



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

SPECIAL MEETING

AGENDA

Wednesday, September 11, 2024, at 1:30 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 – August 21, 2024, Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve the August 21, 2024, Regular Meeting Draft Action Minutes. [City Staff]

B. BUSINESS ITEMS:

1. 2024-2025 ATBID Annual Assessment Amendment

- Fiscal Impact: None.
- Recommendations: ATBID Advisory Board to
 1. Request that the City Council modify the Management District Plan to increase the assessment levied from 2% to 2.5% beginning January 1, 2025.
 2. Direct staff to submit letter on behalf of the ATBID Advisory Board to the City Council requesting to modify the Management Plan as detailed above. [City]

2. Marketing Campaign Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review and file the new marketing campaign update. [Verdin]

3. Event Sponsorship Program Classification for Budgeting and Renewal Guidelines.

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction for event sponsorship program classification for budgeting and criteria for funding event renewals. [City]

4. 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 Update

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

2. Website Ad Hoc Committee Report Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction on website 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. (October 2024)
- b. Atascadero Fall Festival Event Update. (October 2024)
- c. Cider Festival Event Recap and 2025 Renewal request. (October 2024)
- d. Review Monthly vs. Quarterly TOT reporting. (November 2024)
- e. Review & Amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (November 2024)
- f. Jump on the School Bus Fair Transportation Renewal. (March 2025)

G. ADJOURNMENT:



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

DRAFT MINUTES

Wednesday, August 21, 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 2:30 P.M.

ROLL CALL:

Present: Board Members Jeffrey Lemus and Tom O’Malley, Vice Chairperson Corina Ketchum and Chairperson Patricia Harden

Absent: Board Member Sohi

Staff Present: Director of Community Services & Promotions Terrie Banish, City Manager Jim Lewis and Website & Social Media Technician Amanda Muther

PUBLIC COMMENT:

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 – June 19, 2024

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

MOTION BY: O’Malley

SECOND BY: Ketchum

1. Approve consent calendar.

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

ABSENT (1): Sohi

Passed 4-0

The Board took Item C-1 ahead of B-1 to ensure Chairperson Harden was in attendance for the presentation of the item.

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.

Board Member O’Malley presented this item and answered questions from the Advisory Board. City Manager Lewis also spoke on the item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: O’Malley

SECOND BY: Ketchum

- 1. Approve setting a special meeting to consider and discuss a recommendation to the City Council to amend the Business Plan to set aside money for contingency and increase the current ATBID assessment by ½ percent for investment in events and infrastructure with a goal to extend stays in Atascadero.**

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

ABSENT (1): Sohi

Passed 4-0

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]

Community Services & Promotions Director 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: None.

Chairperson Hardin closed public comment.

MOTION BY: O’Malley

SECOND BY: Lemus

- 1. Approve current Chairperson Harden and Vice Chairperson Ketchum continuing in their current capacity on the ATBID Advisory Board for the 2024-2025 fiscal year term.**

AYES (4): Lemus, O'Malley, Ketchum, Harden

ABSENT (1): Sohi

Passed 4-0

- 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]

Darin Fiechter with Jump on the Bus presented this item, answered questions from the Advisory Board and distributed a copy of the Mid-State Fair 2024 JOTSB Transportation report (Exhibit A). Ashlee Akers with Verdin Marketing also spoke on the item.

PUBLIC COMMENT:

Chairperson Hardin opened public comment.

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

Chairperson Hardin closed public comment.

The recap of logistics, riders and operations during the CA Mid-State Fair was received and filed.

MOTION BY: Ketchum

SECOND BY: O'Malley

- 1. Approve bringing the Jump on the School Bus Fair Transportation program back before the Board in March of 2025 to discuss.**

AYES (4): Lemus, O'Malley, Ketchum, Harden

ABSENT (1): Sohi

Passed 4-0

- 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.

Community Services & Promotions Director 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: None.

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

- 1. Nominate Board Members Patricia Harden & Jeffrey Lemus to be on the Website Ad Hoc Committee.**

AYES (4): Lemus, O'Malley, Ketchum, Harden

ABSENT (1): Sohi

Passed 4-0

Chairperson Harden left the meeting at 3:14 pm.

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]

Marketing Consultant Ashlee Akers and Account Coordinator Devan Spiegel with Verdin Marketing 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: None.

Vice Chairperson Ketchum closed public comment.

The Budget Overview and Monthly Report was received and filed.

The meeting was recessed at 3:29 pm.

The meeting was resumed at 3:33 pm.

