



## **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.



**CITY OF ATASCADERO**  
**ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS**  
**IMPROVEMENT DISTRICT AGENDA**

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**AGENDA**

**Wednesday, June 19, 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 – May 15, 2024, Special and Regular Meeting Minutes**
  - Recommendation: ATBID Advisory Board approve the May 15, 2024, Special and Regular Meeting Draft Action Minutes. [City Staff]

**B. BUSINESS ITEMS:**

1. **Jump on the School Bus Lodging Property Transportation Opportunity for 2024 California Mid State Fair**
  - Fiscal Impact: Up to \$47,520.
  - Recommendation: ATBID Advisory Board review and provide staff direction for the Jump on the School Bus transportation opportunity for ATBID lodging property guests during the 2024 Mid-State Fair. [Jump on the School Bus]
2. **California Welcome Center ATBID-City Shared Sponsorship Opportunity**
  - Fiscal Impact: Up to \$10,000.
  - Recommendation: ATBID Advisory Board review and provide staff direction on the 2024 California Welcome Center shared sponsorship opportunity with the City. [City/South County Chamber of Commerce]
3. **Budget Ad Hoc Committee Nominations for 2024-2025 Fiscal Year**
  - Fiscal Impact: None.
  - Recommendation: ATBID Advisory Board:
    1. Nominate two Board Members to review the budget details for the 2024-2025 fiscal year.

2. Provide staff direction on spending limits that do not require ATBID approval and set those limits at \$500, \$1,000, or \$2,000. [ATBID/City Staff]

**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. Atascadero Chamber of Commerce Passport Program. (August 2024)
2. Verdin Marketing present annual marketing report with goal setting trends and past performances. (August 2024)
3. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)

**F. ADJOURNMENT:**



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

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**DRAFT MINUTES  
SPECIAL MEETING  
ATBID Advisory Board Workshop**

**Wednesday, May 15, 2024, at 1:00 P.M.**

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

**CALL TO ORDER:**

Vice Chairperson Ketchum called the meeting to order at 1:12 P.M.

**ROLL CALL:**

**Present:** Board Members Tom O'Malley and Amar Sohi, and Vice Chairperson Corina Ketchum

**Vacant:** One vacancy

**Absent:** Chairperson Patricia Harden

**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.

***Vice Chairperson Ketchum opened the Public Comment period.***

The following citizens provided public comment: Andres Nuno and Darin Feichter.

***Vice Chairperson Ketchum closed the Public Comment period.***

**ATBID ADVISORY BOARD WORKSHOP:**

**1. Review of ATBID Marketing Strategy, Implementation, and Goals**

ATBID Advisory Board review, discuss, and provide direction as appropriate for the above topic.

Director of Community Services & Promotions Banish led the Advisory Board through a workshop discussion of ATBID marketing strategy, implementation, and goals. Ashlee Akers and Riley Grim of Verdin Marketing also discussed the above topics with the Advisory Board.

**ADJOURNMENT TO REGULAR MEETING:**

Vice Chairperson Ketchum adjourned the meeting at 2:31 P.M.

**MINUTES PREPARED BY:**

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Dillon James  
Deputy City Clerk

**APPROVED:**



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

**DRAFT MINUTES**

**Wednesday, May 15, 2024, at 2:30 P.M.**

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

**CALL TO ORDER:**

Vice Chairperson Ketchum called the meeting to order at 2:35 P.M.

**ROLL CALL:**

- Present: Board Members Tom O’Malley and Amar Sohi, and Vice Chairperson Corina Ketchum
- Vacant: One vacancy
- Absent: Chairperson Patricia Harden
- 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.

***Vice Chairperson Ketchum opened the Public Comment period.***

The following citizens provided public comment: None.

