



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, May 15, 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 – April 17, 2024

- Recommendation: ATBID Advisory Board approve the April 17, 2024, Regular Meeting Draft Action Minutes. [City Staff]

B. BUSINESS ITEMS:

1. “Christmas at the Ranch” Santa Margarita 2024 Event Sponsorship Application

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board review and provide staff direction on the sponsorship request for the December 2024 “Christmas at the Ranch” Santa Margarita event. [Santa Margarita Ranch]

2. Central Coast Craft Beer Festival 2024 Event Recap & 2025 Event Sponsorship Renewal Request

- Fiscal Impact: Up to \$5,000.
- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the March 2024 Central Coast Craft Beer Festival.
 2. Approve sponsorship renewal request for the March 2025 Central Coast Craft Beer Festival [En Fuego Events]

3. Central Coast Cider Festival 2024 Event Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file update of the Central Coast Cider Festival marketing and event update for August 2024.

4. Visit SLO CAL Sojern Review & 2024-25 Co-op Opportunity

- Fiscal Impact: Up to \$10,000
- Recommendation: ATBID Advisory Board:

1. Review performance results of the Visit SLO CAL Sojern Co-op program.
2. Review and provide staff direction on the upcoming 2024-2025 SLO CAL Sojern Co-op opportunity. [Visit SLO CAL/Verdin]

5. 2024-2025 ATBID Annual Assessment

- Recommendation: ATBID Advisory Board receive and file the 2024-2025 Annual Assessment for Visit Atascadero. [City]
- Fiscal Impact: None.

6. 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. Atascadero Chamber of Commerce Passport Program (June or August 2024)

F. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, April 17, 2024, at 2:30 P.M.

Atascadero City Hall - 6500 Palma Avenue, Room 202
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:34 P.M.

ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Tom O'Malley

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

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 – March 20, 2024

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

MOTION BY: Ketchum

SECOND BY: Sohi

1. Approve consent calendar.

AYES (3): Sohi, Ketchum, and Harden

VACANT (1)

ABSENT (1): O'Malley

Passed 3-0

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]

Mary Verdin with Verdin Marketing presented this item and answered questions from the Advisory Board. Riley Grim and Devan Spiegel also answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi
SECOND BY: Ketchum

1. Approve proposed Marketing Scope of Work and approve fourth out of four one-year contract extensions for Verdin Marketing Services in the 2024-2025 fiscal year.

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

Passed 4-0

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. [Visit SLO CAL/Verdin]

Matt Halvorson with Visit SLO CAL 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: Mary Verdin, Sarah Maggelet, and Jeffrey Lemus.

Chairperson Harden closed public comment.

MOTION BY: Ketchum
SECOND BY: Sohi

1. Approve 2024-2025 Visit SLO CAL Co-op Opportunities up to \$27,750.

AYES (3): Sohi, Ketchum, and Harden
VACANT (1)

ABSENT (1): O'Malley

Passed 3-0

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]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. Mary Verdin also 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 Quarterly Marketing Report was received and filed.

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 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: Matt Halvorson.

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

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:15 P.M.

MINUTES PREPARED BY:

Dillon James
Deputy City Clerk

APPROVED:



ITEM NUMBER:
DATE:

B-1
5/15/24

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

“Christmas at the Ranch” Santa Margarita 2024 Event Sponsorship Application

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction on the sponsorship request for the December 2024 “Christmas at the Ranch” Santa Margarita event.

DISCUSSION:

In 2023, Santa Margarita Ranch and American General Media hosted the inaugural “Christmas at the Ranch,” complete with the enchanting Pacific Coast Railroad’s Jungle Bell Express pulling in the Polar Express theming and adding all of the fun elements to the holiday season. From visiting Santa’s Barn to sipping hot cocoa and adding to the experience a magic show, the event was the hit of the County and the place to visit through the month of December.

The popularity of the event continued in sales results, that captured over 8,400 people that resulted in the following results from ticket sales representing 15% from out of the county: Atascadero City: 1,339; SLO County: 6,600; Southern California: 450; Northern California: 230; Central California: 280; Out of State: 19.

This event provides both the event promoter and the ATBID lodging community an opportunity to form a partnership in the early stages of the event’s popularity to grow to a bigger attraction for our area during the holiday season. Event dates kick off Fridays and Saturdays from November 29 through December 21 and one Sunday, December 22.

FISCAL IMPACT:

Up to \$7,500.

