal FY 25
2. Sojern Co-op
3. Spartan Co-op FY 25
4. Unpacking Co-op FY 25



**APRIL 7, 2024**

## House of Brand Assets Co-op

Visit SLO CAL is offering an 18-month renewal of House of Brands video and photography assets for use across CTV, Digital, Paid Social and Out of Home. Renewed assets will be deployed across the Visit SLO CAL paid media campaign through the end of FY25.

### Assets

- Photography – usage of all photography assets in the above categories
- Video – usage of video assets in the above categories
- Talent renewal including on-camera talent and VO

### Investment Levels

- \$7,750

All funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**APRIL 7, 2024**

## Sojern Co-op

Visit SLO CAL is offering a matching funds co-op with Sojern through a customized co-op that enables 100% match from Visit SLO CAL and Sojern in a digital advertising campaign set to specifically meet your goals.

Investment Level: \$5,000 or \$10,000

### Assets

#### Media

- House of Brands display, native and/or video
- Media mix depends on budget level

### Reporting

- Performance data in online client platform
- Economic impact reporting

### User Experience

- House of Brands featuring destination served based on Sojern targeting parameters with click through to destination partner website
- All participants must feature Community of SLO CAL logo lockup prominently on campaign landing page
- Option to direct traffic to destination landing page on SLOCAL.com

### Invest Choice

- \$5,000 receives \$5,000 VSC match and \$5,000 Sojern match, 2 products for 3 months
- \$10,000 receives \$10,000 VSC match and \$10,000 Sojern match, 3 products for 6 months

All funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Participation Level: \$5,000 \_\_\_\_\_ \$10,000 \_\_\_\_\_



**APRIL 7, 2024**

## Spartan Co-op

Visit SLO CAL will be sponsoring the Spartan Race with a co-op option.

### Assets

Three Dedicated Social Posts

- Facebook
- Instagram/Twitter

### Email Marketing

- Two destination marketing focused emails to Spartan regional database
- Two emails to racers registered for the event

### Travel Guide

- 2 pages of content to share with all attendees

### Logo Placement

- Event page
- Race day program
- Pre & post-race emails from Spartan

### Activation

- At race with Visit SLO CAL and other participating destinations

Investment Level: \$5,000

All funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

ITEM NUMBER: B-2  
DATE: 4/17/24  
ATTACHMENT: 3



**APRIL 7, 2024**

## Unpacking Episode Inclusion Co-op

Visit SLO CAL is offering an opportunity to be included in the SLO CAL Unpacking content series distributed across paid, owned and earned programming as well as influencer posts. Inclusion and influence on product/experiences to be featured in each feature.

Investment Level: \$10,000\*

\*Additional access to influencer posts and exposure based on pre-negotiated rates.

### Assets

#### Media

- Paid social and programmatic – Digital Video, Display, Paid social channels
- Premium placement TBD

#### Video

- Long-form video
- :30 cut-down destination specific
- :15 teaser destination specific
- 5 still images
- Asset usage across digital, owned, social and programmatic channels for a minimum of two years

All funds will be billed through Visit SLO CAL. Please sign below if you are interested in participating.

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Participation Level: \$5,000 \_\_\_\_\_ \$10,000 \_\_\_\_\_



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

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### **Staff Report**

#### **Quarterly Marketing Report**

#### **RECOMMENDATION:**

ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2024.

#### **DISCUSSION:**

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

Quarter 3 (January – March 2024) shows stat summary of the success of the Winter/Spring campaign. Atascadero continues to see strong success with the new Google Max tactic, as well as on social media. Verdin and City staff has decided to optimize tactics and pull the programmatic display to feature a stronger Google search campaign that will enhance performance. Social media engagement was strong within Facebook and dropped slightly with Instagram, so Verdin and City staff is finetuning the social media posting schedule to see if that will improve results.