***Vice Chairperson Ketchum closed the Public Comment period.***

**A. CONSENT CALENDAR**

**1. ATBID Advisory Board Draft Action Minutes – April 17, 2024**

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

**MOTION BY:** Sohi

**SECOND BY:** O’Malley

**1. Approve consent calendar.**

**AYES (3):** O’Malley, Sohi, and Ketchum

**VACANT (1)**

**ABSENT (1):** Harden

***Passed 3-0***

**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]

Steve Rossi with Santa Margarita Ranch presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

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

*Vice Chairperson Ketchum closed public comment.*

**MOTION BY:** O’Malley

**SECOND BY:** Sohi

**1. Approve \$7,500 sponsorship request for the December 2024 “Christmas at the Ranch” Santa Margarita event.**

AYES (3): O’Malley, Sohi, and Ketchum

VACANT (1)

ABSENT (1): Harden

***Passed 3-0***

**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. [Visit SLO CAL/Verdin]

Andres Nuno with En Fuego Events presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

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

*Vice Chairperson Ketchum closed public comment.*

**MOTION BY:** Sohi

**SECOND BY:** O’Malley

**1. Approve \$5,000 sponsorship renewal request for the March 2025 Central Coast Craft Beer Festival.**

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

VACANT (1)

ABSENT (1): Harden

**Passed 3-0**

**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. [Cider Festival]

Maggie Przybylski presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

The following citizens provided public comment on this item:

***Vice Chairperson Ketchum closed public comment.***

***The Central Coast Cider Festival 2024 Event Update was received and filed.***

**4. Visit SLO CAL Sojern Review & 2024-24 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]

Brooke Wieck with Sojern presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

The following citizens provided public comment on this item: Matt Halvorson.

***Vice Chairperson Ketchum closed public comment.***

**MOTION BY:** O'Malley

**SECOND BY:** Sohi

- 1. Approve SLO CAL-Sojern Co-op opportunity up to \$10,000, with budgetary discretion delegated to Ashlee Akers of Verdin Marketing.**

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

VACANT (1)

ABSENT (1): Harden

**Passed 3-0**

**5. 2024-2025 ATBID Annual Assessment**

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



Director of Community Services & Promotions Banish presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

The following citizens provided public comment on this item:

*Vice Chairperson Ketchum closed public comment.*

*The 2024-2025 ATBID Annual Assessment was received and filed.*

**6. Budget Overview and Monthly Report**

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

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

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

The following citizens provided public comment on this item:

*Vice Chairperson Ketchum 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. Atascadero Chamber of Commerce Passport Program (June or August 2024).

**F. ADJOURNMENT**

Chairperson Harden adjourned the meeting at 4:15 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***

### **Jump on the School Bus Lodging Property Transportation Opportunity for 2024 California Mid-State Fair**

#### **RECOMMENDATION:**

ATBID Advisory Board review and provide staff direction for the Jump on the School Bus transportation opportunity for ATBID lodging property guests during the 2024 Mid-State Fair.

#### **DISCUSSION:**

The California Mid-State Fair is a popular event that both residents and visitors to the area attend and enjoy. The Jump on the School Bus program would allow shuttle to and from specific areas in the City of Atascadero to the fairgrounds in Paso Robles several times during the day for fairgoers. These locations can be determined by the lodging owners as an opportunity to provide service to and from the Fair to encourage overnight stays in the Atascadero area.

Jump on the School Bus Tours will be reviewing the opportunities with a transportation program in the meeting with an oral presentation.

#### **FISCAL IMPACT:**

Up to \$20,000.

#### **ATTACHMENT:**

1. Jump on the School Bus 2024 Mid-State Fair Transportation Proposal



Sierra Bravo Enterprises, LLC  
d.b.a. Jump On The School Bus  
Established 11/11/2011 ~ Santa Barbara

June 13, 2024

Ms. Terrie Banish  
Director of Community Services & Promotions

Via Email: tbanish@atascadero.org

**RE: ATASCADERO TOURISM and BUSINESS IMPROVEMENT DISTRICT "ATBID"  
BUS TRANSPORTATION OPPORTUNITY/PROPOSAL FOR MID-STATE FAIR 2024**

Dear Terrie,

Thank you for your time this morning and help on preparing what you need for the upcoming agenda.

Following is our proposed draft transportation schedule, map, logistics and discounted fee schedule.

Please feel free to call us with questions or changes if need before your meeting.

Thank you for this opportunity and your support please let us know if you need anything else.