ATTACHMENTS:

1. Christmas at Santa Margarita Ranch 2024 Event Sponsorship Application



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

Our Mission: Encourage overnight travel to experience Atascadero's beautiful and authentic outdoor recreation, culinary adventures, and welcoming hospitality.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)? **Please Note:** ATBID Event Sponsorship Application will not be considered if the event falls on a weekend, Friday-Sunday, from the second week of June through the third week of August of each year.
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

Please submit application and all additional documents by email to Terrie Banish at tbanish@atascadero.org in a PDF format. You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the fourth Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



Event Sponsorship Requirements Checklist

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

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

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

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

attendance numbers: 2023 WAS OUR FIRST YEAR. WE
SAID OUT AT A LITTLE OVER 7000 SPOTS OVER A 7-DAY
EVENT.

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

\$40/PP \$25/CHILD UNDER 12 \$0 FOR THOSE UNDER 2

Crowd Control Safety Plan Details:

WE HAVE A HIRED SECURITY COMPANY FOR TRAFFIC &
CROWD CONTROL ALONG w/ STAFF.

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 NA

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

CREATING A UNIQUE FAMILY FOCUSED ACTIVITY THE
DRAWS PEOPLE OF ALL AGES. WHILE WE HAVE MANY
LOCAL ATTENDING, OUR OUTREACH HAS THOUSANDS OF
PEOPLE THROUGHOUT THE COUNTY, STATE, & EVEN OTHER STATES,

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:

WE HAVE EXPANDED 2024 w/ ONE MORE HOUR OF OPERATION PER DAY, PLUS ONE MORE PASSENGER CAR.

IF LOCK PREVALES, WE MAY BE ABLE TO EXPAND OUR CAPACITY w/ MORE CARS, BUT CURRENTLY ONLY PROMOTING WHAT WE CAN GUARANTEE WHAT WE CAN COVER.

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

THE ADDITIONAL FUNDING IS IMPORTANT FOR EXPANDING PROGRAM ACTIVITIES & DEVELOP. THIS YEAR WE ARE PLANNING TO EXPAND FROM "THE BARN" TO A "VILLAGE" LAYOUT w/ MORE VENDORS & ACTIVITIES.

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
EXPANDING EVENT EXPERIENCE	
- DECOR	
- ACTIVITIES	
- DISPLAYS	

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
TICKET SALES	
% AGE OF VENDOR ON-SITE SALES	

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
ALPN RADIO NETWORK		
SOCIAL MEDIA		
WINE CLUB MEMBERS		
OTHER VENUE ACTIVITIES		

Please share your intended public relations outreach.

- IN ADDITION TO CURRENT/PAST RADIO, SOCIAL, DIGITAL PROGRAMS
 WE ARE WORKING ON A PROGRAM w/ CAL POLY EVENT MANAGEMENT
 MATORS TO EXPAND THE EVENT & RELATED OUTREACH.

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

ON SITE SIGNAGE, WEBSITE, SOCIAL MEDIA, & ACKNOWLEDGEMENT
 w/ VENDOR OUTREACH.

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

WE WOULD BE HAPPY TO INCLUDE LINKS & DETAILS
ON OUR WEBSITE TO HELP PROMOTE THE IDEA OF WEEKEND
ESCAPES TO THE AREA & RELATED LINKS.

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 5/20/24

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

Central Coast Craft Beer Festival 2024 Event Recap & 2025 Event Sponsorship Renewal Request

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive recap of marketing results of the March 23, 2024, Central Coast Craft Beer Festival.
2. Provide staff direction on sponsorship request for the March 22, 2025, Central Coast Craft Beer Festival.

DISCUSSION:

The Central Coast Craft Beer Festival occurred on March 23, 2024, marking the sixth year in a row that the festival took place in Downtown Atascadero. The event was approved by the ATBID Advisory Board in May 2023. This event is in conjunction with SLO Beer Fest week held the last week of March each year.

The Central Coast Craft Beer Festival event team will provide an update of the event with the number of tickets sold, marketing efforts, and the geography of attendees.

In addition, the Central Coast Craft Beer Festival will be placing a new special event request for March 22, 2025, to take place again in the Sunken Gardens. This will mark the sixth annual event held in the Sunken Gardens in Downtown Atascadero.

FISCAL IMPACT:

\$5,000.

