



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.



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

AGENDA

Wednesday, August 21, 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 Jeffrey Lemus, The Carlton

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

B. BUSINESS ITEMS:

1. **Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2024-2025 Fiscal Year Term**
 - Fiscal Impact: None.
 - Recommendation: ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2024-2025 fiscal year term. [City]
2. **Jump on the School Bus Fair Transportation Results & 2025 Renewal**
 - Fiscal Impact: Up to \$50,000 for future renewal.
 - Recommendations: ATBID Advisory Board:
 1. Receive and file recap of logistics, riders and operations during the CA Mid-State Fair.
 2. Discuss and provide staff direction on future renewal of a similar or improved program in 2025. [Jump on the School Bus/ City]

3. Website Ad Hoc Committee for Proposed Upgrades

- Fiscal Impact: \$53,050
- Recommendation: ATBID Advisory Board:
Nominate two Board Members to review the details and upgrades needed for the VisitAtascadero.com website.

4. Quarterly Marketing Report

- Fiscal Impact: None
- Recommendation: ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q4 2024. [Verdin Marketing]

5. 2024-2025 Marketing Strategy & Campaign Refresh

- Fiscal Impact: \$247,000 in budgeted funds.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction for the 2024-2025 Marketing Strategy & Campaign Refresh for Visit Atascadero. [Verdin]

6. Budget Overview, STR and Monthly Report

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

C. COMMITTEE REPORTS:

1. Budget Ad Hoc Committee Report for 2024-2025 Fiscal Year

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction on next steps following the oral report to the Board.

D. 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]

E. BOARD MEMBER COMMENTS:

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

- a. Atascadero Chamber of Commerce Passport Program. (September 2024)
- b. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
- c. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
- d. Review how events are classified in the budget and what is applied to the opportunities fund. (September 2024).

G. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, June 19, 2024, at 2:30 P.M.

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

CALL TO ORDER:

Vice Chairperson Harden called the meeting to order at 2:33 P.M.

ROLL CALL:

- Present: Board Members Tom O’Malley and Amar Sohi, Vice Chairperson Corina Ketchum and Chairperson Patricia Harden.
- Vacant: One vacancy
- Absent: N/A
- 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 – May 15, 2024

- Recommendation: ATBID Advisory Board approve the May 15, 2024, Regular Meeting Draft Action Minutes. [City Staff]

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve consent calendar.

AYES (4): O’Malley, Sohi, Ketchum, Harden

VACANT (1)

ABSENT (0)

Passed 4-0

B. BUSINESS ITEMS:

1. Jump on the School Bus Lodging Property Transportation Opportunity for 2024 Mid State Fair

- Fiscal Impact: Up to \$47,250.
- 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]

Darin with Jump on the School Bus presented this item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson Harden opened public comment.

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

Vice Chairperson Hardin closed public comment.

MOTION BY: O'Malley

SECOND BY: Sohi

- 1. Approve \$8,640, 4 days and 3 pick-up sites for hotel guests only as a test for the Jump on the Bus Program.**

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

VACANT (1)

ABSENT (0):

Passed 4-0

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]

Jeff Chambers with South County Chamber of Commerce presented this item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Hardin opened public comment.

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

Chairperson Hardin closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

- 1. Approve \$2,500 sponsorship from ATBID with the other \$2,500 sponsorship promoting the Zoo for the California welcome center ATBID-City.**

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

VACANT (1)

ABSENT (0)

Passed 4-0

3. Budget Ad Hoc Committee Nominations for 2024-2025 Fiscal Year

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board:
 - a. Nominate two Board Members to review the budget details for the 2024-2025 fiscal year.
 - b. 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]

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:

Chairperson Harden closed public comment.

MOTION BY: O’Malley

SECOND BY: Sohi

1. **Nominated two Board members, Tom O’Malley & Amar Sohi to be on the Budget Ad Hoc Committee.**
2. **Approve spending limits up to \$2,000 that do not require ATBID Boar approval.**

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

VACANT (1)

ABSENT (0)

Passed 4-0

4. Budget Overview and Monthly Report

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

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

PUBLIC COMMENT:

Chairperson Hardin opened public comment.

The following citizens provided public comment on this item:

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

C. UPDATES:

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

D. BOARD MEMBER COMMENTS: None.

E. 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)
4. Review how events are classified in the budget and what is applied to the opportunities fund. (September 2024).
5. Discuss opportunities to support the Zoo, whether it be TOT or increase the hotelier assessment. (August 2024)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:26 P.M.

MINUTES PREPARED BY:

Terrie Banish
Director of Community services & Promotions

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2024-2025 Fiscal Year Term

RECOMMENDATION:

ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2024-2025 fiscal year term.

DISCUSSION:

The ATBID Chairperson facilitates ATBID Board meetings and is expected to be prepared and knowledgeable about items on the agenda, vendors, and Board policies and procedures. Additionally, the ATBID Chairperson should be aware of the legalities and practices regarding public advisory boards.

The Vice Chairperson is expected to act as ATBID Chairperson in case the Chairperson is absent or otherwise unable to lead an ATBID meeting.

For two consecutive years, Board Member Patricia Harden has served as the Chairperson for the ATBID Board for the previous term. For two consecutive years Board Member Corina Ketchum has served as the Vice Chairperson for the ATBID Board for the previous term.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Jump on the School Bus Fair Transportation Results & 2025 Renewal

RECOMMENDATION:

ATBID Board to receive and file recap of logistics, riders and operations during the CA Mid-State Fair; Discuss and provide staff direction on future renewal of a similar or improved program in 2025.

DISCUSSION:

Each year, we work to try and have bus transportation to and from the California Mid-State Fair for both residents and visitors to enjoy. This service would provide lodging owners an opportunity to encourage overnight stays in the Atascadero area during the Fair.

At the June ATBID meeting, representatives from “Jump on the School Bus” discussed a transportation opportunity, and a decision was made to do a trial run with the busses running for four days, Thursday through Sunday, during the first week of the Fair. Pick up times would begin at 3:30 pm each day and in the evening until 10 pm, coinciding with Fair hours. The pickup locations were determined to be at The Carlton, Holiday Inn Express and Springhill Suites by Marriott, representing the length of the City and central to other hotels. Drop off was agreed to from Fair representatives to be at the Pioneer Museum. The frequency would be every hour on the hour to allow for consistent times to and from the Fair and only hotel guests could ride the bus. Hotel guests would have to show proof of their hotel or vacation rental stay to ride on the bus. Transportation pricing was based on this agreement with total cost of trial transportation \$8,640.

The bus service was a trial run to see if it would be successful enough to do again in 2025. Jump on the School Bus Tours will be providing an oral review of the operations and logistics experienced during the Fair.

FISCAL IMPACT:

Up to \$50,000 for renewal.

ATTACHMENT:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Assign Website Ad Hoc Committee for Proposed Upgrades

RECOMMENDATION:

ATBID Advisory Board ATBID Advisory Board nominate two Board Members to review the details and upgrades needed for the VisitAtascadero.com website.

DISCUSSION:

Assign an Ad Hoc Committee to review the proposed changes to the VisitAtascadero.com website. The budget to make upgrades to the new website had been approved to move forward in FY 24. Before we could move forward, we needed to wait until the opportunity of a county events calendar was made available from SLO CAL. Due to technology limitations, SLO CAL was not able to move forward with a universal calendar. Due to this outcome, we would like to move forward with the updates that were reviewed in the approved proposal.

Due to the involvement of the website upgrades, it is recommended that an Ad Hoc Committee be assigned to review the specific changes with the City's Technology team and Verdin Marketing so we can upgrade the site increasing its marketing capability and making it more efficient. This committee will also revisit the budget to assure that the formerly approved dollar amount wasn't allocated to other marketing/ event expenses.

FISCAL IMPACT:

\$53,050

ATTACHMENT:

1. Visit Atascadero Website Proposal 2024

January 17, 2024

Visit Atascadero

Proposal for Website Design & Development

Below is a proposal to develop a new website for Visit Atascadero.

Groundwork

\$2,500

In this initial phase, the Verdin team would host a kickoff meeting with Visit Atascadero and Clever Concepts (CC) to determine specific goals and functionality needed on the new site. This initial phase is estimated to be up to two weeks, depending on client schedules, and is proposed to include the following:

- Kickoff meeting with Visit Atascadero, Clever Concepts and Verdin team to take a deep dive into the website and confirm specifics needed on the new site
- Refreshed Sitemap and UX recommendations

Get Working (Verdin)

\$20,600

In this phase, the Verdin team would develop the content and design direction of the site. Estimate includes:

- Development of up to 20 pages of website copy
- Development of the design and layout for all of the major content pages
- Development and implementation of SEO strategy, including metatags and keywords
- Site review and recommendations on initial and final versions of the dev site
- Project management
- Website hosting through Clever Concepts for one year including:
 - 10GB Storage, additional bandwidth is \$2/GB
 - Daily managed backups,
 - Web Statistics

- SSL Certificate
- Additional maintenance after website launch is billed at \$140/hour with a 15-minute minimum if Clever Concepts hosts the website.

Get Working (Clever Concepts)

\$29,950

The scope will need to be confirmed following the initial kickoff meeting to ensure that all needed functionality is included.