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]

Marketing Consultant Ashlee Akers and Creative Director Riley Grim with Verdin Marketing presented this item, distributed copies of the Visit Atascadero Annual Report (Exhibit B) and Visit Atascadero Budget sheet (Exhibit C) and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson Ketchum opened public comment.

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

Vice Chairperson Ketchum closed public comment.

MOTION BY: Ketchum

SECOND BY: O'Malley

- 1. Approve moving forward with the direction of the 2024-2025 Marketing Strategy & Campaign Refresh for Visit Atascadero.**

AYES (3): Lemus, O'Malley, Ketchum

ABSENT (2): Sohi, Harden

Passed 3-0

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]

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: None.

Vice Chairperson Ketchum closed public comment.

The Budget Overview and Monthly Report was received and filed.

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: None.

F. 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 how events are classified in the budget and event renewal guidelines. (September/ October 2024)
- d. Review Monthly vs. Quarterly TOT reporting. (November 2024)
- e. Jump on the School Bus Fair Transportation Renewal. (March 2025)

G. ADJOURNMENT

Vice Chairperson Ketchum adjourned the meeting at 4:28 P.M.

MINUTES PREPARED BY:

Terrie Banish
Director of Community Services & Promotions

APPROVED:

Exhibit A: Mid-State Fair 2024 JOTSB Transportation report
Exhibit B: Visit Atascadero Annual Report
Exhibit C: Visit Atascadero Budget sheet



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



ATBID Minutes Exhibit A
 Date: 8/21/2024

Mid-State Fair 2024 - JOTSB Transportation

Thursday, July 18th - Sunday, July 21st, 2024

HOTELS	THUR 7/18	FRI 7/19	SAT 7/20	SUN 7/21
Holiday Inn Express	8	12	19	17
Carlton Hotel	6	8	14	8
Home2Suites	4	6	11	6
SpringHill Suites	6	23	34	73
TOTAL DAILY COUNT:	24	49	78	105

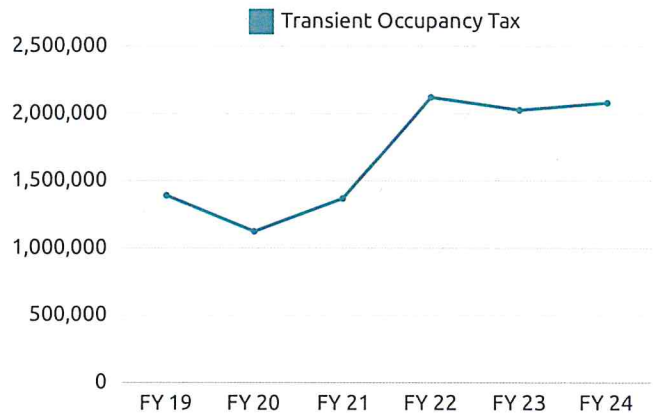
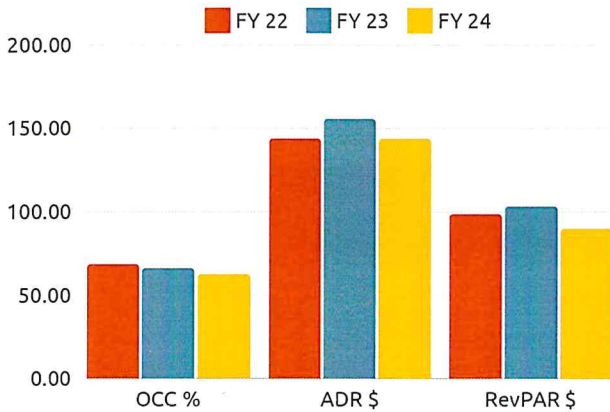


Atascadero
CALIFORNIA

VISIT ATASCADERO ANNUAL REPORT

LODGING REVIEW

The past year presented challenges for the lodging industry, with certain performance metrics falling short of expectations. However, we are encouraged by the overall increase in Transient Occupancy Tax (TOT) revenue and assessment funding.