ATTACHMENT:

1. 2024 Central Coast Craft Beer Festival Event Recap
2. ATBID Event Support Application – CCCBF 2025



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

Our Mission: Encourage overnight travel to experience Atascadero's beautiful and authentic outdoor recreation, culinary adventures, and welcoming hospitality.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
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3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

Please submit application and all additional documents by email to Terrie Banish at tbanish@atascadero.org in a PDF format. You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



Event Sponsorship Requirements Checklist

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

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



Event Support Application Form

Requesting Organization: Central Coast Brewers Guild

Contact: Andres Nuno **Phone Number:** 805-448-7070

Email: info@surfbeerfest.com **Mailing Address:** 1072 Casitas Pass Rd. #232

City, State, Zip: Carpinteria, CA 93013

Name of Event: Central Coast Craft Beer Fest 2025

Event Description: The Central Coast Craft Beer Festival had its best year in 2024 and continues to attract guests locally and outside of the area. It features over 55 independently owned craft breweries, seltzers, ciders, kombucha and more.

Event Dates/Times: Saturday, March 22nd, 2025

Is event located in Atascadero? XYes No

Venue Name: Sunken Gardens **Venue Location:** Sunken Gardens

Event Website: CentralCoastCraftBeerFest.com

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

Yes No

Total Anticipated Attendees: 2,500 **Portion from Outside SLO County:** 35%

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

If this event has taken place previously, please provide historical data including attendance numbers: This will be our sixth annual event and we continue to increase our ticket sales year after year!

Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities. VIP Tickets - \$60 / GA Tickets - \$50 / DD - \$20




Crowd Control Safety Plan Details: We will work with Mille Security.

Will the event require an ABC Permit? Yes

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

Describe how the event supports Visit Atascadero’s mission and goals: We strive to bring breweries in early to spend 2 nights with us and our marketing is aimed at bringing in guests from outside of San Luis Obispo County.

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

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

Additional details about eligible event tier qualification:

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

We are hoping to once again get the \$7,500 sponsorship that we got in 2024. As this event continues to grow, so do our overall operating costs. Nearly all of our vendors have increased their rates and we don't want to have to increase our ticket costs to offset that.

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
Social Media Marketing	\$1,000
Print and Radio Marketing	\$2,000
Glassware	\$3,500

Please include all sources of income that have been secured and those that are being solicited to support event (feel free to attach additional sheets as needed).

Income Source	Amount

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
Santa Maria Sun	Print / Weekly	
American General Media	Radio / 2 Weeks	
5,000 Coasters	30 Days	
Posters	30 Days	

Please share your intended public relations outreach.

We will work with the City to put out a Press Release and work with local media to get coverage of the event.

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

You are the main logo on all of our marketing material, as well as on our glassware.

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

We will continue our strong partnerships with our lodging partners (Holiday Inn Express; SpringHill Suites, and The Carlton). We also plan to continue our Super Mega Giveaway where we choose 2 winners to spend 2 nights in Atascadero, join us at our Brewers Party and get 2 VIP tickets!

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.

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

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

You must acknowledge and agree to the rules and regulations on Page 9.

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

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

Applicant Signature: Andres Nuno

Date: 5/9/24

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



ITEM NUMBER:
DATE:

B-3
5/15/24

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

Central Coast Cider Festival Event Update

RECOMMENDATION:

ATBID Board receive and file 2024 Central Coast Cider Festival Event Update.

DISCUSSION:

The Central Coast Cider Festival would like to take the opportunity to update the ATBID Advisory Board on the progress and promotions that have taken place to promote and move the event from being at the Pavilion on the Lake in August 2023 to its upcoming new location in Sunken Gardens for August 24, 2024.

The Central Coast Cider Festival has teamed up with En Fuego Events and will be providing an oral presentation as an event update at the May ATBID meeting.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



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

Staff Report

Visit SLO CAL Sojern Review & 2025 Co-op Opportunity

RECOMMENDATION:

ATBID Advisory Board:

1. Review performance results of the Visit SLO CAL Sojern Co-op program.
2. Review and provide staff direction on the upcoming 2024-2025 Visit SLO CAL Sojern Co-op opportunity. [Visit SLO CAL/Verdin]

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.

The Sojern Co-op has been brought back to the ATBID Advisory Board for the May meeting to be able to review the success of the current campaign and decide whether to continue with the new campaign in 2024-2025.

FISCAL IMPACT:

Up to \$10,000.

ATTACHMENT:

1. 2024-25 Sojern Co-op Summary.



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 _____



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2024-2025 ATBID Annual Assessment

RECOMMENDATION:

ATBID Advisory Board receive and file the 2024-2025 Annual Assessment for Visit Atascadero.

DISCUSSION:

Each year, the ATBID Annual Assessment is brought before City Council to approve the ATBID Annual Report and adopt the Draft Resolution declaring the intent to levy an annual Business Assessment on the lodging businesses with within the Atascadero Tourism Business Improvement District and set a public hearing date at the first City Council meeting in June.

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets & Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget.