- Consulting & Project Management including:
 - Client communication and meetings
 - Task organization and management
 - Review and testing of the developed site
- Site design of custom responsive theme including:
 - Fully custom-designed mobile-optimized theme with home page and inside page templates based on design provided by Verdin
 - The website will be hand-coded using a combination of HTML, CSS, Javascript, and PHP
- Site development including:
 - Setup of WordPress Content Management System
 - Integration of multimedia elements, including photos and videos
 - Integration of Google Map
 - Incorporation of social media follow buttons and feeds (Instagram)
 - Blog, either powered by CMS or custom integrate WordPress into the website to prevent hacking
 - Submission of a sitemap to search engines
 - Carryover of all existing business listings from current website
 - Security: with our custom CMS, regular updates and security patches are not necessary as hackers can't access the code
- Website go live

NEW WEBSITE TOTAL:

\$53,050

Contract Terms

Timeline

The timeline is subject to change if client due dates are not met or if the scope is changed. If a client deadline is missed resulting in an expedited timeline, or work is paused for a period of time, then a start up fee may be applicable to reevaluate what has been done in order to restart work.

Force Majeure

In the event that any party is unable to perform its obligations under the terms of this Agreement because of acts of God, strikes, equipment or transmission failure or damage beyond its reasonable control, or other causes beyond its reasonable control, such party shall not be liable to any other party for any damages resulting from such failure to perform or otherwise from such causes.

Clever Concepts Contract Terms

Payments

The development cost of the project is \$29,950. 25% is to be provided up-front, 25% upon design approval, 25% upon build out of design and CMS tools, and remaining 25% upon completion of the project. Any additional development outside this scope of work will be billed at \$140/hour. An invoice will be presented upon completion of the project and payment is in Net 15 terms.

Invoices are due and payable within 15 days of presentation. Additionally, a late payment fee of 1.5% per month (18% Annual Percentage Rate) will be assessed on all accounts 30 days or more past due. Checks returned for any reason are subject to a \$50.00 service charge. We reserve the right to cease any service or development, for nonpayment of delinquent balances owed Clever Concepts. Such cessation will continue until the account is brought current. Client agrees to pay any collection costs incurred by Clever Concepts in collecting any past due accounts, including but not limited to attorney's fees.

Regulations

The Parties agree that in keeping with Federal Regulations, Client is solely and fully responsible for the content of the electronic information that it places on the Clients web site.

Termination

Termination in the Event of Material Breach. Either party can terminate this Agreement immediately following breach of this Agreement by the other party and failure of the breaching party to cure within thirty (30) days after written notice of the breach, except that in the event of non-payment by Client, Clever Concepts may terminate upon failure of Client to fully cure the non-payment.

Termination at will. In the event any party to this Agreement desires to terminate its Agreement, notice of that decision should be submitted in signed writing to the other party at least thirty (30) days prior to the desired date of

termination, provided all work paid by the client shall be completed prior to termination; if not Clever Concepts shall refund the appropriate amount to client for work not performed. In addition, any work that Clever Concepts has completed that has yet to be paid by the client shall be paid to Clever Concepts.

Disclaimer

While we do our best to deliver a 100% functional website, bugs are bound to happen. As long as we host the website, we guarantee all of our work and will fix any problems that were 100% our mistake for the life of the site. We also can not guarantee any browser functionality for web browsers that are released after the completion of the website. The site will be tested on Chrome, Firefox, Safari and Microsoft Edge browsers. The site will be search engine friendly, but does not guarantee placement on any search engine.

Development Timeline

This project can be completed within 3 months of agreement and delivery of materials. Development will be completed in individual steps to ensure that the final product meets your expectations.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Quarterly Marketing Report

RECOMMENDATION:

ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q4 2024.

DISCUSSION:

Quarter 4 (April – June 2024) shows stat summary of the success of the Summer campaign. Verdin's marketing plan summary and review performance can be found in the stat summary (Attachment 1). Verdin will be providing an oral presentation on the Q4 results.

Visit Atascadero deployed a multi-channel paid media strategy in the fourth quarter, leveraging CTV, Streaming Audio, Google Performance Max, Pinterest, and Meta ads to bolster brand awareness and drive website traffic. CTV excelled, garnering over 186,000 impressions with a video completion rate surpassing the benchmark at 97%. Google Performance Max delivered substantial results, exceeding one million impressions, generating 34,000 clicks, and achieving a 2.03% CTR. To enhance brand safety and secure optimal ad placements, budget allocation was shifted away from Google Performance Max to other tactics in May. The Meta campaign performed exceptionally well, with click-through rates for both Meta Ads and Meta Boosted Posts exceeding the target of 1%.

On the owned media front, email marketing continued to excel, outperforming industry standards for open and click rates. Social media success was primarily driven by Tamale Fest-themed posts and video content, which will be prioritized across all platforms. Instagram experienced a decline in impressions and engagements, likely attributed to the previous quarter's giveaway impact. To rectify this, optimizations including keyword implementation and increased video content are being implemented. Travel Now stories witnessed a substantial surge in views, prompting efforts to enhance completion and interaction rates through strategies such as incorporating key terms and expanding video content usage.

FISCAL IMPACT:

None.

ATTACHMENT:

1. ATBID Stat Summary – Q4 FY24

July 17, 2024

Visit Atascadero

Quarter 4 Stat Report

Summary of Performance

In the fourth quarter, Visit Atascadero utilized a combination of CTV, Google Performance Max, Streaming Audio, Pinterest, and Meta ads as part of its paid media strategy. These tactics worked together to build brand awareness and drive traffic to the website.

From April through June, CTV acquired over 186,000 impressions and had a video completion rate over the benchmark of 97%. Streaming audio was an effective tactic for brand awareness and finished the campaign with 84,000 impressions. Continuous optimizations, including bid adjustments and shifts from low-performing exchanges, enhanced the programmatic campaign's effectiveness.

Google Performance Max was a strong tactic and had great numbers. It received over a million impressions, 34,000 clicks, and had a CTR of 2.03%. In May, the strategy was adjusted and the budget shifted away from GPM to other tactics in order to implement stronger brand safety measures and ensure better site placements for ads. Although these changes result in lower overall stats, the quality of the clicks and impressions will improve significantly.

The Social campaign performed well in the fourth quarter. The Pinterest campaign received over 500,000 impressions and over 1,000 clicks, serving as a great brand awareness tactic. Throughout the campaign, optimizations such as adding new audiences and adding additional creative were implemented to improve performance. The Meta campaign performed very well, and the click-through rate for both Meta Ads and Meta Boosted Posts surpassed the benchmark 1% CTR goal.

On the owned side, results were again solid across the board. Email marketing continued to receive high open and click rates, both exceeding industry standards. Top-performing social posts focused on the Tamale Fest and video content. We are continuing to implement video content whenever possible on all social channels. To see results for boosted posts, please refer to the bottom of the Paid Media section. Instagram impressions and engagements appear to be down, likely because of the large response to our Instagram giveaway last quarter. We published multiple Travel Now stories this quarter, leading to a significant increase in story views. We are implementing optimizations such as using key terms, including more video content, etc. to increase completion and interaction rates.

Paid Media

Channel	Creative	Impressions	Clicks	CTR	VCR
CTV	All in Atascadero	183,136	N/A	N/A	97.26%
Streaming Audio	All in Atascadero	84,440	85	0.10%	44.14%
Google Performance Max (April)	All in Atascadero	1,692,884	34,368	2.03%	N/A
Pinterest	All in Atascadero	506,301	1,362	0.27%	3.6%
Social Media (FB/IG)	All in Atascadero	421,706	14,106	3.34%	2.16%
Social Boosted Posts	Multiple	363,085	9,747	2.68%	3.8%

Total Campaign Summary:

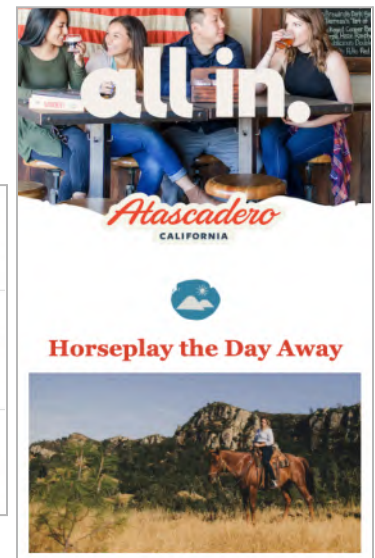
- Impressions: 3,251,552
- Clicks: 59,668
- Avg. CTR: 1.8%

Owned Media

Email Marketing Campaign Results:

Verdin developed and deployed three monthly e-newsletters in Q4. They included themed content by trending topics within the industry, local events and happenings, and a call to book your stay in Atascadero. Below are the results:

<p>June E-Newsletter 2024</p> <p>✉ Regular email · Legacy builder</p> <p>Last edited Mon June 17, 2024 9:25 am by Ashlee Akers</p>	<p>Sent</p> <p>Tue June 11, 2024 2:00 pm</p>	<p>Newsletter List</p> <p>3,286 recipients</p>	<p>42.8%</p> <p>Opens</p>	<p>5.6%</p> <p>Clicks</p>
<p>May E-Newsletter 2024</p> <p>✉ Regular email · Legacy builder</p> <p>Last edited Mon May 13, 2024 12:17 pm by Ashlee Akers</p>	<p>Sent</p> <p>Tue May 7, 2024 2:00 pm</p>	<p>Newsletter List</p> <p>3,210 recipients</p>	<p>42.5%</p> <p>Opens</p>	<p>3.6%</p> <p>Clicks</p>
<p>April E-Newsletter 2024</p> <p>✉ Regular email · Legacy builder</p> <p>Last edited Thu April 11, 2024 1:50 pm by Ashlee Akers</p>	<p>Sent</p> <p>Wed April 10, 2024 4:00 pm</p>	<p>Newsletter List</p> <p>3,068 recipients</p>	<p>46.1%</p> <p>Opens</p>	<p>4.4%</p> <p>Clicks</p>