PAID MEDIA

13,272,509 Media Impressions
215,404 Website Clicks
UP 588% YOY WEBSITE CLICKS

1.50% Average Click-Through Rate

WEBSITE STATS

278,906 Sessions
481,230 Pageviews
225,848 Users

2.43 Pages / Session
0:25 Engagement / Session

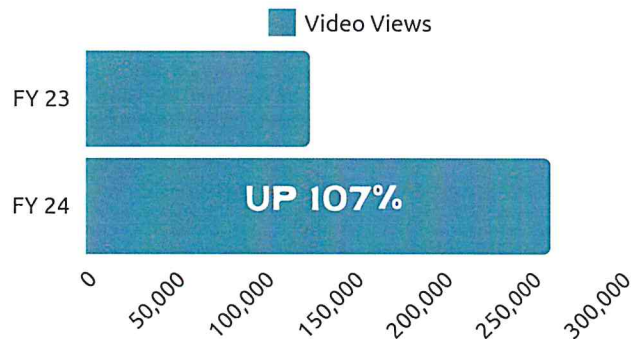
UP 127% YOY WEBSITE SESSIONS

PUBLIC RELATIONS

25 Content Submissions
2,415,362 UVM
\$22,340 Ad Value

SOCIAL MEDIA

14,645 Followers
72,297 Engagements
774,375 People Reached
11% Follower Growth



EMAIL MARKETING

52.7% Avg. Open Rate
32% Subscriber Growth Goal
12 E-newsletters
3,364 Subscribers

UP 33% YOY AVG. OPEN RATE

These results underscore the resilience of our destination and the value of strategic investments. As we move forward, our focus will be on optimizing performance across all marketing channels to drive increased visitation and economic impact for our community.



Atascadero CALIFORNIA			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Budget: \$104,000															
Visit Atascadero 2022 - 2023 Media Plan	Targeting Behaviors	Target Region	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Digital Advertising															
Google Search [1]	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose		\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$16,000
Retargeting - Programmatic Display		Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$7,200
YouTube Video	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$18,000
Sojern	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose			\$3,000	\$3,000	\$3,000	\$1,500	\$1,500	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$24,000
Print Advertising															
SLO CAL Visitors Guide - Full Page		SLO County and select out of area markets	\$3,650 [2]												\$3,650
Social Advertising															
Boosted posts - Meta	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose	\$100	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$8,900
Social Advertising - Meta	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose			\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$1,000	\$19,000
Pinterest	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose			\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$7,200
Total			\$3,750	\$800	\$8,600	\$8,600	\$8,600	\$7,100	\$7,100	\$8,600	\$8,600	\$8,600	\$8,600	\$1,800	\$103,950



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2024-2025 ATBID Annual Assessment Amendment

RECOMMENDATIONS:

1. ATBID Advisory Board request that the City Council modify the Management District Plan to increase the assessment levied from 2% to 2.5% beginning January 1, 2025.
2. Direct staff to submit letter on behalf of the ATBID Advisory Board to the City Council requesting to modify the Management Plan as detailed above.

DISCUSSION:

Each year, the ATBID Annual Assessment is brought before City Council to approve the ATBID Annual Report and adopt the Draft Resolution declaring the intent to levy an annual Business Assessment on the lodging businesses within the Atascadero Tourism Business Improvement District and set a public hearing date at the first City Council meeting in June. This was done according to law this year on June 11, 2024.

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets & Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget. The current assessment is 2% of rents. At a special meeting of the ATBID board on August 21, 2024, under recommendation of the ATBID's Finance Committee, the board directed staff to place on its next agenda, consideration of an increase in the ATBID rate from 2% to 2.5% effective January 1, 2025. The increased 0.5% would coincide with an amendment to the current ATBID Business Plan to allow for the ATBID funds to be used for "Physical Improvements to the Charles Paddock Zoo and adjacent areas in Lake Park to drive events, tourism, and additional hotel stays". These additional funds could be used to construct or rent facilities that would allow for larger events, exhibits or other items of interest that could be promoted to increase hotel night stays in Atascadero.

The Streets & Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs

and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The annual report must meet the requirements of the California Streets and Highway Code §36533. An amended version of the currently approved report is attached citing the new rate and proposed use of funds for improvements at the Charles Paddock Zoo and Lake Park.

City staff previously budgeted \$419,890 for total ATBID expenses in fiscal year 2023-2024. Staff estimates that expenditures will be under budget at \$399,500 for fiscal year 2023-2024, due to the new website upgrades not taking place in the current year. If the new assessment is approved, it is estimated to generate additional funds of \$105,000 per year.

The amount of the ATBID fund balance as of June 30, 2024, is projected to be \$716,260, an increase of approximately \$47,838 from the prior fiscal year's end balance of \$668,422. Staff further projects an estimated ATBID fund balance for June 30, 2025, as \$725,980, and assumes that all new assessment revenue would be used for the new intended purposes.

The Annual Report includes the above assumptions and amendment of the rate to 2.5%. Staff recommends the Board approve the amended Annual Report, and direct the City Council to agendaize and adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. If the Board approves the increased rate and amended business plan, staff is proposing that the hearing be conducted at the regular City Council meeting scheduled for October 22, 2024.