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

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENT:**

1. ATBID Stat Summary – Q3 FY24

April 11, 2024  
 Visit Atascadero

# Quarter 3 Stat Report

## Summary of Performance Paid Media

During the third quarter, Visit Atascadero ran a combination of paid media tactics, including Programmatic placement, Google Performance Max (GPM), and Social Media advertising. Programmatic tactics, which included PreRoll, Display, CTV, and Streaming Audio, performed well with close to 500,000 impressions combined. PreRoll and Display ran in January while CTV and Streaming Audio ran in February and March. CTV is a consistent performer and met our benchmark VCR with over 97%. Even with the shorter flight for PreRoll, it still surpassed the benchmark for VCR and CTR. Typically a good campaign for Pre-roll is around 0.20% CTR and this was much higher, indicating that our target audience was engaged with the ads. Streaming Audio remained consistent with similar positive results as the previous quarter.

GPM had four times the impressions as the previous quarter and increased in every other metric. The GPM campaign performed well, with a 2.12% CTR. However, we are seeing a slight shift in visitor quality which is compromising our time on site. We recommend moving a portion of the budget to other platforms that can enable us to monitor and adjust what sites the ads are on and improve the quality of clicks.

The social campaigns performed well and met Meta benchmarks. The boosted posts had a higher CTR than the social ad (FB & IG), but the social ad had almost double the impressions of the boosted posts. Overall, these tactics worked well together and met performance goals. Pinterest started this quarter and finished with more than 360,000 impressions and almost 2,000 pin clicks. We have optimized this campaign with the goal of increasing the CTR and suggest including more than one creative for the Pinterest campaign.

On the owned side, we saw great results across the board. We rolled out our new branding in email marketing and saw a great response with high open and click rates. Both exceeded industry standards. On social media we saw an increase in followers and success from our Instagram giveaway post. The post required people to follow our Instagram account, like the post, and tag two friends. This led to 3,209 impressions and 825 engagements. This quarter, we had less Localhood stories published which is why there appears to be a decrease in story views, but there was an increase in interaction, click through rate and completion rate which shows people were engaged in the content we were deploying.

Channel	Creative	Impressions	Clicks	CTR	VCR
Programmatic PreRoll Video	All in Atascadero	59,014	418	0.71%	83.37%
Programmatic Display	All in Atascadero	92,390	87	.09%	N/A

CTV	All in Atascadero	238,712	N/A	N/A	97.57%
Streaming Audio	All in Atascadero	87,578	77	.09%	36.49%
Google Performance Max	All in Atascadero	4,963,997	105,421	2.12%	N/A
Pinterest	All in Atascadero	366,691	1,199	0.33%	2.7%
Social Media (FB/IG)	All in Atascadero	685,155	5,854	0.85%	1.87%
Social Boosted Posts	Multiple	345,999	5,576	1.61%	3.38%

*Total Campaign Summary:*

- Impressions: 6,839,536
- Clicks: 118,632
- Avg. CTR: 1.7%
- GPMax Conversions Total: 5,275
  - Event Details: 29
  - Mailing Lists: 16
  - Book Now: 5,230

**Owned Media**

*Email Marketing Campaign Results:*

Verdin developed and deployed three monthly e-newsletters in Q3. They included themed content by trending topics within the industry, local events and happenings, and a call to book your stay in Atascadero. Below are the results:

**January:**

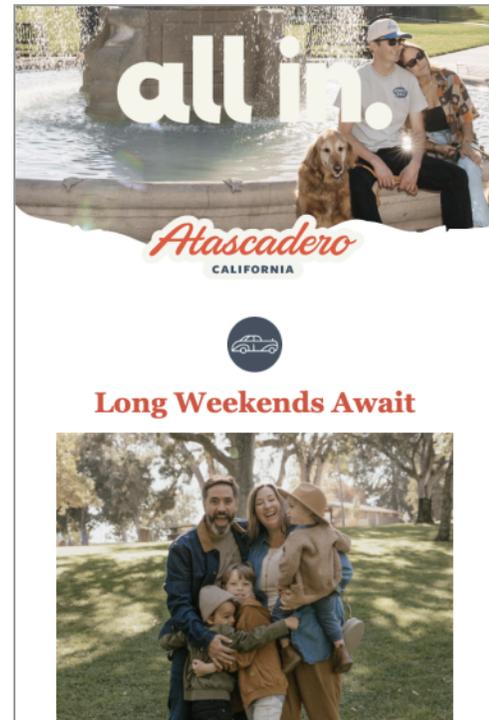
- Open rate: 49.4%
- Click rate: 8.7%
- Total clicks: 625