Social Media Results:






Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
Reporting Period Apr 1, 2024 – Jun 30, 2024	8,103 ↗ 1.4%	113 ↗ 34.5%	7,411 ↗ 0.8%	66 ↗ 50%	52 ↗ 8.3%	795,119 ↘ 11.3%	56,532 ↗ 35.3%	737,185 ↘ 13.6%	12,726 ↘ 20.3%	2,115 ↘ 80.1%
Compare to Jan 1, 2024 – Mar 31, 2024	7,990	84	7,354	44	48	896,396	41,786	853,262	15,967	10,623
Visit Atascadero	8,103	113	7,411	66	52	795,119	56,532	737,185	12,726	2,115

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements	Organic Engagements
Reporting Period Apr 1, 2024 – Jun 30, 2024	6,546 ↗ 3.5%	221 ↗ 2.3%	166 ↘ 4.6%	177,257 ↘ 36%	177,257 ↘ 36%	0 → 0%	3,425 ↘ 21.2%	3,425 ↘ 21.2%
Compare to Jan 1, 2024 – Mar 31, 2024	6,325	216	174	276,853	276,853	0	4,348	4,348
visitatascadero	6,546	221	166	177,257	177,257	0	3,425	3,425

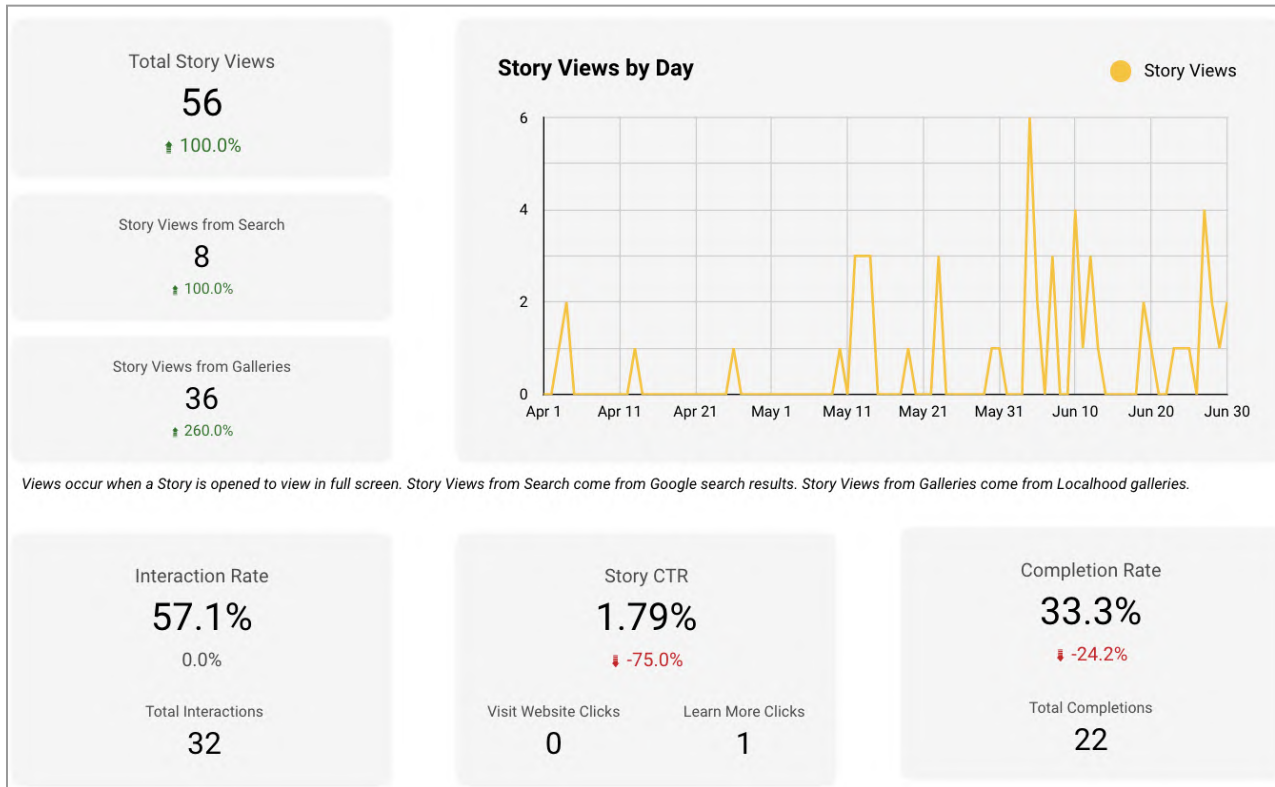
*See paid results listed above

Top Posts:

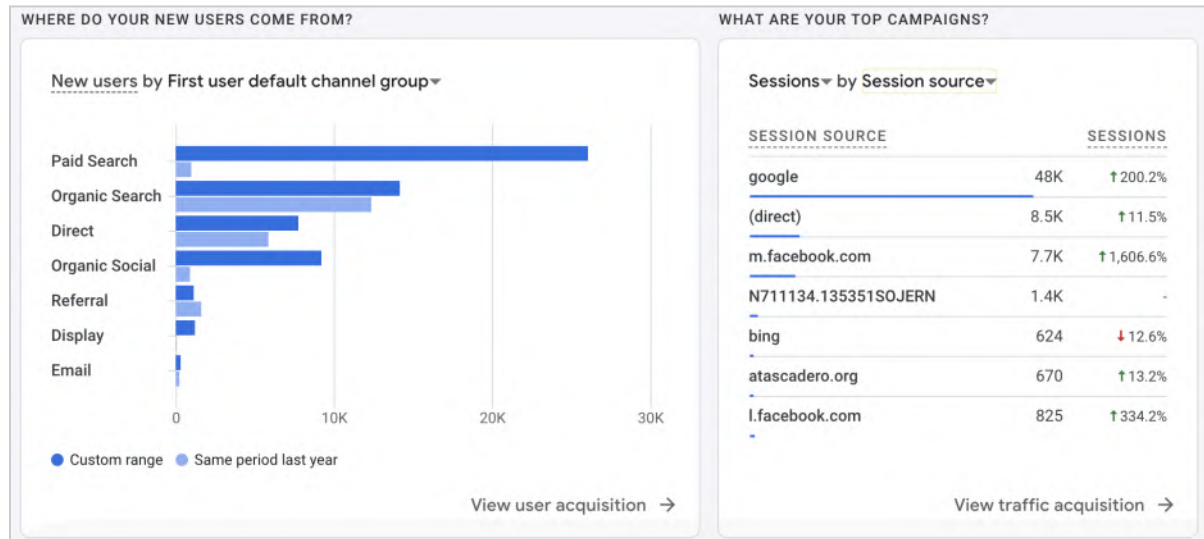
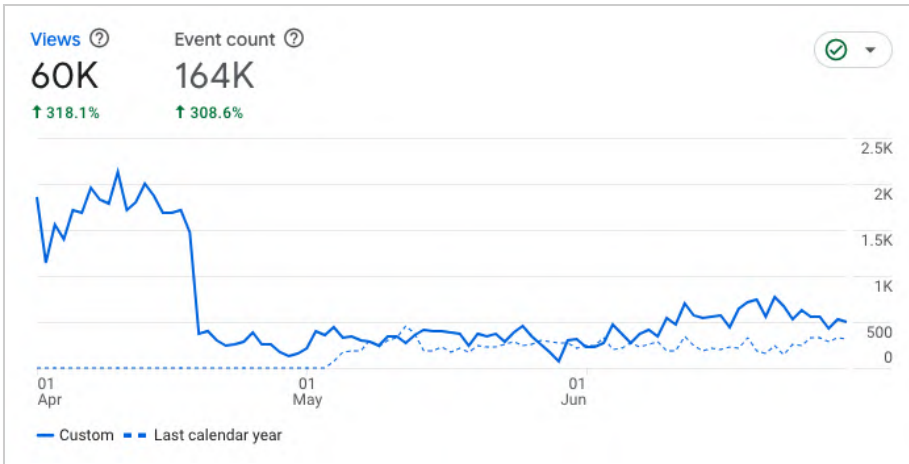
<p> Visit Atascadero Sat 4/13/2024 11:34 am PDT</p> <p>Three weeks to go! 🌮🌮🌮 The Tamale Festival is on the way! The fun kicks off on Fiesta Friday,...</p> <p>Total Engagements 5,749</p> <p>Reactions 477</p> <p>Comments 22</p> <p>Shares 77</p> <p>Post Link Clicks 3,326</p> <p>Other Post Clicks 1,847</p>	<p> Visit Atascadero Sat 4/27/2024 11:53 am PDT</p> <p>ONE WEEK! 🌮 The Tamale Festival is on the way! FREE to attend! Fiesta Friday, May 3 An...</p> <p>Total Engagements 1,956</p> <p>Reactions 69</p> <p>Comments 3</p> <p>Shares 14</p> <p>Post Link Clicks 305</p> <p>Other Post Clicks 1,565</p>	<p> Visit Atascadero Mon 5/13/2024 2:52 pm PDT</p> <p>Our area really does have it all! One of the best short trips from Atascadero is the 24-minute drive...</p> <p>Total Engagements 1,728</p> <p>Reactions 224</p> <p>Comments 7</p> <p>Shares 29</p> <p>Post Link Clicks 589</p> <p>Other Post Clicks 879</p>	<p> Visit Atascadero Sun 6/9/2024 10:26 am PDT</p> <p>Treat your old man to some Atascadero-style fun this Father's Day! 🥰❤️ Head to our website for...</p> <p>Total Engagements 710</p> <p>Reactions 31</p> <p>Comments 3</p> <p>Shares 4</p> <p>Post Link Clicks 350</p> <p>Other Post Clicks 322</p>	<p> Visit Atascadero Mon 6/17/2024 3:00 pm PDT</p> <p>The California Mid-State Fair is a month away! Atascadero is the perfect home base for fair fans. 🎡...</p> <p>Total Engagements 643</p> <p>Reactions 23</p> <p>Comments 3</p> <p>Shares 1</p> <p>Post Link Clicks 195</p> <p>Other Post Clicks 421</p>
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Post Content	Total Engagements	Likes	Comments	Shares	Saves
<p>visitascadero Fri 5/3/2024 8:22 am PDT</p> <p>Are. You. Ready? 🎉 Fiesta Friday starts tonight at 5:30 p.m. downtown, including live music,...</p> 	450	304	15	122	9
<p>visitascadero Wed 4/17/2024 11:08 am PDT</p> <p>Talk about a #Superbloom! 🌸 The #Wildflowers in and around Atascadero are simply stunning thi...</p> 	316	221	10	57	28
<p>visitascadero Sat 4/13/2024 11:12 am PDT</p> <p>Three weeks to go! 🎉🎉🎉 The Tamale Festival is on the way! The fun kicks off on Fiesta Friday,...</p> 	232	123	6	89	14
<p>visitascadero Tue 5/21/2024 10:40 am PDT</p> <p>We give Atascadero two paws up! There are so many dog lovers in our pet-friendly community. Check out...</p> 	229	170	4	46	9
<p>visitascadero Sat 6/22/2024 3:54 pm PDT</p> <p>Historic moments in historic settings. ✨ Dreaming of the perfect wedding getaway? We've got you...</p> 	212	198	2	11	1