FISCAL IMPACT:

Increasing the ATBID assessment from 2% to 2.5% would increase assessment revenues by an estimated \$105,000 annually. These additional funds would be used for improvements and facilities at the Charles Paddock Zoo and adjacent areas with the purpose of increasing hotel stays in the City.

ATTACHMENT:

1. ATBID Amended Annual Report

**Amended 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
 - Physical Improvements to the Charles Paddock Zoo and adjacent areas in Lake Park to drive events, tourism, and additional hotel stays
 - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$469,000.
3. Amount of fund balance as of June 30, 2024, is projected to be \$716,260.
4. Estimated fund balance for June 30, 2025, is budgeted at \$725,980.
5. Contributions received other than assessments:
 - Estimated interest income of \$19,400 for fiscal year 2023/24.
 - Estimated interest income for fiscal year 2024/25 is budgeted at \$19,790.



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

Staff Report

Marketing Campaign Update

RECOMMENDATION:

ATBID Advisory Board to review and file the new marketing campaign update.

DISCUSSION:

Verdin will present a refined campaign concept building upon the previous *All In* campaign and incorporating feedback from the original concept that was presented in August. The creative strategy will target families, outdoor enthusiasts, and those looking for a unique culinary experience aiming to solidify Atascadero's distinctive identity within the Central Coast region. The timeline will have the team developing new assets in the Fall with a launch planned for the winter season. Verdin would like feedback on messaging and visual direction to move into the production phase.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Event Sponsorship Program Classification for Budgeting & Renewal Guidelines

RECOMMENDATION:

ATBID Advisory Board to discuss and provide staff direction for event sponsorship program classification for budgeting and criteria for funding event renewals.

DISCUSSION:

The ATBID sponsorship event program was established in 2016 to guide event sponsorship support discussions. The ATBID board uses the criteria outlined in the guide to determine and evaluate event compatibility with current Visit Atascadero goals and strategies. This event sponsorship program has grown since its inception to support numerous events hosted in the City of Atascadero. The event sponsorship program has been revised and modified due to increased interest in the event sponsorship program to ensure the Visit Atascadero brand and the ATBIF continue to strategically host and support mutually beneficial events.

In October 2022, the event sponsorship program was reviewed at the ATBID Board meeting. Since that time, this is an opportunity to review the need to establish criteria for Event Renewals. Timeline that events can continue putting in for renewal or what qualifications are needed to be considered for renewal. In addition, review where the events are reflected in the budget. When events are new, how should the expense be applied (opportunities fund or contract services). Discuss any other areas that the event sponsorship program should be adjusted.

The most updated event sponsorship tiers and sponsorship application is attached for ATBID Board's reference.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Event Sponsorship Application



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

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

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

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

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

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

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

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



Event Sponsorship Requirements Checklist

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

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

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



Event Support Application Form

Requesting Organization: _____

Contact: _____ Phone Number: _____

Email: _____ Mailing Address: _____

City, State, Zip: _____

Name of Event: _____

Event Description: _____

Event Dates/Times: _____

Is event located in Atascadero? Yes No

Venue Name: _____

Venue Location: _____

Event Website: _____

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

Yes No

Total Anticipated Attendees: _____ Portion from Outside SLO County: _____%

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

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

attendance numbers: _____

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




Crowd Control Safety Plan Details:

Will the event require an ABC Permit? Yes No

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

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

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

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

Additional details about eligible event tier qualification:

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

Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).

Event Item	Amount
<i>Ex. Social Media Ads</i>	\$2,000

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	\$2,500 in-kind venue sponsorship

Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising

Please share your intended public relations outreach.

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

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

Additional Details:

Rules and Regulations for Event Coordinators

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

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

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

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

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

Applicant Signature _____ **Date** _____

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



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

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 July 2024 along with the Transient Occupancy Tax (TOT). In addition, we have provided the TBID Summary 23-24 and 24-25 plus the 23-24 and 24-25 Expenditure Detail Reports. All the 2023-2024 reports have not been finalized, so they are subject to change.