**February:**

- Open rate: 48.9%
- Click rate: 4.1%
- Total clicks: 202

**March:**

- Open rate: 51.9%
- Click rate: 5.1%
- Total clicks: 263



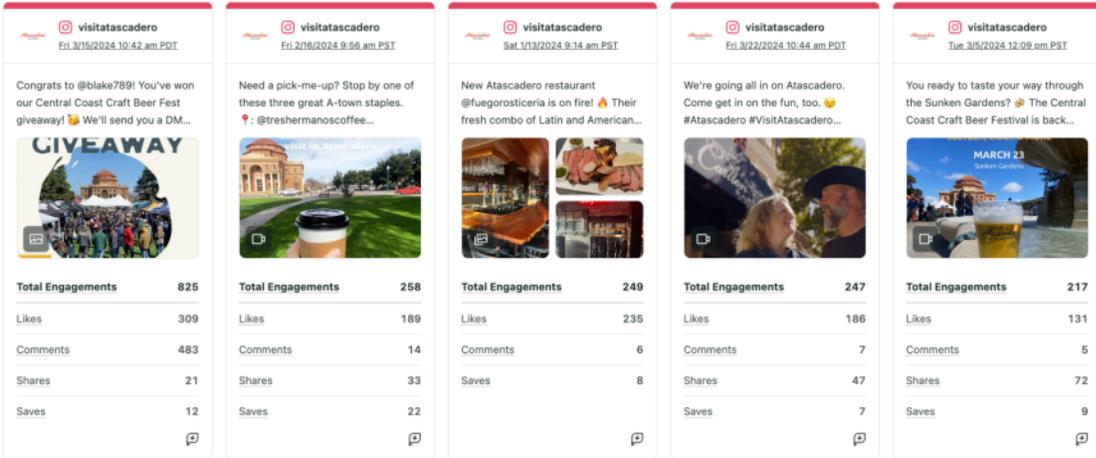
Social Media Results:

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
<b>Reporting Period</b>	8,313	76	7,354	44	48	896,396	41,786	853,262	15,954	10,819
Jan 1, 2024 – Mar 31, 2024	↗ 0.9%	↘ 58.5%	↗ 0.5%	↗ 91.3%	↘ 31.4%	↗ 144.1%	↗ 28.8%	↗ 155.6%	↗ 24.5%	↗ 11.4%
<b>Compare to</b>	8,237	183	7,319	23	70	367,275	32,450	333,869	12,814	9,709
Oct 1, 2023 – Dec 31, 2023										
Visit Atascadero	8,313	76	7,354	44	48	896,396	41,786	853,262	15,954	10,819