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets & Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The annual report must meet the requirements of the California Streets and Highway Code §36533. The City Council may approve the report as filed or may modify any particular contained in the report and approve it as modified.

City staff previously budgeted \$419,890 for total ATBID expenses in fiscal year 2023-2024. Staff estimates that expenditures will be under budget at \$399,500 for fiscal year 2023-2024, due to the new website upgrades not taking place in the current year.

The amount of the ATBID fund balance as of June 30, 2024, is projected to be \$716,260, an increase of approximately \$47,840 from the prior fiscal year's end balance of \$668,422. Staff further budgets an estimated ATBID fund balance for June 30, 2025, as \$725,980.

The Annual Report includes the above assumptions. Staff recommends the Council approve the Annual Report, adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the regular City Council meeting scheduled for June 11, 2024.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Draft Resolution
2. ATBID Annual Report

DRAFT RESOLUTION

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT ON LODGING BUSINESSES WITHIN THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO STREETS & HIGHWAYS CODE SECTION 36500 ET.SEQ.

WHEREAS, the City of Atascadero (“City”) has formed the Atascadero Tourism Business Improvement District, pursuant to Section 26500 of the Streets & Highways Code of the State of California; and

WHEREAS, the City Council has received an annual report pursuant to Section 36533 of said Code; and

WHEREAS, the City Council has approved said report and is required to adopt a resolution of intention pursuant to Section 36534.

NOW, THEREFORE BE IT RESOLVED, by the City Council of the City of Atascadero:

SECTION 1. The City Council hereby declares its intent to levy and collect assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2024-2025.

SECTION 2. The ATBID includes all of the lodging businesses, including hotels, motels, bed and breakfasts, and each business defined as a “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of the Atascadero Municipal Code (“Lodging Businesses”) within the corporate boundaries of the City.

SECTION 3. The activities to be funded by the levy of assessments against Lodging Businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination and projects, programs, and activities that benefit Lodging Businesses located and operating within the boundaries of the ATBID. The proposed activities will primarily be targeted at increasing transient stays at Lodging Businesses.

SECTION 4. The City Council sets June 11, 2024, as the date of the public hearing on the levy of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

SECTION 5. A protest may be made orally or in writing by any owner of a Lodging Business that is within the ATBID boundaries and subject to the ATBID assessment. Written protests must be received by the City Clerk, City of Atascadero, before the close of the public hearing and may be delivered or mailed to the City Clerk, Atascadero, 6500 Palma Ave., Atascadero, California 93422. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

SECTION 6. Further information regarding the proposed ATBID may be obtained from the City Manager’s Office, City of Atascadero, 6500 Palma Ave., Atascadero, CA 93422.

SECTION 7. The City Clerk is directed to provide notice of the public hearing on the proposed ATBID by causing this resolution to be published once in a newspaper of general circulation in the City not less than seven days before said hearing.

PASSED AND ADOPTED at a regular meeting of the City Council held on the ___th day of _____, 2024.

On motion by Council Member _____ and seconded by Council Member _____, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

- AYES:
- NOES:
- ABSENT:
- ADOPTED:

CITY OF ATASCADERO

Heather Moreno, Mayor

ATTEST:

Lara K. Christensen, City Clerk

ATBID Annual Report Fiscal Year 2024-2025

(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract Services
 - Marketing Firm
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive & Co-op Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries; Attend conferences.
 - Press Releases
 - Tour & Travel
 - Collaboration with CCTC FAMs
 - Collaboration with Visit CA FAMs
 - Collaboration with SLO CAL FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$399,500.
3. Amount of fund balance as of June 30, 2024, is projected to be \$716,260.
4. Estimated fund balance for June 30, 2025, is budgeted at \$725,980.
5. Contributions received other than assessments:
 - Estimated interest income of \$19,400 for fiscal year 2023/24.
 - Estimated interest income for fiscal year 2024/25 is budgeted at \$19,790.



***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 March 2024. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date through May 8, 2024. The overall 2023-2025 ATBID Budget Worksheet detail is included as a reference.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 23-24)
2. ATBID Summary 23-24
3. ATBID Tourism Report – Transient Occupancy Tax Revenues (5.8.24)

expdetl.rpt
 05/08/2024 4:53PM
 Periods: 0 through 9

Expenditure Detail Report

ITEM NUMBER: B-6
 DATE: 5/15/24
 ATTACHMENT: 1

CITY OF ATASCADERO
 07/01/2023 through 03/31/2024

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 Line Description: Supplies Allocation - Jan 2024		80.62				
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 Line Description: Supplies Allocation - Feb 24		1.05				
0000.6053090 Office Supplies- Other	0.00	1.05	1.05	0.00	-1.05	0.00
Total Office Expense	250.00	81.67	81.67	0.00	168.33	32.67
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 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				110,000.00		
7/1/2023 ap IN 15506 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001			49.95			
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677			771.20			