Visit California Travel Now Stories - Crowdriff Partnership:



Website Analytics: Comparing 2023 v. 2024





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2024-2025 Marketing Strategy & Campaign Refresh

RECOMMENDATION:

ATBID Advisory Board to discuss and provide staff direction on the 2024-2025 Marketing Strategy and Campaign Refresh for Visit Atascadero.

DISCUSSION:

As the ATBID Advisory Board enters this next fiscal year, Verdin Marketing will present a dynamic and comprehensive marketing strategy and campaign refresh for Visit Atascadero! Working off the approved two-year marketing plan, Verdin will present enhancements to optimize the paid media strategy and align with best practices for earned and owned channels. Our focus will be on refining our message and refreshing creative to better resonate with new audiences while maintaining Atascadero's unique position as a Central Coast destination.

Verdin will be providing an oral presentation at the meeting that will delve into our target audience, highlight updates to our tactical plan, as well as showcase new brand elements and an evolved campaign harking back to our historic roots. With feedback from the board, Verdin hopes to begin the production of new assets and website designs. By leveraging innovative digital platforms, creating compelling content, and proactive PR efforts, we strive to elevate visitor experiences and drive sustainable economic growth.

FISCAL IMPACT:

\$247,000 in budgeted funds.

ATTACHMENTS:

1. ATBID Marketing Plan 2023-2025
2. ATBID Verdin Marketing Budget Report FY25

Atascadero
CALIFORNIA

Marketing Plan

JULY 2023 - JUNE 2025

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2



Welcome

As we enter the next fiscal year, Visit Atascadero is excited to present a dynamic and comprehensive marketing plan aimed at elevating our city's position as a unique travel destination on the central coast of California. This strategic roadmap is designed to enhance visitor experiences, engage with our target audience, and promote sustainable tourism practices. Through innovative digital initiatives, engaging content, and collaborative partnerships, we strive to create lasting memories for our visitors while fostering economic growth for our local community.

WHAT CAN YOU EXPECT FROM OUR NEW MARKETING PLAN?

Immersive Digital Experience: We are enhancing our online presence to offer visitors a fresh perspective on our sweet hidden gem. Our redesigned website will be your one-stop destination for all things Atascadero, featuring user-friendly navigation, stunning visuals, and comprehensive information about the city's attractions, accommodations, and events.

Engaging Content: We believe that storytelling lies at the heart of travel. Through captivating blog posts, inspiring videos, and interactive social media campaigns, we will paint vivid pictures of the unique experiences that are awaiting in Atascadero.

Memorable Moments: Get ready to be part of unforgettable moments with our community events and celebrations. We are working hand in hand with local businesses, wineries, and organizations to create enriching experiences for everyone in the family.

We're excited about the future and look forward to a *genuinely* successful next two years.



WHO WE ARE

The Atascadero Tourism Business Improvement District (ATBID) Advisory Board is made up of representatives from lodging or hospitality-related businesses in Atascadero appointed by the City Council. The TBID helps to promote Atascadero as a travel destination and is funded by a 2% assessment charged by hotels for this purpose. The Advisory Board meets regularly to make decisions on funding and tourism promotions with a strategic goal of getting travelers to come, sleep and spend.

VISION

Atascadero is a beautiful and authentic city of outdoor recreation, culinary adventures, and welcoming hospitality. It's a safe place where the arts & history thrive, and the diversity of experience, generosity of spirit, and small-town ambiance are here to be enjoyed by visitors and residents alike.

MISSION

To brand, market and promote Atascadero, CA as the classic California Americana destination of choice on the Central Coast to a regional, national and global audience targeting leisure, family, business and group travelers, resulting in more frequent visitation, longer stays and increased lodging revenue.



5

6



Strategic Game Plan

IMPERATIVE	OBJECTIVES	INITIATIVES
<p>ENHANCE THE ATASCADERO BRAND STORY AND EXPERIENCE</p>	<ol style="list-style-type: none"> 1. Growth in subscriber base and social following 2. YOY growth in website traffic and engagement 	<ol style="list-style-type: none"> 1. Develop and deploy a refreshed website 2. Launch blog 3. Implement proactive PR strategy
<p>VISITATION GROWTH</p>	<ol style="list-style-type: none"> 1. YOY growth in TOT 2. YOY growth in RevPAR/OCC 	<ol style="list-style-type: none"> 1. Create packages/itineraries with unique offerings to grow length of stay 2. Amplify paid media strategy with new channels
<p>DEVELOP KEY PARTNERSHIPS</p>	<ol style="list-style-type: none"> 1. Increase brand awareness 2. Build strong relationships with stakeholders 	<ol style="list-style-type: none"> 1. Identify partner opportunities that drive overnight stays 2. Create core pillars that are authentic to Atascadero experiences





Brand Strategy

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LANGUAGE

Atascadero is blossoming. New developments, new businesses, new public artworks, new residents. In Atascadero you can feel a sense of rejuvenation. A sense of something new and exciting paired with an authenticity and classic California vibe that is hard to come by. Let's lean into this transformation and embrace that this is a place whose story is still being written, and you can be a character in that story.

In 2021 we launched the All In campaign to highlight the area's amazing artisan businesses as well as the die-hard community of makers and shakers that call Atascadero home. While the first round of the campaign primarily focused on what people were creating, the next round of creative assets will primarily focus on the people of Atascadero and the culture of creation and change. We will pair the new and old imagery to lean away from a primarily product-focused campaign and towards a heavier focus on culture.

CAMPAIGN FEEL

Funky, warm, organic, people-focused,
cultural, inspirational, growth, artistic, fun



BRAND PERSONALITY

Artistic Humble Laid Back Welcoming Down to Earth

TONE OF VOICE

The Atascadero tone is genuine and authentic to our small town atmosphere and creative entrepreneurial spirit. Use welcoming language inviting visitors to come and experience what makes Atascadero such a special place within the Central Coast. Avoid stuffy, formal or overly complicated language. We're not fussy or flowery in communication. We're straightforward and relaxed like a well-worn pair of blue jeans.

EXAMPLE SOCIAL POSTS

General Post: *Fill up your tank and fuel your soul with burgers, brews and down-home adventures. You're in good company. #allinatascadero*

History Post: *If you're a history buff looking to add unique trivia to your arsenal you came to the right place. Go All In and book a docent-led tour of the historic Atascadero City Hall.*

CTA: *Live it. Breathe it. Believe it. All In. Atascadero*

IMAGERY

Our imagery should feature the natural beauty, artistic tendencies and good times found in Atascadero. Select imagery showing people with genuine expressions. Use naturally occurring light and deep colors in photos rather than overly washed-out or artificially bright light. Include a diverse range of scenery, experiences, types of businesses and people in the images. Make sure that everyone feels welcome to visit.