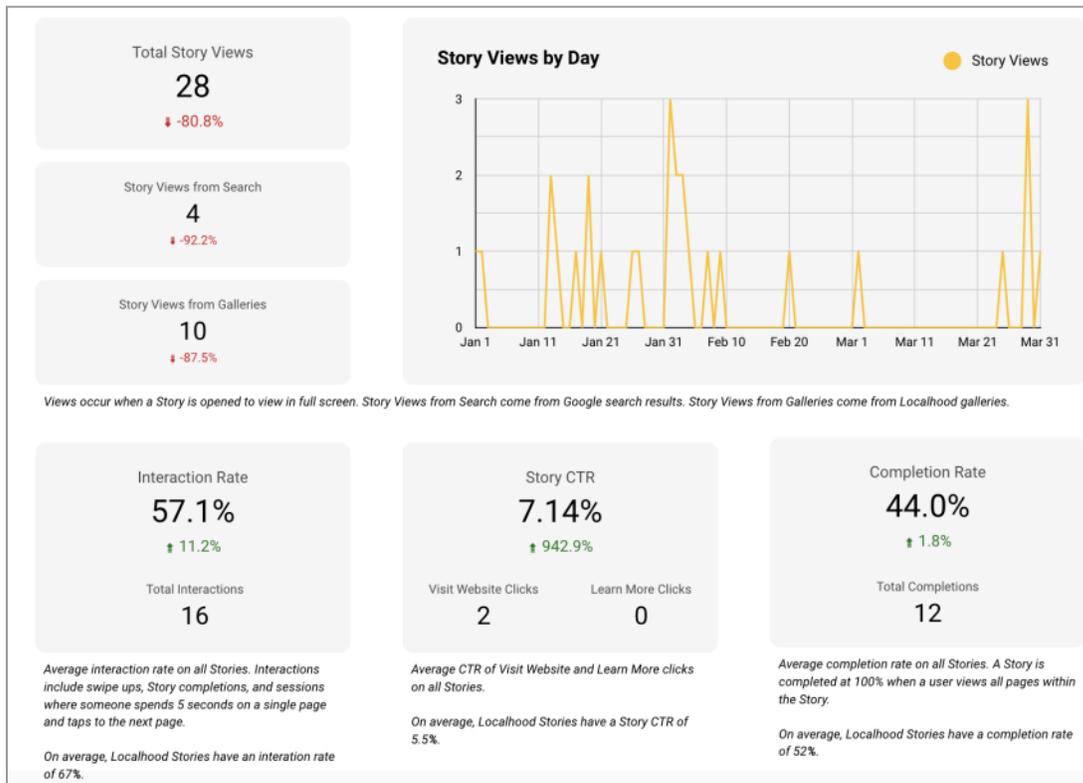
Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements	Paid Engagements
<b>Reporting Period</b>	6,325	216	174	276,853	276,853	0	4,348	4,348	0
Jan 1, 2024 – Mar 31, 2024	↗ 3.5%	↗ 91.2%	↘ 3.9%	↗ 60%	↗ 60%	→ 0%	↘ 25.2%	↘ 25.2%	→ 0%
<b>Compare to</b>	6,109	113	181	172,996	172,996	0	5,809	5,809	0
Oct 1, 2023 – Dec 31, 2023									
visitatascadero	6,325	216	174	276,853	276,853	0	4,348	4,348	0

Top Posts:

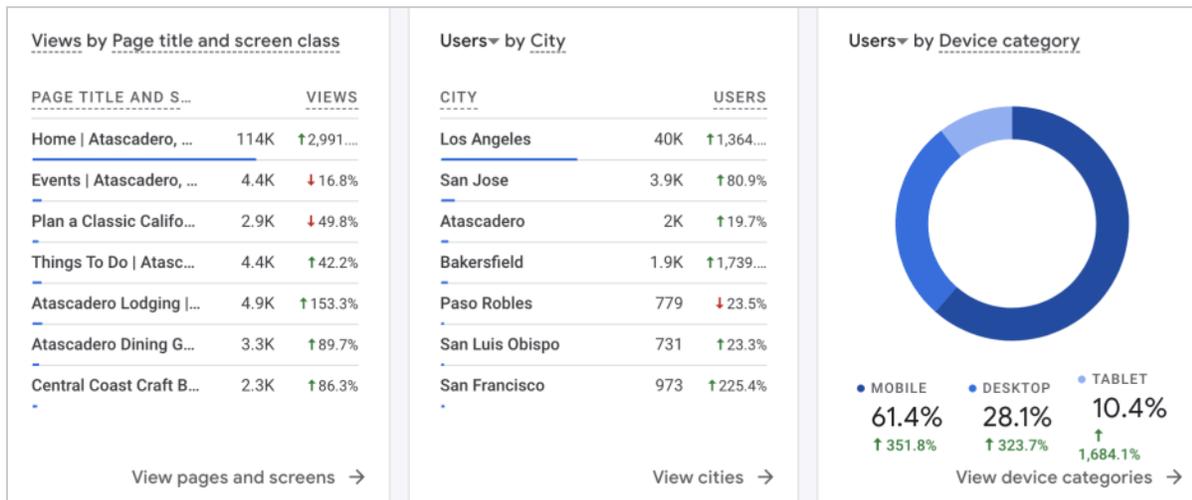
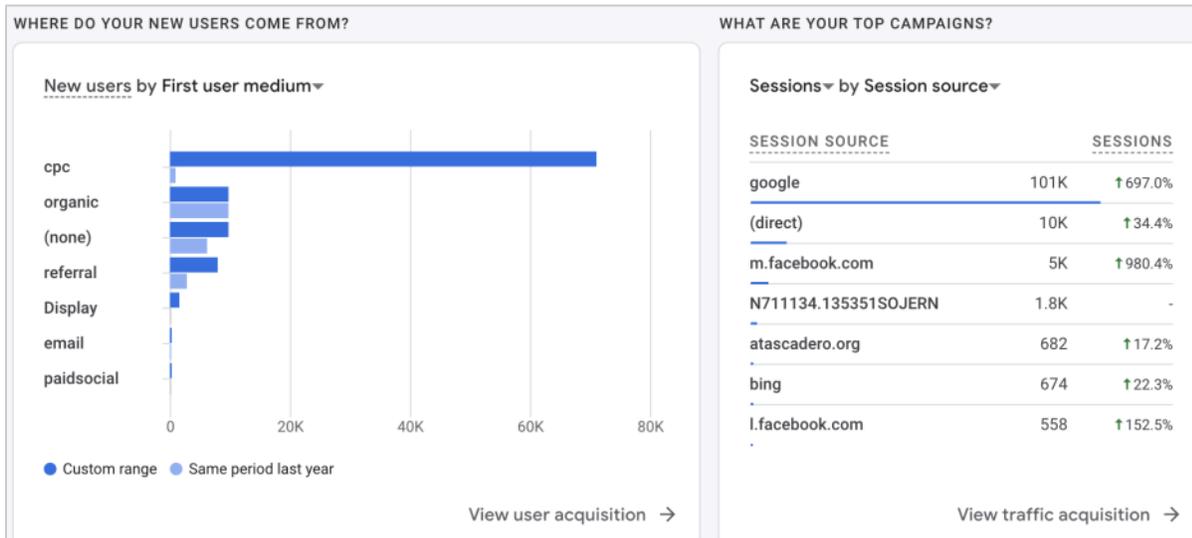
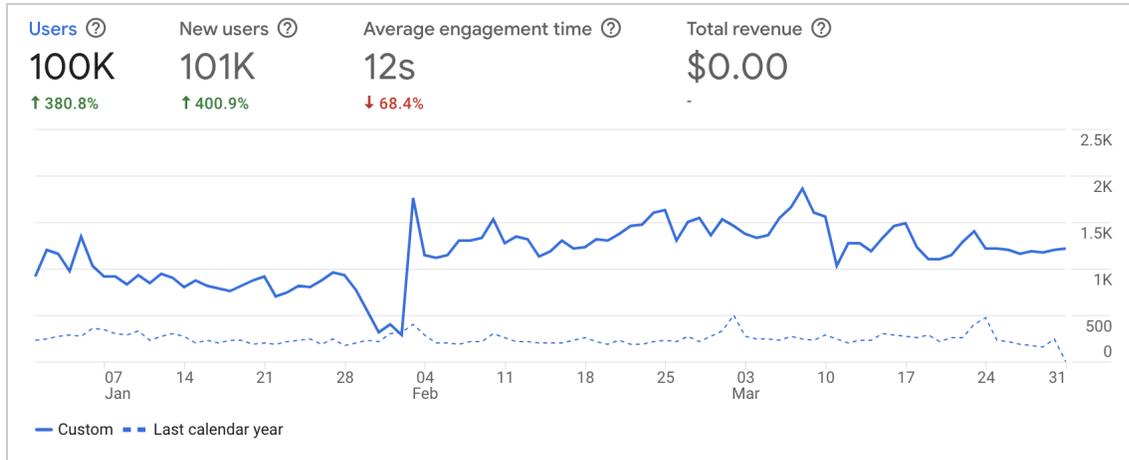
Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Visit Atascadero Tue 1/23/2024 10:56 am PST Hey couples! Time to start making those Valentine's Day reservations! ❤️ How about booking a truly uniq... 	1,450	9	0	0	1,423	18
Visit Atascadero Sat 1/13/2024 8:33 am PST New Atascadero restaurant Fuego Rosticceria is on fire! 🔥 Their fresh combo of Latin and American flavo... 	682	56	5	5	1	615
Visit Atascadero Fri 3/22/2024 12:26 pm PDT We're going all in on Atascadero. Come get in on the fun, too. 🥳 <a href="https://bit.ly/3JpWx9V">https://bit.ly/3JpWx9V</a> 	504	73	9	4	177	241
Visit Atascadero Thu 1/18/2024 11:41 am PST Some winter weather, eh? 🤔 Did you know that in Atascadero, our average high temperature in Janua... 	401	35	1	2	268	95
Visit Atascadero Sat 3/30/2024 7:43 am PDT Stop playin'! Andys Awesome Arcade is now bigger and better than ever?! 🎮 This powerhouse ... 	338	70	6	4	1	257