Sincerely,

Darin Fiechter  
Owner/Partner/Director of Sales  
jumpontheschoolbus@gmail.com  
805.331.2301

Cc: Sierra Falso Owner/Partner/C.E.O, Lindsay Dugwyler Executive Assistant, Danny Sifuentez G.M., Kevin Hanly Sales Manager, Andreas Nuno En Fuego Events



Sierra Bravo Enterprises, LLC  
d.b.a. Jump On The School Bus  
Established 11/11/2011 ~ Santa Barbara

[www.JumpOnTheSchoolBus.com](http://www.JumpOnTheSchoolBus.com)  
TCP#:0028446-A CA#:421712

**BUS TRANSPORTATION OPPORTUNITY/PROPOSAL FOR MID-STATE FAIR 2024**

**Week One (1):**

- (Wed.) 7/17      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Thu.) 7/18      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Fri.) 7/19      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours
- (Sat.) 7/20      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours
- (Sun.) 7/21      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours

**Week Two (2):**

- (Mon.) 7/22      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Tue.) 7/23      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Wed.) 7/24      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Thu.) 7/25      1 Bus 3:30pm to 12:30am running continuously every hour on the hour = 9 hours
- (Fri.) 7/26      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours
- (Sat.) 7/27      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours
- (Sun.) 7/28      2 Buses 11:30am to 12:30am running continuously every hour on the hour = 13 hours

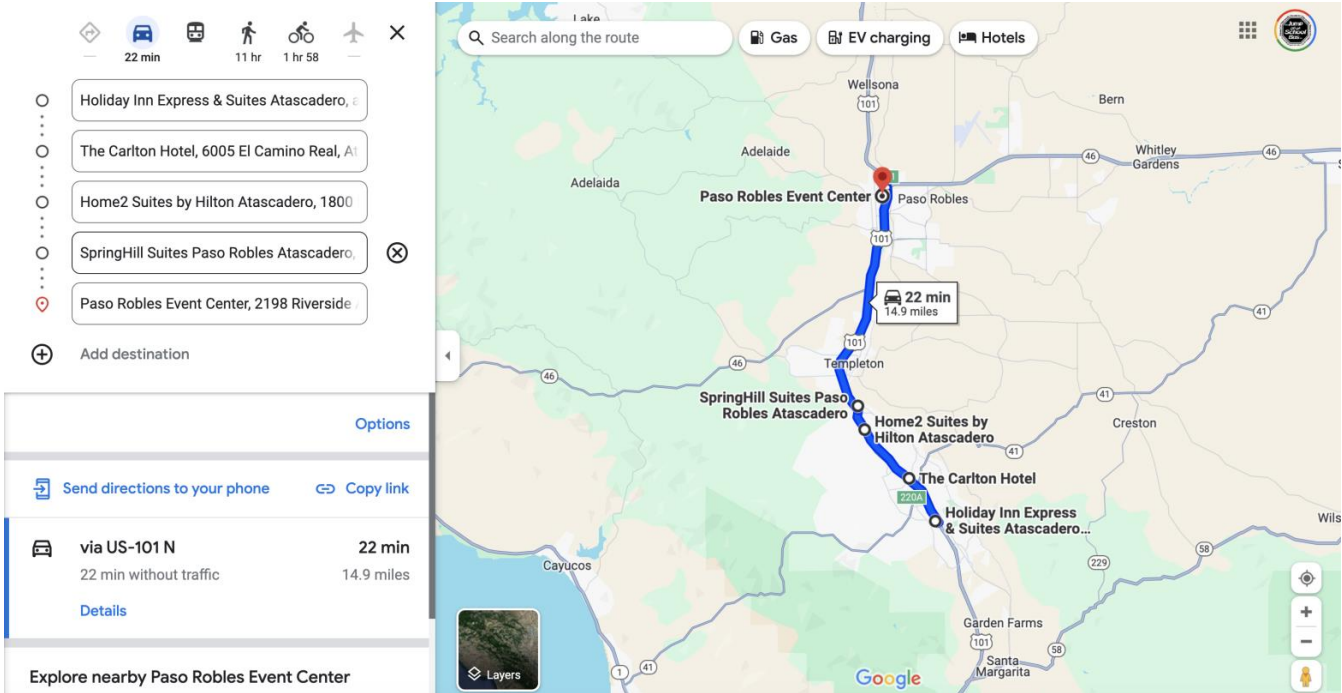
Our standard pricing is \$300.00 per hour per bus which does not include JOTSB Driver/Support team gratuity of 20% equaling \$2,700.00 + Gratuity \$540.00 = \$3,240.00 for one bus for 9 hours.