IMAGERY TIPS

Show off native landscapes specific to Atascadero

Feature unique history
(City hall, printer building, tunnel under the freeway)

Show behind the scenes/process shots when featuring a business

Feature people and a sense of place

Research and Trends

Using primary and secondary research, ATBID collected insights to understand the current travel and tourism landscape. In addition to previous research programs in collaboration with SLO CAL, ATBID conducted a survey to all hoteliers requesting personalized data that is specific to our lodging community. Moving forward, our focus will be to harness the insights and elevate the effectiveness of our tourism marketing strategies in the upcoming two years.

VISIT ATASCADERO MARKETING SURVEY

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ATBID conducted a marketing survey in the Summer of 2023 to capture insights from local lodging partners. Below are the results.

- **11 respondents**
- **61% of respondents shared most guests are from LA or SF/Bay Area**
- **Types of travelers: couples, followed by families and solo travelers**
- **Average age of travelers: 30–60**
- **Most respondents use Instagram as their main social media channel**
- **Advertising support is needed year-round, heavier in the off-season (September–May)**

SECONDARY RESEARCH & TRENDS

Visit California's 2022 Economic Impact of Travel in California report indicated a continued increase in travel spending, up 31.7% from 2021. That same progress can be seen locally, SLO CAL saw a 13.8% increase in overall travel spending. This upward trend indicates that travelers are excited to explore, with many looking to do so in their own state. California residents are accounting for 45% of all travel spending in California.

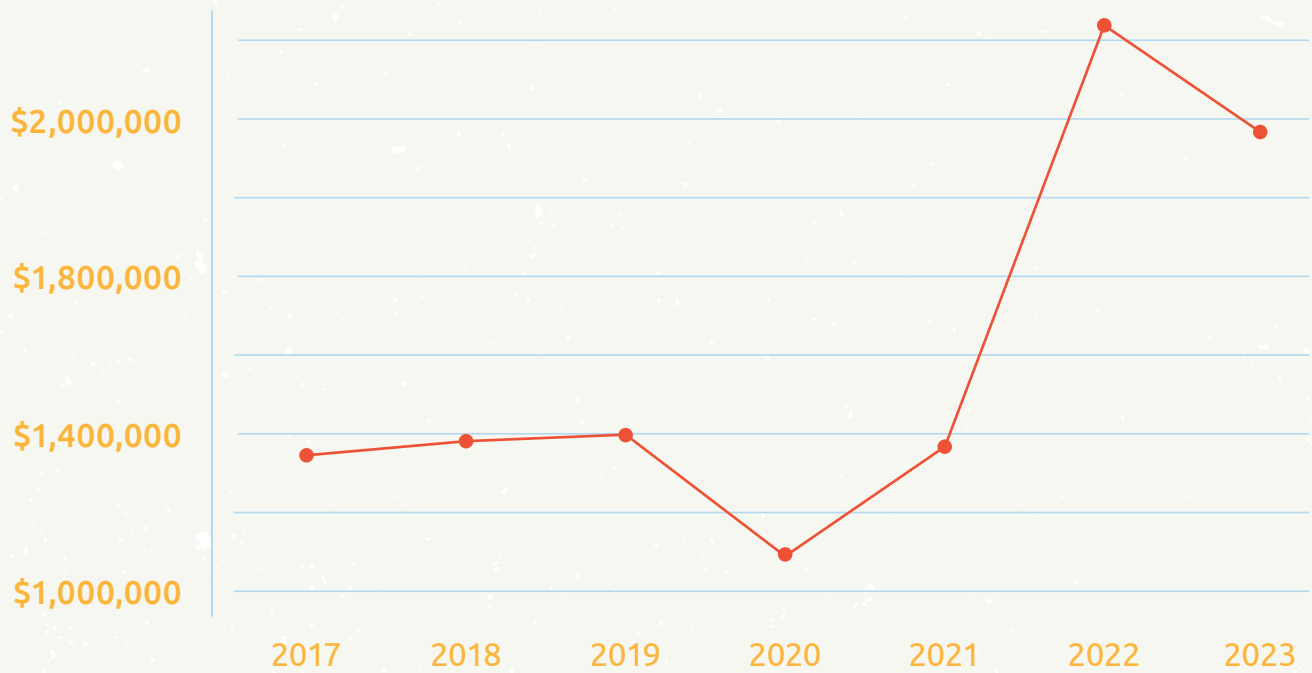
These statistics serve as a positive reinforcement for ATBID's continued focus on drive markets. Key motivators for travel include quality time with loved ones, exploring off-the-beaten-path locations and visiting destinations of historical significance.

Visit California reports that while we are not quite there yet when it comes to travel spending, tax revenue, and other metrics, we are 93% of the way back to pre-pandemic levels. Another key piece of this success is the fact that the majority of residents see tourism as a net positive in their communities and believe in the power of tourism as it relates to quality of life according to the Visit California Community Sentiment Study.

2023 has proven that while inflation continues to be on the rise, projections continue to show that visitor spending will exceed 2019 levels this year according to Visit California. \$95 million in stimulus spending produced \$36.7 billion in ROI.

Campaigns featuring emerging trends such as glamorizing the good ol' days and the new way to road trip via electric vehicles are ones to focus on while continuing to keep an eye on sustainability, especially as it relates to food and beverage. An extension to the brand campaign will be messaging targeted to our digital nomads and those looking to add a few work days while on vacation.

TRANSIENT OCCUPANCY TAX



ATASCADERO HOTEL AGGREGATED PERFORMANCE AND YOY % CHANGE

Period: July 2022 to June 2023



*Data from Visit California's Year in Review FY22/23, SLO CAL's Business & Marketing Plan FY 20234 and Destination Analysts' Recovery Research Dashboard—June 2022.



Target Audience

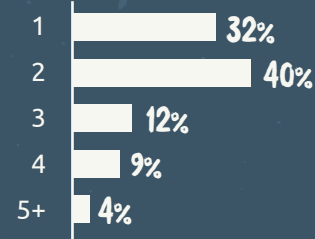
THE PURPOSEFUL TRAVELER

In collaboration with Visit SLO CAL, ATBID will specifically target the Purposeful Traveler audience. The Purposeful Traveler is characterized by their vibrant and uncomplicated lifestyle, emphasizing authenticity and strong personal connections with family and friends. With a curious and open-minded nature, they seek out enriching experiences, eager to explore and learn about new things. In harmony with nature and their inner selves, they find fulfillment in engaging in activities that align with their passions. By tailoring our offerings to the preferences and values of the Purposeful Traveler, ATBID strives to provide genuine and meaningful experiences that resonate with this unique and discerning group of travelers.

DEMOGRAPHICS

46% Male | 54% Female
 54% Married | 32% Single
 37% Children In Household
 41% Graduated College
 \$142.3k Household Income
 45.5 Average Age

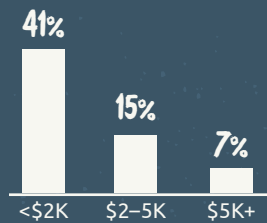
SIZE OF TRAVEL PARTY



TRAVEL WITH

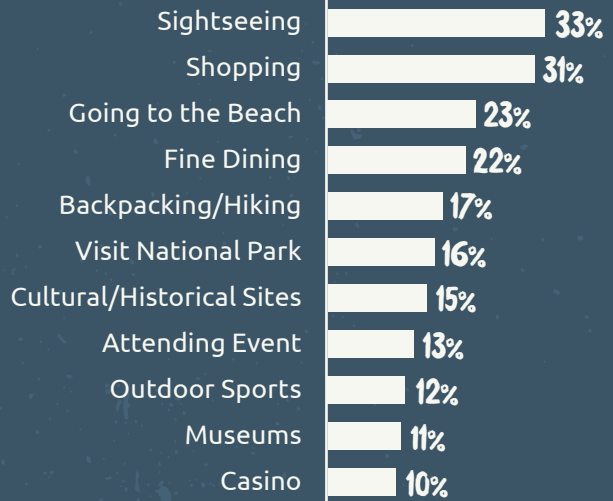
Travel With	Percentage
Alone	31%
Spouse/Mate	58%
Children	24%
Friends	17%
Other	17%

ANNUAL TRIP SPENDING



\$1,410
 Avg. Annual Trip Spending

KEY ACTIVITIES



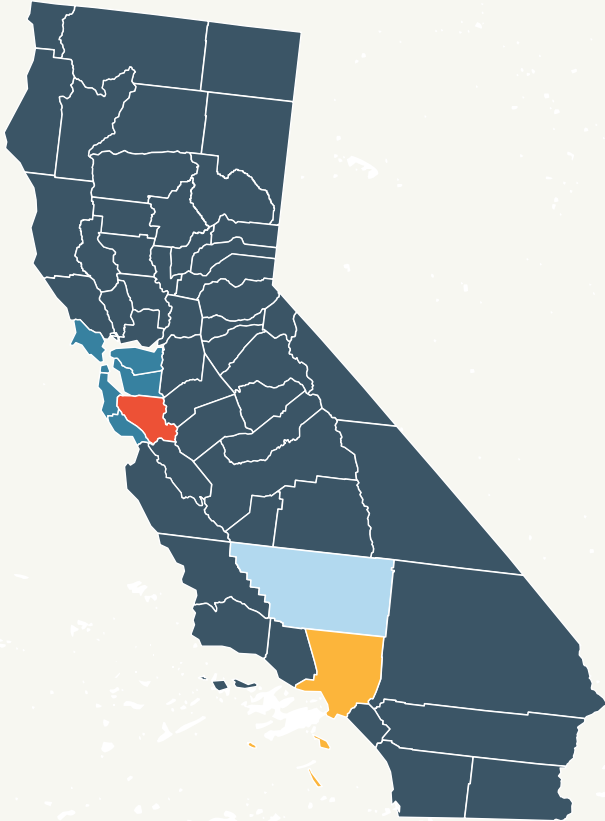
SECONDARY TARGET AUDIENCE:

THE OUTDOOR FAMILY

Families are frequent visitors to the area and are likely to return annually. With large travel parties who tend to stay for longer periods, this group also represents the highest spending segment. They aim to participate in a variety of outdoor activities while visiting, including spending time at the beach.