Localhood - Crowdriff Partnership:



Website Analytics: Comparing 2022 v. 2023





ITEM NUMBER: B-4  
DATE: 4/17/24

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

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### ***Staff Report***

### **Budget Overview and Monthly Report**

#### **RECOMMENDATION:**

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

#### **DISCUSSION:**

The ATBID summary and expenditure reports show the expenditures that have been submitted through February 2024. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date through April 10, 2024. The overall 2023-2025 ATBID Budget Worksheet detail is included as a reference.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

1. 23-25 235 ATBID Budget Worksheet
2. ATBID Expenditure Detail Report (FY 23-24)
3. ATBID Summary 23-24
4. Tourism Report – Transient Occupancy Tax Revenues (4.10.24)

OTHER FUNDS  
 Atascadero Tourism Business Improvement District (ATBID) Fund

\$

<b>FUND</b>	<b>TYPE</b>
235	Special Revenue

**DESCRIPTION**

This fund accounts for the revenues and expenses associated with the Atascadero Tourism Business Improvement District (ATBID). On June 1, 2013, the City established ATBID for the purpose of funding tourism promotion and increasing stays at the lodging businesses in Atascadero. A two percent (2%) assessment is placed on the nightly rent of all occupied rooms or spaces for all transient occupancies in Atascadero.

**ACTIVITY DETAIL**

OBJECT NUMBER	EXPENSE CLASSIFICATION	2020-2021 ACTUAL	2021-2022 ACTUAL	2022-2023 BUDGETED	2022-2023 ESTIMATED	2023-2024 REQUESTED	2024-2025 REQUESTED	2025-2026 REQUESTED	2026-2027 REQUESTED	2027-2028 REQUESTED	2028-2029 REQUESTED	2029-2030 REQUESTED
<b>OPERATIONS</b>												
6050000	Office Expense	\$ -	\$ 264	\$ 250	\$ 115	\$ 250	\$ 250	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275
6070000	Advertising	43,142	127,366	165,000	161,050	175,000	180,000	182,000	184,000	186,000	188,000	190,000
6400000	Operating Supplies	-	-	-	-	-	-	-	-	-	-	-
6500000	Contract Services	106,295	143,436	145,000	140,490	172,500	175,000	177,000	179,000	181,000	183,000	185,000
6600000	Professional Development	-	731	450	8,000	8,000	8,000	8,000	8,200	8,400	8,600	8,800
6700000	Business Development	-	-	-	-	-	-	-	-	-	-	-
6900000	Administration	2,774	4,106	2,920	4,100	4,180	4,260	4,350	4,440	4,520	4,620	4,710
	Total Operations	152,211	275,903	313,620	313,755	359,930	367,510	371,625	375,915	380,195	384,495	388,785
<b>SPECIAL PROJECTS</b>												
7805029	Opportunities Fund	-	-	-	-	60,000	65,000	65,000	67,000	69,000	71,000	73,000
	Total Special Projects and Purchases	-	-	-	-	60,000	65,000	65,000	67,000	69,000	71,000	73,000
<b>ACTIVITY TOTAL</b>		<b>\$ 152,211</b>	<b>\$ 275,903</b>	<b>\$ 313,620</b>	<b>\$ 313,755</b>	<b>\$ 419,930</b>	<b>\$ 432,510</b>	<b>\$ 436,625</b>	<b>\$ 442,915</b>	<b>\$ 449,195</b>	<b>\$ 455,495</b>	<b>\$ 461,785</b>

**Terrie Banish:**  
 Verdin Media Buy of \$98k plus \$3,750 MSF sponsorship 2022 \$10k Bovine 2022; \$6.8k Resident Tourism Survey; \$10k Fall Fest 2022; Garagiste 2022 \$7.5k; \$10k Fall Fest 2023 - half; CCCBF 2023 \$5k; \$10k Pinterest co-op

**Terrie Banish:**  
 IPW Co-op participation & booth May 2023

**Terrie Banish:**  
 Verdin Contract Services & Pinterest set up; City Admin Services (agenda, minutes, meeting facilitation, etc.)