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 05/08/2024 4:53PM
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0000.6077025 Digital Media Advertising	(Continued)					
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-771.20		
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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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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				
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27		225		
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		225		
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				225	-9,550.82	
12/1/2023 ap IN 16451 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176633		49.95				

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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		235		
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1/4/2024 ap IN 16607 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176856		49.95		235		
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				
2/29/2024 ap IN 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,379.41		235		

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2/29/2024 po LI 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,379.41		
3/1/2024 ap IN 16922 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 177396		154.95		235		
3/31/2024 ap IN 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,194.67				
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 05/08/2024 4:53PM
 Periods: 0 through 9

Expenditure Detail Report

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9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		626.64				
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10/19/2023 ap IN 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344		5,625.00				
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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 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		5,876.47		235		
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1/26/2024 je GJ JE24 01-10 Line Description: Reclass-2023 IPW Registration		1,600.00		235		
3/31/2024 ap IN 11769 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		1,228.32				
3/31/2024 po LI 11769 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892					-1,228.32	
0000.6077060 Advertising	0.00	39,876.54	39,876.54	2,473.46	-42,350.00	0.00
Total Advertising	175,000.00	113,518.59	113,518.59	39,980.96	21,500.45	87.71
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		235		

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ITEM NUMBER: B-6
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CITY OF ATASCADERO
 07/01/2023 through 03/31/2024

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>
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				90,000.00		
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				-9,465.00		
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				-330.00		
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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 07/01/2023 through 03/31/2024

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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)					
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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<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		
2/29/2024 ap IN 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		10,462.50				
2/29/2024 po LI 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,462.50		
3/31/2024 ap IN 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		9,615.00				

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 07/01/2023 through 03/31/2024

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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)					
3/31/2024 po LI 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,615.00		
3/31/2024 ap IN 11769 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		615.00				
3/31/2024 po LI 11769 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-615.00		
0000.6501125 Promotions Consultants	0.00	86,092.50	86,092.50	3,907.50	-90,000.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 je GJ JE24 07-19 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

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635 Atascadero Tourism Bus Improv Dist Fund
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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 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		7,500.00		
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		7,500.00		
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		7,500.00		
11/7/2023 ap IN 22PR10 Line Description: 2022 NOVEMBER EVENT Vendor: 07251 GARAGISTE EVENTS, INC. Check # 176401		7,500.00				
12/12/2023 ap IN 12122023 Line Description: AT HER TABLE 2024 EVENT Vendor: 09315 ECOLOGISTICS, INC. Check # 176644		7,500.00		7,500.00		

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 03/31/2024

235 Atascadero Tourism Bus Improv Dist
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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)					
1/23/2024 ap IN 1154		10,000.00				
Line Description: 2024 BOVINE CLASSIC GRAVEL RID						
Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 177440						
3/18/2024 ap IN INV0318		7,500.00				
Line Description: CCCBF SPONSORSHIP						
Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 177535						
0000.6509032 Additional Promotional Services	0.00	72,500.00	72,500.00	0.00	-72,500.00	0.00
Total Contract Services	172,500.00	172,342.48	172,342.48	3,907.50	-3,749.98	102.17
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	286,417.74	286,417.74	43,888.46	29,583.80	91.78
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 03/31/2024

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>
Total Special Purchases, Projects, and Studies		0.00	0.00			
Total Atascadero Tourism Bus Improv Dist	419,890.00	286,417.74	286,417.74	43,888.46	89,583.80	78.66
Grand Total	419,890.00	286,417.74	286,417.74	43,888.46	89,583.80	78.66

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 03/31/2024	BUDGETED 2023-2024
REVENUES							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 233,583	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	354	-
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>233,937</u>	<u>433,520</u>
EXPENSES							
6050000 Office Expense	-	-	-	264	-	82	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	113,519	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	179,217	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	2,339	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>295,632</u>	<u>419,890</u>
NET INCOME/(LOSS)	(37,593)	(7,419)	127,103	123,341	144,311	(61,695)	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>\$ 606,727</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
Central Coast Brewer's Guild	7,500
Destination Marketing Services	86,093
Administrative Services Fee	20,624
	<u>\$ 179,217</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 *	\$ 671,002.30	\$ 493,046.04	\$ 1,485.44	\$ -	\$ 1,165,533.78
		\$ -			

* 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.