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Geographic Markets

Our paid media efforts will be directed towards drive markets within California, with a particular emphasis on Los Angeles, Central Valley, and the San Francisco Bay Area as our main geographic focal points. Additionally, we will continue utilizing destination partnerships to expand our influence into secondary markets, including Dallas, TX.

1 Greater Los Angeles

2 Central Valley/ Bakersfield

3 San Francisco Bay Area

4 San Jose





16

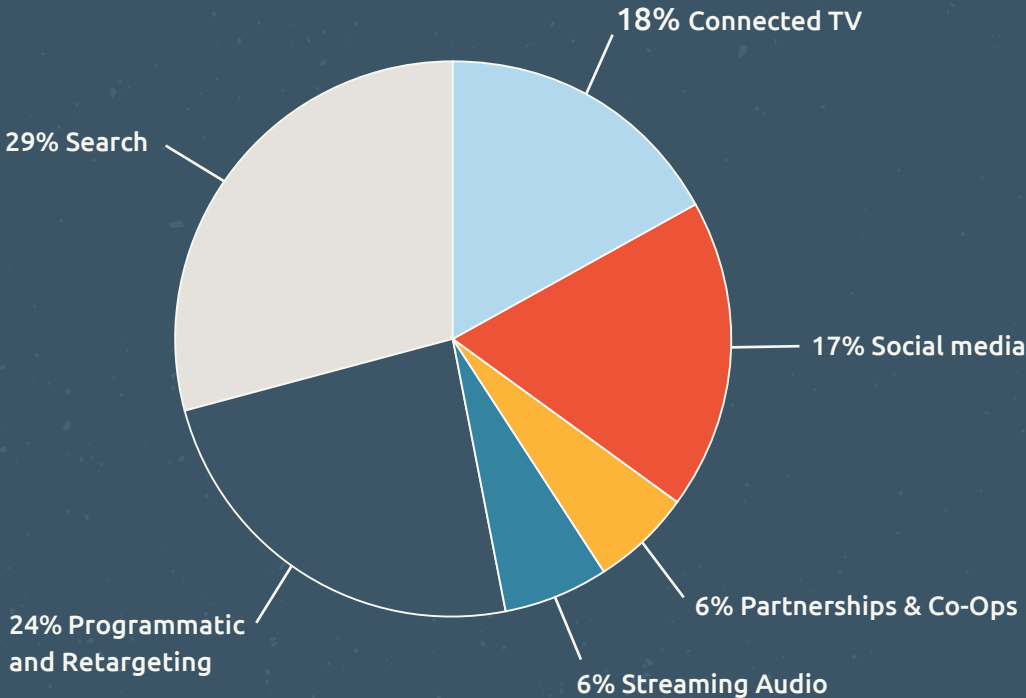
Paid media

STRATEGY

The paid media strategy prioritizes channels with strong targeting capabilities and click-generating emphasis to build awareness of Atascadero and drive traffic to the website. This plan includes a combination of digital tactics, social media, print opportunities and meaningful partnerships to achieve the defined goals. The key performance indicators will align with brand awareness, destination interest, and overall engagement among our target audiences and connect them with information about Atascadero and its offerings. Additionally, we are including bottom-funnel tactics such as paid search to continue to drive traffic to the website among those who have shown an interest in traveling to or near the target area.

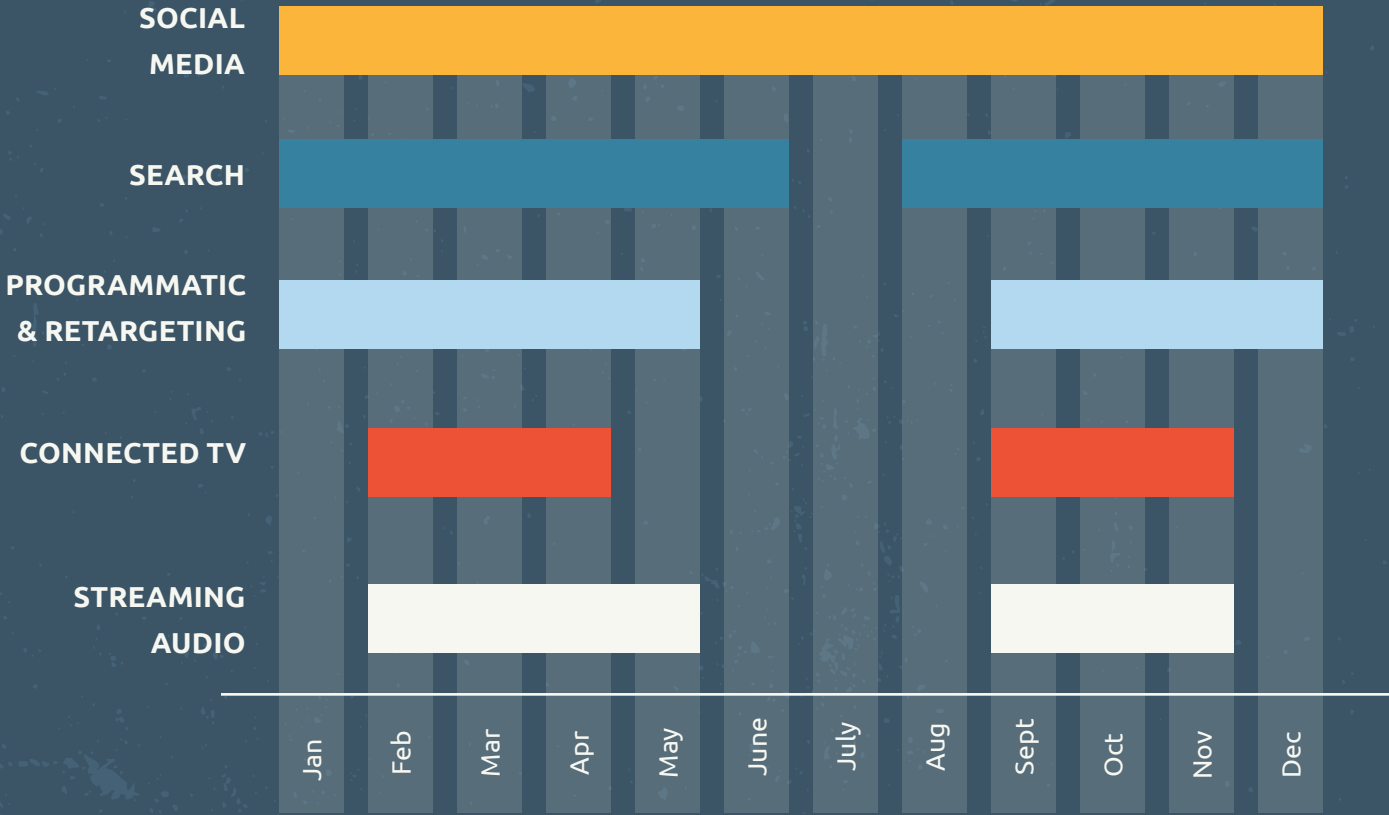
TACTICS

1. Programmatic Digital Advertising using a variety of brand videos
2. Retargeting Display Ads with a strong call to action
3. Connected TV Ads to boost audience awareness of the destination
4. Streaming Audio to target key audiences with brand messaging
5. Google AdWords as an always-on approach for more direct traffic
6. Social Media Advertising including boosted posts to connect with new audiences
7. Strategic partnerships that offer lead generation or expanded reach



JULY-JUNE MEDIA TIMELINE

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Earned media

STRATEGY

The primary objective of the public relations strategy is to introduce Atascadero to a wider audience, enticing them to choose Atascadero as their preferred destination and ultimately driving economic growth within the local community. By implementing effective PR initiatives, the plan aims to showcase the city's distinct strengths and authentic spirit, while also fostering positive relationships with stakeholders and the media. Additionally, the strategy seeks to elevate the reputation and visibility of Visit Atascadero, both among the local community and potential visitors, leading to increased engagement and support.

TACTICS

1. Media Relations

- Craft four press releases/media pitches highlighting unique attractions, events, and experiences in Atascadero
- Host media familiarization tours when applicable, to showcase the destination's offerings

2. Influencer Campaigns

- Identify and collaborate with social media influencers who align with Atascadero's brand and audiences
- Arrange sponsored visits for influencers to explore and promote the destination to their followers

3. Community Support

- Sponsor local events and festivals to attract both tourists and locals, highlighting Atascadero's vibrant community spirit
- Partner with local businesses, restaurants, and wineries to create exclusive deals and packages for visitors, encouraging them to extend their stay

4. Attend IPW to share the story of Atascadero with international travel buyers

5. Partner with organizations such as Visit SLO CAL, Central Coast Tourism Council and Visit California for collaborative earned media opportunities

Owned media

STRATEGY

The ATBID recognizes the value of utilizing social media and email marketing to foster lasting connections with our audiences. By harnessing the power of these digital channels, we strive to build meaningful relationships with visitors, transforming them into enthusiastic brand ambassadors who will help us tell the captivating story of our one-of-a-kind destination. Through engaging content and personalized communication, we will keep our audience informed, inspired, and eager to be a part of the experiences that await them. Together, these strategies will strengthen our online presence, deepen visitor engagement, and solidify our reputation as a must-visit destination for travelers seeking authentic and enriching experiences.