**Terrie Banish:**  
 Verdin Contract Services raised from \$107,990 to \$145,000- (adding \$37,010) plus City Admin Services flat at \$27500 = total \$172500

<b>Revenue</b>	227,287	409,652	298,170	410,000	418,020	426,380	434,900	443,600	452,480	461,520	470,760
Fund Balance	400,770	524,111	331,780	620,356	618,446	612,316	610,591	611,276	614,561	620,586	629,561

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 Periods: 0 through 8

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2023 through 02/29/2024

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
0000.6053090 Office Supplies- Other	0.00	0.00	0.00	0.00	0.00	0.00
2/29/2024 je GJ JE24 02-03		1.05				
Line Description: Supplies Allocation - Feb 24						
0000.6053090 Office Supplies- Other	0.00	1.05	1.05	0.00	-1.05	0.00
<b>Total Office Expense</b>	<b>250.00</b>	<b>81.67</b>	<b>81.67</b>	<b>0.00</b>	<b>168.33</b>	<b>32.67</b>
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						

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 Periods: 0 through 8

### Expenditure Detail Report

ITEM NUMBER: B-4  
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CITY OF ATASCADERO  
 07/01/2023 through 02/29/2024

235 Atascadero Tourism Bus Improv Dist  
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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>
0000.6077025 Digital Media Advertising	(Continued)					
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-771.20	
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	

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**Expenditure Detail Report**

ITEM NUMBER: B-4  
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**CITY OF ATASCADERO**  
 07/01/2023 through 02/29/2024

235 Atascadero Tourism Bus Improv Dist  
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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>
0000.6077025 Digital Media Advertising	(Continued)					
10/1/2023 ap IN 16127 Line Description: SECURE WEB HOSTING,WEBSITE MAI Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001		469.95		0.00		
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-13,078.27		
11/1/2023 ap IN 16294 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176261		49.95				
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82		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		

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 Periods: 0 through 8

### Expenditure Detail Report

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		10,483.49				
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,483.49		
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		
2/1/2024 ap IN 16771 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 177396		49.95				
0000.6077025 Digital Media Advertising	0.00	50,913.02	50,913.02	60,081.58	-110,994.60	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	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>
0000.6077060 Advertising	(Continued)					
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				
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				

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### Expenditure Detail Report

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CITY OF ATASCADERO  
 07/01/2023 through 02/29/2024

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0000.6077060 Advertising	(Continued)					
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460				-4,170.11		
11/1/2023 ap IN 14462 Line Description: SOJERN CO-OP Vendor: 00406 VISIT SLO CAL Check # 177238		17,000.00				
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		5,876.47				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-5,876.47		
1/26/2024 je GJ JE24 01-10 Line Description: Reclass-2023 IPW Registration		1,600.00				
0000.6077060 Advertising	0.00	38,648.22	38,648.22	3,701.78	-42,350.00	0.00
<b>Total Advertising</b>	<b>175,000.00</b>	<b>89,561.24</b>	<b>89,561.24</b>	<b>63,783.36</b>	<b>21,655.40</b>	<b>87.63</b>
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 Line Description: 2023 IPW REGISTRATION Vendor: 00406 VISIT SLO CAL Check # 177224		1,600.00				
1/26/2024 je GJ JE24 01-10 Line Description: Reclass-2023 IPW Registration		-1,600.00				

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### Expenditure Detail Report

ITEM NUMBER: B-4  
 DATE: 4/17/24  
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CITY OF ATASCADERO  
 07/01/2023 through 02/29/2024

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>
Total Operating Supplies		0.00	0.00			
0000.6500000 Contract Services						
0000.6500000 Contract Services	172,500.00	0.00	0.00	0.00	172,500.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564				90,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11405		9,465.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11405				-9,465.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2023 ap IN 11410		330.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175677						
7/31/2023 po LI 11410				-330.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/31/2023 ap IN 11443		8,820.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 175952						