We are pleased to be able to offer you a discounted multi-day rate of per the following schedule:

Day	Hours	# of Buses	Hourly Rate	Base	Gratuity	Base & Grat. Total
(Wed.) 7/17	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00
(Thu.) 7/18	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00
(Fri.) 7/19	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00
(Sat.) 7/20	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00
(Sun.) 7/21	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00
(Mon.) 7/22	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00
(Tue.) 7/23	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00
(Wed.) 7/24	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00

(Thu.) 7/25	9	1 Bus	\$200.00*9hr	\$1,800.00	\$360.00	\$2,160.00
(Fri.) 7/26	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00
(Sat.) 7/27	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00
(Sun.) 7/28	13 (w/ one free hour)	2 Buses	\$200.00*12hr	\$4,800.00	\$960.00	\$5,760.00

Grand Total: \$47,520.00



4 to 8 hotels/stops (22 Minutes one way not including stops, loading and unloading for 4 hotels per google maps above, once we nail down the other hotels we can put together a schedule that will be shared with all the hotels front desk managers to convey to guests) [Google Maps Route Click Here to Edit](#)

<ul style="list-style-type: none"> <li>• ETA__TBD__: Holiday Inn Express, Atascadero</li> <li>• ETA__TBD__: Carlton Hotel, Atascadero</li> <li>• ETA__TBD__: Home 2 Suites, Atascadero</li> <li>• ETA__TBD__: Spring Hill Suites (Marriott), Atascadero</li> </ul>	<ul style="list-style-type: none"> <li>• ETA__TBD__: TBD, Atascadero</li> <li>• ETA__TBD__: TBD, Atascadero</li> <li>• ETA__TBD__: TBD, Atascadero</li> <li>• ETA__TBD__: TBD, Atascadero</li> </ul>
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To: Paso Robles Event Center, 2198 Riverside Ave, Paso Robles, CA 93446



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

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### **Staff Report**

### **California Welcome Center ATBID-City Shared Sponsorship Opportunity**

#### **RECOMMENDATION:**

ATBID Advisory Board review and provide staff direction on the 2024 California Welcome Center shared sponsorship opportunity with the City.

#### **DISCUSSION:**

The California Welcome Center will be transitioning to the South County Chambers of Commerce beginning July 1, 2024.

Visit SLO CAL will not be renewing the sponsorship of In-Market Tourism Marketing at the California Welcome Center's Pismo Beach location after June 30, 2024. Under Visit SLO CAL, Atascadero was part of that sponsorship to promote ATBID lodging properties.

The City of Atascadero does have an opportunity to continue participating in the program. The South County Chambers of Commerce is offering the opportunity to maintain in-market exposure at the California Welcome Center – Pismo Beach.

There are 7 TV panel walls available for sponsorship at a rate of \$600 per month. Visit SLO CAL and the California Welcome Center is offering a discounted rate of \$5,000 for a 12-month commitment. This 12-month sponsorship includes quarterly statistical impression reporting, distribution tracking for up to 2 rack cards, sharing of guestbook registration information, and an opportunity to sell tourism merchandise.

Last year, the California Welcome Center – Pismo Beach made over 250,000 impressions, averaging more than 700 per day. The Center is open daily, Sunday-Thursday from 10 AM to 7 PM, and Friday-Saturday from 10 AM to 8 PM. It offers free tourism information, vending, and restrooms for travelers. To add a personal touch, the Welcome Center provides Guest Concierge Services from 11 AM to 4 PM Sunday-Thursday, and 11 AM to 5 PM Friday-Saturday, to offer recommendations and referrals to businesses and destinations countywide.

Atascadero would have control over the content for the video loop. The video loop can be updated quarterly to ensure the message remains relevant and timely.

Additionally, there is one Feature Wall available for sponsorship at \$6,000 for 6 months or \$10,000 for 12 months. This prime standalone location is next to the entrance and can be customized to meet branding needs. There is a selfie wall sponsorship, which includes an iPad to direct visitors to the VisitAtascadero.com webpage.

**FISCAL IMPACT:**

Up to \$10,000.