TACTICS

1. Share captivating visuals, user-generated content, and engaging stories that depict the beauty and charm of Atascadero. Continue to revamp Pinterest.
2. Run social media contests and promotions that encourage users to share their experiences with a specific hashtag.
3. Produce engaging blog posts and articles about the unique experiences visitors can have during their stay in Atascadero.
4. Collaborate with local photographers and videographers to create captivating visual content to be shared across multiple platforms.
5. Deploy a monthly e-newsletter that will focus on a seasonal theme, highlight the community's bustling events calendar, and feature local businesses and experiences.
6. Develop and launch a new website filled with rich content including itineraries, experience highlights/stories and social galleries.
7. Partner with local businesses through Instagram Collaborations, which reach followers of all collaborators involved at once. Collaboration posts are a great way to promote special events and programs.



Atascadero
CALIFORNIA





Marketing Budget

Visit Atascadero | Budget: \$247,000

Detailed Spending

	Budget	Actual Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$24,000	\$1,973	\$2,028	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$0
Creative Development	\$40,000	\$2,731	\$6,500	\$3,369	\$3,350	\$2,500	\$2,200	\$3,300	\$3,350	\$3,350	\$3,350	\$3,000	\$3,000	\$40,000	\$0
Photo/Video Asset Development	\$15,000	-	-	\$10,000	-	-	\$5,000	-	-	-	-	-	-	\$15,000	\$0
Website Blog and Updates	\$12,000	-	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Social Media	\$23,600	\$2,320	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,480	\$23,600	\$0
Email Marketing	\$14,400	\$1,196	\$1,204	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400	\$0
Public Relations	\$8,000	\$629	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$675	\$621	\$8,000	\$0
Media Planning	\$6,000	\$500	\$501	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$0
Media Buy	\$104,000	\$3,749	\$3,600	\$9,100	\$10,030	\$10,030	\$8,530	\$8,530	\$10,030	\$10,030	\$10,030	\$10,030	\$10,311	\$104,000	\$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$247,000	\$13,097	\$17,987	\$30,324	\$20,735	\$19,885	\$23,085	\$19,185	\$20,735	\$20,735	\$20,735	\$20,385	\$20,112	\$247,000	
Added Value														\$0	

Added Scope - Rollover

	Budget	Actual Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Website	\$25,000		\$5,000	\$15,000	\$5,000									\$25,000	\$0

Added Scope

	Budget	Actual Jul	Proj. Aug	Proj. Sep	Proj. Oct	Proj. Nov	Proj. Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Mid-State Fair Hard Costs	\$700	\$674												\$674	



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview, STR Report and Monthly Report

RECOMMENDATION:

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

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through June 2024 along with the Transient Occupancy Tax (TOT). The overall 2023-2025 ATBID Budget Worksheet detail is included as a reference.

The STR Report is also included to review occupancy and other marketing indicators as a benchmark to see how we are performing as a Destination.

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
4. SLOCAL Monthly STR Report 06-2024

expdetl.rpt
 08/15/2024 8:38AM
 Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 06/30/2024

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 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				
4/30/2024 je GJ JE24 04-06 Line Description: Supplies Allocation - Apr 24		0.30				
0000.6053090 Office Supplies- Other	0.00	1.35	1.35	0.00	-1.35	0.00
Total Office Expense	250.00	81.97	81.97	0.00	168.03	32.79
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 po CO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-3,300.00		
7/1/2023 po CO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,000.00		

expdetl.rpt
 08/15/2024 8:38AM
 Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 06/30/2024

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>
0000.6077025 Digital Media Advertising	(Continued)					
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				
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-771.20		
8/1/2023 ap IN 15827 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175463		84.95				
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		664.11				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-664.11		
9/4/2023 ap IN 15980 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 175856		189.95				

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CITY OF ATASCADERO
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235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
 0000 Atascadero Tourism Bus Improv Dist

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		10,142.01		0.00		
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		0.00		
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,078.27				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-13,078.27	
11/1/2023 ap IN 16294 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176261		49.95				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712					-9,550.82	

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235 Atascadero Tourism Bus Improv Dist
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82				
12/1/2023 ap IN 16451 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176633		49.95				
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		10,483.49				
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-10,483.49	
1/4/2024 ap IN 16607 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176856		49.95				
1/31/2024 ap IN 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177350		5,228.52				
1/31/2024 po LI 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-5,228.52	

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
2/1/2024 ap IN 16771 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 177396		49.95		0.00		
2/29/2024 ap IN 11722 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,379.41		0.00		
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		0.00		
3/31/2024 ap IN 11768 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177892		11,194.67		0.00		
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		0.00		

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
4/30/2024 ap IN 11797 Line Description: APRIL 2024 DESTINATION MARKETI Vendor: 06479 VERDIN Check # 178168		10,982.33				
4/30/2024 po LI 11797 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-10,982.33		
5/1/2024 ap IN 17251 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 177940		55.00				
6/3/2024 ap IN 17418 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 178333		55.00				
6/30/2024 po LI 11919 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,334.87		
6/30/2024 ap IN 11919 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 178773		9,334.87				
0000.6077025 Digital Media Advertising	0.00	94,119.20	94,119.20	7,890.30	-102,009.50	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00

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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)					
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 po LI 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344					-5,625.00	
10/19/2023 ap IN 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344		5,625.00				
10/31/2023 ap IN 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		4,170.11				

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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>
0000.6077060 Advertising	(Continued)					
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460				-4,170.11		
11/1/2023 ap IN 14462 Line Description: SOJERN CO-OP Vendor: 00406 VISIT SLO CAL Check # 177238		17,000.00				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-5,876.47		
11/30/2023 ap IN 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				
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	133,995.74	133,995.74	10,363.76	30,640.50	82.49

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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>
0000.6400000 Operating Supplies						
0000.6402040 Food for Events / Meetings	0.00	0.00	0.00	0.00	0.00	0.00
1/26/2024 je GJ JE24 01-10 Line Description: Reclass-2023 IPW Registration		-1,600.00				
1/26/2024 ap IN 14503 Line Description: 2023 IPW REGISTRATION Vendor: 00406 VISIT SLO CAL Check # 177224		1,600.00				
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	172,500.00	0.00	0.00	0.00	172,500.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 po PO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				90,000.00		
7/1/2023 po CO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				6,000.00		
7/1/2023 po CO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				3,300.00		
7/31/2023 ap IN 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		9,465.00				

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
7/31/2023 po LI 11405 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,465.00		
7/31/2023 ap IN 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175677		330.00				
7/31/2023 po LI 11410 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-330.00		
8/31/2023 ap IN 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 175952		8,820.00				
8/31/2023 po LI 11443 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,820.00		
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		9,675.00				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-9,675.00		

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0000.6501125 Promotions Consultants	(Continued)					
10/31/2023 ap IN 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		13,935.00				
10/31/2023 po LI 11547 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-13,935.00		
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		7,507.50				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-7,507.50		
12/31/2023 ap IN 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176935		7,582.50				
12/31/2023 po LI 11632 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,582.50		
1/31/2024 ap IN 11673 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 177350		8,085.00				

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
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		
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		

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0000.6501125 Promotions Consultants	(Continued)					
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		
6/30/2024 ap IN 11919 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 178773		3,906.60				
6/30/2024 po LI 11919 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-3,906.60		
0000.6501125 Promotions Consultants	0.00	99,254.10	99,254.10	45.90	-99,300.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2023 je GJ JE24 07-19 Line Description: ATBID Admin Service Fee - July		2,291.67				
8/1/2023 je GJ JE24 08-12 Line Description: ATBID Admin Service Fee-August		2,291.67				
9/1/2023 je GJ JE24 09-13 Line Description: ATBID Admin Service Fee - Sept		2,291.67				
10/1/2023 je GJ JE24 10-17 Line Description: ATBID Admin Service Fee - Oct		2,291.67				
11/1/2023 je GJ JE24 11-10 Line Description: ATBID Admin Service Fee - Nov		2,291.67				

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0000.6509010 Other Professional Services	(Continued)					
12/1/2023 je GJ JE24 12-06 Line Description: ATBID Admin Service Fee - Dec		2,291.63		225		
1/1/2024 je GJ JE24 01-22 Line Description: ATBID Admin Service Fee - Jan		2,291.67				
2/1/2024 je GJ JE24 02-19 Line Description: ATBID Admin Service Fee - Feb		2,291.67		225		
3/1/2024 je GJ JE24 03-15 Line Description: ATBID Admin Service Fee - Mar		2,291.67				
4/1/2024 je GJ JE24 04-12 Line Description: ATBID Admin Service Fee - Apr		2,291.67		225		
5/1/2024 je GJ JE24 05-11 Line Description: ATBID Admin Service Fee - May		2,291.67				
6/1/2024 je GJ JE24 06-06 Line Description: ATBID Admin Service Fee - Jun		2,291.67		225		
0000.6509010 Other Professional Services	0.00	27,500.00	27,500.00		0.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00		0.00	0.00
7/27/2023 je GJ JE24 07-07 Line Description: Reclash-Cider Fest Sponsorship		-7,500.00				
7/27/2023 je GJ JE24 07-07 Line Description: Reclash-Cider Fest Sponsorship		7,500.00		225		
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		225		