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**CITY OF ATASCADERO**  
 07/01/2023 through 02/29/2024

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>
0000.6501125 Promotions Consultants	(Continued)					
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-8,820.00	
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		9,675.00				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214					-9,675.00	
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,935.00				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-13,935.00	
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	

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**Expenditure Detail Report**

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**CITY OF ATASCADERO**  
 07/01/2023 through 02/29/2024

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>
0000.6501125 Promotions Consultants	(Continued)					
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		
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				

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**CITY OF ATASCADERO**  
 07/01/2023 through 02/29/2024

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>
0000.6509010 Other Professional Services	(Continued)					
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				
7/27/2023 ap IN 1002 Line Description: CIDER FESTIVAL SPONSORSHIP Vendor: 09239 CENTRAL COAST CIDER ASSC. Check # 175319		7,500.00				
7/31/2023 ap IN 14392 Line Description: 2023 SPARTAN RACE CO-OP Vendor: 00406 VISIT SLO CAL Check # 175679		5,000.00				
9/14/2023 ap IN 857 Line Description: ATASCADERO FALL FEST GRANT Vendor: 08621 EN FUEGO EVENTS Check # 175871		20,000.00				
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				

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**CITY OF ATASCADERO**  
 07/01/2023 through 02/29/2024

**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>
0000.6509032 Additional Promotional Services	(Continued)					
12/12/2023 ap IN 12122023		7,500.00				
Line Description: AT HER TABLE 2024 EVENT						
Vendor: 09315 ECOLOGISTICS, INC. Check # 176644						
1/23/2024 ap IN 1154		10,000.00				
Line Description: 2024 BOVINE CLASSIC GRAVEL RID						
Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 177440						
0000.6509032 Additional Promotional Services	0.00	65,000.00	65,000.00	0.00	-65,000.00	0.00
<b>Total Contract Services</b>	<b>172,500.00</b>	<b>144,149.98</b>	<b>144,149.98</b>	<b>24,600.00</b>	<b>3,750.02</b>	<b>97.83</b>
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6605010 Local Chapter Dues	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 ap IN 2055		475.00				
Line Description: MEMBERSHIP RENEWAL						
Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320						
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
<b>Total Professional Development</b>	<b>8,000.00</b>	<b>475.00</b>	<b>475.00</b>	<b>0.00</b>	<b>7,525.00</b>	<b>5.94</b>
0000.6740000 Business Development						
<b>Total Business Development</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
0000.6900000 Department Service Charges						
0000.6900000 Administration	4,140.00	0.00	0.00	0.00	4,140.00	0.00
<b>Total Department Service Charges</b>	<b>4,140.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,140.00</b>	<b>0.00</b>
<b>Total Operating Services and Supplies</b>	<b>359,890.00</b>	<b>234,267.89</b>	<b>234,267.89</b>	<b>88,383.36</b>	<b>37,238.75</b>	<b>89.65</b>
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

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 07/01/2023 through 02/29/2024

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>
Total Special Purchases, Projects, and Studies		0.00	0.00			
Total Atascadero Tourism Bus Improv Dist	419,890.00	234,267.89	234,267.89	88,383.36	97,238.75	76.84
<b>Grand Total</b>	419,890.00	234,267.89	234,267.89	88,383.36	97,238.75	76.84

**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 02/29/2024	BUDGETED 2023-2024
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 233,274	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	368	-
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>233,642</u>	<u>433,520</u>
<b>EXPENSES</b>							
6050000 Office Expense	-	-	-	264	-	82	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	89,561	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	148,733	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	2,336	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>241,188</u>	<u>419,890</u>
<b>NET INCOME/(LOSS)</b>	(37,593)	(7,419)	127,103	123,341	144,311	(7,546)	13,630
<b>BEGINNING AVAILABLE BALANCE</b>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>644,360</u>
<b>ENDING AVAILABLE BALANCE</b>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 660,876</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	18,333
	<u>\$ 148,733</u>

City of Atascadero  
 Tourism Report  
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 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 *	\$ 671,002.30	\$ 492,986.88	\$ -	\$ -	\$ 1,163,989.18

\* 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.