**ATTACHMENT:**

1. CA Welcome Center - Promotional Flyer Pricing
2. CA Welcome Center – Feature & Selfie Information



# Explore In-Market Tourism Marketing @ Pismo Beach CWC!

Learn about our TV Panel walls at California Welcome Center Pismo Beach.

email: [ceo@southcountychambers.com](mailto:ceo@southcountychambers.com)



## Pricing:

\$600 per month  
\$5,000 for 12 months\*

- \*12 month commitment includes:*
- Quarterly Impression Reporting
  - Distribution tracking of upto 2 rack cards
  - Guestbook registration shared for direct follow-up
  - Opportunity to sell souvenir items







## for information:

email: [ceo@southcountychambers.com](mailto:ceo@southcountychambers.com)

**Feature Wall**  
fully customizable  
for your branding



## Selfie Wall

customize  
for your  
business





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

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### **Staff Report**

## **Budget Ad Hoc Committee Nominations for 2024-2025 Fiscal Year**

### **RECOMMENDATION:**

ATBID Advisory Board:

1. Nominate two Board Members to review the budget details for the 2024-2025 fiscal year.
2. Provide staff direction on spending limits that does not require ATBID approval and set those limits at \$500, \$1,000, or \$2,000.

### **DISCUSSION:**

In March 2023, the ATBID Advisory Board assigned a Budget Ad Hoc Committee that met with City staff to review the detailed 2023-2025 budget worksheets for the two-year City budget cycle.

During this timeframe, the Advisory Board, along with public engagement, prepared a two-year budget for the Atascadero Tourism Business Improvement District. As the City's elected governing board, the City Council makes the final decisions on adoption of the two-year budget.

The Advisory Board is now in year two of the two-year budget and aiming to form a Budget Ad Hoc Committee again to review the first year in detail and look to the second year to take a deeper review into what is happening with the budget and get a sense of how things are tracking into year two.

The Budget Ad Hoc Committee will look to see where things can improve and look at spending limits on items that do not need Advisory Board approval, like the ordering of marketing swag items and smaller purchases that staff can proceed with ordering without formal Advisory Board approval. The Budget Ad Hoc Committee will also look at the "Opportunities Fund" along with how to invest the fund balance and what flexibility there is going forward should more budget dollars be needed.

### **FISCAL IMPACT:**

None.

### **ATTACHMENT:**

1. 23-25 235 ATBID Budget Worksheet
2. ATBID Annual Report FY 24-25

**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	2021-2022	2022-2023	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030
		ACTUAL	ACTUAL	BUDGETED	ESTIMATED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	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	<u>152,211</u>	<u>275,903</u>	<u>313,620</u>	<u>313,755</u>	<u>359,930</u>	<u>367,510</u>	<u>371,625</u>	<u>375,915</u>	<u>380,195</u>	<u>384,495</u>	<u>388,785</u>
<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	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>60,000</u>	<u>65,000</u>	<u>65,000</u>	<u>67,000</u>	<u>69,000</u>	<u>71,000</u>	<u>73,000</u>
<b>ACTIVITY TOTAL</b>		<u>\$ 152,211</u>	<u>\$ 275,903</u>	<u>\$ 313,620</u>	<u>\$ 313,755</u>	<u>\$ 419,930</u>	<u>\$ 432,510</u>	<u>\$ 436,625</u>	<u>\$ 442,915</u>	<u>\$ 449,195</u>	<u>\$ 455,495</u>	<u>\$ 461,785</u>

**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	<u>400,770</u>	<u>524,111</u>	<u>331,780</u>	<u>620,356</u>	<u>618,446</u>	<u>612,316</u>	<u>610,591</u>	<u>611,276</u>	<u>614,561</u>	<u>620,586</u>	<u>629,561</u>



## **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 April 2024. The Transient Occupancy Tax (TOT) report is also provided, showing TOT revenues to date through June 12, 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 (6.12.24)

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**Expenditure Detail Report**

ATBID | 6/19/24 | Item B4 | Attachment 1

**CITY OF ATASCADERO**  
 07/01/2023 through 04/30/2024

**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 po CO 02564				-6,000.00		
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						

**Expenditure Detail Report**

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0000.6077025 Digital Media Advertising	(Continued)					
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		771.20		225		
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		225		
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		225		

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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)					
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214					-10,142.01	
10/1/2023 ap IN 16127 Line Description: SECURE WEB HOSTING,WEBSITE MAI Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176001		469.95				
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-13,078.27	
11/1/2023 ap IN 16294 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176261		49.95				
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712					-9,550.82	