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0000.6509032 Additional Promotional Services	(Continued)					
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				
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				
5/13/2024 ap IN 14575 Line Description: IPW ACTIVATION - BOOTH & RELAT Vendor: 00406 VISIT SLO CAL Check # 178538		5,648.72				

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0000.6509032 Additional Promotional Services	(Continued)					
5/22/2024 ap IN 1003		7,500.00				
Line Description: CIDER FESTIVAL SPONSORSHIP						
Vendor: 07961 CENTRAL COAST CIDER ASSC. Check # 178207						
0000.6509032 Additional Promotional Services	0.00	85,648.72	85,648.72	0.00	-85,648.72	0.00
Total Contract Services	172,500.00	212,402.82	212,402.82	45.90	-39,948.72	123.16
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	346,955.53	346,955.53	10,409.66	2,524.81	99.30
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
2/26/2024 ap IN 152472		2,000.00				
Line Description: ADVERTISING SPONSORSHIP						
Vendor: 09388 TOP TRUMPS USA INC. Check # 178411						

expdetl.rpt
 08/15/2024 8:38AM
 Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2023 through 06/30/2024

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>
0000.7805029 Opportunities Fund	60,000.00	2,000.00	2,000.00	0.00	58,000.00	3.33
Total Special Purchases, Projects, and Studies	60,000.00	2,000.00	2,000.00	0.00	58,000.00	3.33
Total Atascadero Tourism Bus Improv Dist	419,890.00	348,955.53	348,955.53	10,409.66	60,524.81	85.59
Grand Total	419,890.00	348,955.53	348,955.53	10,409.66	60,524.81	85.59

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								TYPE	
235								Special Revenue	
		ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	YTD ACTUAL*	BUDGETED	
		2018-2019	2019-2020	6/30/2021	6/30/2022	6/30/2023	2023-2024	2023-2024	
		through 06/30/2024							
REVENUES									
41530.6300	Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 416,207	\$ 414,120	
45920.0003	Assessment Penalties	-	133	-	933	3,904	439	-	
46110.0000	Investment Earnings	9,631	10,720	2,027	(11,341)	2,966	-	19,400	
	Total Revenue	287,815	235,462	279,314	399,244	438,271	416,646	433,520	
EXPENSES									
6050000	Office Expense	-	-	-	264	-	82	250	
6070000	Advertising	178,720	120,110	43,142	127,366	126,556	116,996	175,000	
6400000	Operating Supplies	-	-	-	-	-	-	-	
6500000	Contract Services **	143,482	120,525	106,295	143,436	163,051	212,403	172,500	
6600000	Professional Development	425	-	-	731	-	475	8,000	
6900000	Administration	2,782	2,246	2,774	4,106	4,353	4,166	4,140	
7805029	Opportunities Funding***	-	-	-	-	-	19,000	60,000	
	Total Expenses	325,408	242,881	152,211	275,903	293,960	353,122	419,890	
NET INCOME/(LOSS)		(37,593)	(7,419)	127,103	123,341	144,311	63,524	13,630	
BEGINNING AVAILABLE BALANCE		318,679	281,086	273,667	400,770	524,111	668,422	644,360	
ENDING AVAILABLE BALANCE		\$ 281,086	\$ 273,667	\$ 400,770	\$ 524,111	\$ 668,422	\$ 731,946	\$ 657,990	

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

** Contract Services		
Special Events		
Atascadero Fall Festival Sponsorship 2024		\$ 20,000
Garagiste Events		15,000
Spartan Race Co-Sponsorship		5,000
Bovine Classic		10,000
Central Coast Brewer's Guild		7,500
IPW Activation		5,649
Cider Festival Sponsorship		15,000
At Her Table Sponsorship		7,500
Destination Marketing Services		99,254
Administrative Services Fee		27,500
		\$ 212,403
*** Opportunities Funding		
Co-op: Brand/Key Market Activation/Conde Nast/Sojern		\$ 17,000
Top Trumps USA Inc.		2,000
		\$ 19,000

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	\$ 493,566.44	\$ 331,006.17	\$ 584,770.90	\$ 2,080,345.81

* 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.



June 2024

Current Month - June 2024 vs June 2023												
Occ %		ADR		RevPAR		Percent Change from June 2023						
2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Arroyo Grande, CA+	75.2		165.92		124.79							
Atascadero, CA+	72.6	76.2	163.38	172.34	118.61	131.28	-4.7	-5.2	-9.7	-9.7	0.0	-4.7
Cambria, CA+	71.7	70.5	225.67	225.35	161.87	158.87	1.7	0.1	1.9	1.9	0.0	1.7
Morro Bay, CA+	72.3	67.2	164.27	158.95	118.83	106.82	7.6	3.3	11.2	10.9	-0.3	7.3
Paso Robles, CA+	72.4	78.4	217.16	214.43	157.24	168.19	-7.7	1.3	-6.5	-4.8	1.9	-5.9
Pismo Beach, CA+	71.4	72.8	281.12	279.41	200.63	203.46	-2.0	0.6	-1.4	-1.8	-0.4	-2.4
San Luis Obispo, CA+	75.1	74.2	211.41	207.22	158.76	153.69	1.3	2.0	3.3	3.3	0.0	1.3
San Simeon, CA+	67.4	66.4	148.65	150.94	100.24	100.24	1.5	-1.5	0.0	0.0	0.0	1.5
Five Cities+	72.6	72.8	269.93	266.46	195.99	194.01	-0.3	1.3	1.0	0.7	-0.3	-0.6
North Coast+	70.1	69.4	189.63	189.77	132.91	131.61	1.1	-0.1	1.0	1.0	0.0	1.1
North County+	72.4	77.7	200.28	201.17	145.10	156.23	-6.7	-0.4	-7.1	-5.9	1.3	-5.5
South County+	73.8	73.4	242.86	239.32	179.14	175.76	0.4	1.5	1.9	1.7	-0.2	0.2
San Luis Obispo County	72.8	73.1	217.29	215.09	158.25	157.28	-0.4	1.0	0.6	0.8	0.2	-0.2

Year to Date - June 2024 vs June 2023												
Occ %		ADR		RevPAR		Percent Change from YTD 2023						
2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
	59.8		131.08		78.37							
	60.1	62.6	138.09	142.86	82.97	89.37	-4.0	-3.3	-7.2	-7.2	0.0	-4.0
	58.3	56.4	192.68	200.65	112.42	113.18	3.4	-4.0	-0.7	-0.6	0.1	3.5
	58.3	58.2	139.29	139.08	81.23	80.93	0.2	0.1	0.4	4.6	4.2	4.5
	63.2	70.2	194.24	189.85	122.81	133.27	-9.9	2.3	-7.8	-6.1	1.9	-8.2
	61.2	61.0	216.23	221.72	132.23	135.35	0.2	-2.5	-2.3	-4.1	-1.9	-1.7
	66.7	65.8	174.72	174.95	116.62	115.13	1.4	-0.1	1.3	1.3	0.0	1.4
	53.4	52.5	125.76	132.32	67.17	69.46	1.8	-5.0	-3.3	-3.3	0.0	1.8
	61.3	61.6	211.15	209.24	129.35	128.88	-0.5	0.9	0.4	-1.0	-1.4	-1.9
	56.7	55.8	161.57	167.75	91.60	93.53	1.7	-3.7	-2.1	-2.0	0.0	1.7
	62.2	67.8	177.35	176.09	110.39	119.39	-8.2	0.7	-7.5	-6.3	1.3	-7.0
	63.8	63.5	193.77	193.17	123.66	122.74	0.4	0.3	0.7	-0.0	-0.7	-0.3
	61.9	62.8	179.80	180.10	111.25	113.11	-1.5	-0.2	-1.6	-1.3	0.3	-1.2

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
7	4	438	371
8	5	617	500
21	11	750	396
31	7	964	304
23	12	1465	1057
30	19	2113	1758
38	20	2521	1745
10	4	601	300
47	27	2955	2322
40	15	1518	696
32	17	2109	1557
84	47	5458	4067
197	87	10318	6646



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Ad Hoc Committee Report for 2024-2025 Fiscal Year

RECOMMENDATION:

ATBID Advisory Board to discuss and provide staff direction on next steps following the oral report to the Board.

DISCUSSION:

The Budget Ad Hoc Committee met with City staff on July 23, 2024, to discuss ways to invest the fund balance and flexibility with obtaining more budget dollars if needed. Ideas included discussion on contingency planning for natural disasters, investing and infrastructure, promotions and owned events, and Tourism infrastructure. In addition, the Committee discussed the possibility of a future increase to the assessment. The long-term goal for these ideas would be to increase occupancy and length of stay and have them in place by Spring of 2025.

The Committee will report to the ATBID Board the topics and ideas shared at this meeting and discuss next steps.

FISCAL IMPACT:

None.

ATTACHMENT:

None.