**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)					
12/1/2023 ap IN 16451 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176633		49.95		0.00		
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		10,483.49				
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		0.00		
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		0.00		



**Expenditure Detail Report**

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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>
0000.6077025 Digital Media Advertising	(Continued)					
2/29/2024 ap IN 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,379.41				
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				
3/31/2024 ap IN 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,194.67				
3/31/2024 po LI 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,194.67		
4/1/2024 ap IN 17095 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 177663		49.95				
4/30/2024 ap IN 11797 Line Description: APRIL 2024 DESTINATION MARKETI Vendor: 06479 VERDIN Check # 178168		10,982.33				

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
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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>
0000.6077025 Digital Media Advertising	(Continued)					
4/30/2024 po LI 11797 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,982.33		
0000.6077025 Digital Media Advertising	0.00	84,674.33	84,674.33	20,525.17	-105,199.50	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				20,000.00		
7/1/2023 ap IN 230110 Line Description: 2023 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021		3,750.00				
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				

**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>
0000.6077060 Advertising	(Continued)					
10/19/2023 po LI 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344				-5,625.00		
10/31/2023 ap IN 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		4,170.11				
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460				-4,170.11		
11/1/2023 ap IN 14462 Line Description: SOJERN CO-OP Vendor: 00406 VISIT SLO CAL Check # 177238		17,000.00				
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				

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2023 through 04/30/2024

**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>
0000.6077060 Advertising	(Continued)					
3/31/2024 ap IN 11769		1,228.32				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 177892						
3/31/2024 po LI 11769				-1,228.32		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 177892						
0000.6077060 Advertising	0.00	39,876.54	39,876.54	2,473.46	-42,350.00	0.00
<b>Total Advertising</b>	<b>175,000.00</b>	<b>124,550.87</b>	<b>124,550.87</b>	<b>22,998.63</b>	<b>27,450.50</b>	<b>84.31</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		1,600.00				
Line Description: 2023 IPW REGISTRATION						
Vendor: 00406 VISIT SLO CAL Check # 177224						
1/26/2024 je GJ JE24 01-10		-1,600.00				
Line Description: Reclass-2023 IPW Registration						
<b>Total Operating Supplies</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>
0000.6500000 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						

**Expenditure Detail Report**

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**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>
0000.6501125 Promotions Consultants	(Continued)					
7/1/2023 po CO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				6,000.00		
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		9,465.00				
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,465.00		
7/31/2023 ap IN 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		330.00				
7/31/2023 po LI 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-330.00		
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		8,820.00				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,820.00		

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0000.6501125 Promotions Consultants	(Continued)					
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		
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		7,582.50				

**Expenditure Detail Report**

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0000.6501125 Promotions Consultants	(Continued)					
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				
3/31/2024 po LI 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,615.00		

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0000.6501125 Promotions Consultants	(Continued)					
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		
4/30/2024 ap IN 11797 Line Description: APRIL 2024 DESTINATION MARKETI Vendor: 06479 VERDIN Check # 178168		9,255.00				
4/30/2024 po LI 11797 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,255.00		
0000.6501125 Promotions Consultants	0.00	95,347.50	95,347.50	652.50	-96,000.00	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				



Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2023 through 04/30/2024

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: 07961 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				

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2023 through 04/30/2024

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

<b>Account Number</b>	<b>Adjusted Appropriation</b>	<b>Expenditures</b>	<b>Year-to-date Expenditures</b>	<b>Year-to-date Encumbrances</b>	<b>Balance</b>	<b>Prct Used</b>
0000.6509032 Additional Promotional Services	(Continued)					
12/12/2023 ap IN 12122023 Line Description: AT HER TABLE 2024 EVENT Vendor: 09315 ECOLOGISTICS, INC. Check # 176644		7,500.00				
1/23/2024 ap IN 1154 Line Description: 2024 BOVINE CLASSIC GRAVEL RID Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 177440		10,000.00				
3/18/2024 ap IN INV0318 Line Description: CCCBF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 177535		7,500.00				
0000.6509032 Additional Promotional Services	0.00	72,500.00	72,500.00	0.00	-72,500.00	0.00
<b>Total Contract Services</b>	172,500.00	181,597.48	181,597.48	652.50	-9,749.98	105.65
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6605010 Local Chapter Dues	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 ap IN 2055 Line Description: MEMBERSHIP RENEWAL Vendor: 07173 CENTRAL COAST TOURISM COUNCIL Check # 175320		475.00				
0000.6605010 Local Chapter Dues	0.00	475.00	475.00	0.00	-475.00	0.00
<b>Total Professional Development</b>	8,000.00	475.00	475.00	0.00	7,525.00	5.94
0000.6740000 Business Development						
<b>Total Business Development</b>	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
<b>Total Department Service Charges</b>	4,140.00	0.00	0.00	0.00	4,140.00	0.00

expdetl.rpt  
 06/12/2024 3:16PM  
 Periods: 0 through 10

**Expenditure Detail Report**

ATBID | 6/19/24 | Item B4 | Attachment 1

**CITY OF ATASCADERO**  
 07/01/2023 through 04/30/2024

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

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Operating Services and Supplies		306,705.02	306,705.02			
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						
0000.7805029 Opportunities Fund	60,000.00	0.00	0.00	0.00	60,000.00	0.00
Total Special Purchases, Projects, and Studies	60,000.00	0.00	0.00	0.00	60,000.00	0.00
Total Atascadero Tourism Bus Improv Dist	419,890.00	306,705.02	306,705.02	23,651.13	89,533.85	78.68
<b>Grand Total</b>	419,890.00	306,705.02	306,705.02	23,651.13	89,533.85	78.68

## **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.

**Atascadero Tourism Business Improvement District (ATBID) Fund**

**FUND** 235 **TYPE**  
Special Revenue

	<b>ACTUAL</b> <b>2018-2019</b>	<b>ACTUAL</b> <b>2019-2020</b>	<b>ACTUAL</b> <b>6/30/2021</b>	<b>ACTUAL</b> <b>6/30/2022</b>	<b>ACTUAL</b> <b>6/30/2023</b>	<b>YTD ACTUAL*</b> <b>2023-2024</b> <b>through 04/30/2024</b>	<b>BUDGETED</b> <b>2023-2024</b>
<b>REVENUES</b>							
41530.6300 Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 299,591	\$ 414,120
45920.0003 Assessment Penalties	-	133	-	933	3,904	437	-
46110.0000 Investment Earnings	9,631	10,720	2,027	(11,341)	2,966	-	19,400
<b>Total Revenue</b>	<b>287,815</b>	<b>235,462</b>	<b>279,314</b>	<b>399,244</b>	<b>438,271</b>	<b>300,028</b>	<b>433,520</b>
<b>EXPENSES</b>							
6050000 Office Expense	-	-	-	264	-	82	250
6070000 Advertising	178,720	120,110	43,142	127,366	126,556	124,551	175,000
6400000 Operating Supplies	-	-	-	-	-	-	-
6500000 Contract Services **	143,482	120,525	106,295	143,436	163,051	190,764	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	3,000	4,140
7805029 Opportunities Funding	-	-	-	-	-	-	60,000
<b>Total Expenses</b>	<b>325,408</b>	<b>242,881</b>	<b>152,211</b>	<b>275,903</b>	<b>293,960</b>	<b>318,872</b>	<b>419,890</b>
<b>NET INCOME/(LOSS)</b>	<b>(37,593)</b>	<b>(7,419)</b>	<b>127,103</b>	<b>123,341</b>	<b>144,311</b>	<b>(18,844)</b>	<b>13,630</b>
<b>BEGINNING AVAILABLE BALANCE</b>	<b>318,679</b>	<b>281,086</b>	<b>273,667</b>	<b>400,770</b>	<b>524,111</b>	<b>668,422</b>	<b>644,360</b>
<b>ENDING AVAILABLE BALANCE</b>	<b>\$ 281,086</b>	<b>\$ 273,667</b>	<b>\$ 400,770</b>	<b>\$ 524,111</b>	<b>\$ 668,422</b>	<b>\$ 649,578</b>	<b>\$ 657,990</b>

\*Actual numbers are unaudited, not yet finalized and are subject to change

<b>** Contract Services</b>	
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	95,348
Administrative Services Fee	22,916
	<b>\$ 190,764</b>

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	\$ 493,566.44	\$ 331,006.17	\$ -	\$ 1,495,574.91

\* 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.