The STR Report and the Community Performance Report for Atascadero are both 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 Expenditure Detail Report (FY 23-24)
4. ATBID Summary 23-24
5. Tourism TOT Report 09-05-2024
6. SLOCAL Monthly STR Report 07-2024
7. SLOCAL Community Performance Report 07-2024

expdetl.rpt
 09/05/2024 12:42PM
 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
 09/05/2024 12:42PM
 Periods: 0 through 14

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 07/01/2023 through 06/30/2024

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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				

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

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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 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		9,550.82		0.00		

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

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0000.6077025 Digital Media Advertising	(Continued)					
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712					-9,550.82	
12/1/2023 ap IN 16451 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 176633		49.95				
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	

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

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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		

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

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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

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

Expenditure Detail Report

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 07/01/2023 through 06/30/2024

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0000.6077060 Advertising	(Continued)					
7/1/2023 po PO 02564 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				20,000.00		
7/1/2023 ap IN 230110 Line Description: 2023 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 175021		3,750.00				
9/30/2023 ap IN 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214		626.64				
9/30/2023 po LI 11507 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176214				-626.64		
10/19/2023 ap IN 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344		5,625.00				
10/19/2023 po LI 11520 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176344				-5,625.00		
10/31/2023 ap IN 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460		4,170.11				

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

Expenditure Detail Report

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 07/01/2023 through 06/30/2024

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0000.6077060 Advertising	(Continued)					
10/31/2023 po LI 11551 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176460				-4,170.11		
11/1/2023 ap IN 14462 Line Description: SOJERN CO-OP Vendor: 00406 VISIT SLO CAL Check # 177238		17,000.00				
11/30/2023 ap IN 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712		5,876.47				
11/30/2023 po LI 11578 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 176712				-5,876.47		
1/26/2024 je GJ JE24 01-10 Line Description: Reclass-2023 IPW Registration		1,600.00				
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

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

Expenditure Detail Report

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 07/01/2023 through 06/30/2024

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

expdetl.rpt
 09/05/2024 12:42PM
 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
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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		

expdetl.rpt
 09/05/2024 12:42PM
 Periods: 0 through 14

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 07/01/2023 through 06/30/2024

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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				

expdetl.rpt
 09/05/2024 12:42PM
 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>
0000.6501125 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		

expdetl.rpt
 09/05/2024 12:42PM
 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>
0000.6501125 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				

expdetl.rpt
 09/05/2024 12:42PM
 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>
0000.6509010 Other Professional Services	(Continued)					
12/1/2023 je GJ JE24 12-06 Line Description: ATBID Admin Service Fee - Dec		2,291.63		0.00		
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		0.00		
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		0.00		
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		0.00		
0000.6509010 Other Professional Services	0.00	27,500.00	27,500.00	0.00	-27,500.00	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: Reclash-Cider Fest Sponsorship		-7,500.00				
7/27/2023 je GJ JE24 07-07 Line Description: Reclash-Cider Fest Sponsorship		7,500.00		0.00		
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		0.00		

expdetl.rpt
 09/05/2024 12:42PM
 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>
0000.6509032 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				

expdetl.rpt
 09/05/2024 12:42PM
 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>
0000.6509032 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
 09/05/2024 12:42PM
 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 through 06/30/2024	2023-2024
REVENUES								
41530.6300	Taxes and Assessments	\$ 278,184	\$ 224,609	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,179	\$ 414,120
45920.0003	Assessment Penalties	-	133	-	933	3,904	657	-
46110.0000	Investment Earnings	9,631	10,720	2,027	(11,341)	2,966	-	19,400
	Total Revenue	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>399,244</u>	<u>438,271</u>	<u>419,836</u>	<u>433,520</u>
EXPENSES								
6050000	Office Expense	-	-	-	264	-	82	250
6070000	Advertising	178,720	120,110	43,142	127,366	126,556	135,996	194,000
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	4,198	4,140
7805029	Opportunities Funding***	-	-	-	-	-	-	41,000
	Total Expenses	<u>325,408</u>	<u>242,881</u>	<u>152,211</u>	<u>275,903</u>	<u>293,960</u>	<u>353,154</u>	<u>419,890</u>
NET INCOME/(LOSS)		(37,593)	(7,419)	127,103	123,341	144,311	66,683	13,630
BEGINNING AVAILABLE BALANCE		<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>644,360</u>
ENDING AVAILABLE BALANCE		<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 735,104</u>	<u>\$ 657,990</u>

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

** Contract Services		
Special Events		
Atascadero Fall Festival Sponsorship 2024		\$ 20,000
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
		<u>\$ 212,403</u>

*** Opportunities Funding		
Co-op: Brand/Key Market Activation/Conde Nast/Sojern		\$ 17,000
Top Trumps USA Inc.		2,000
		<u>\$ 19,000</u>

expdetl.rpt
 09/05/2024 12:40PM
 Periods: 0 through 1

Expenditure Detail Report

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

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	180,000.00	0.00	0.00	0.00	180,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/2/2024 ap IN 17543						
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179057						
0000.6077025 Digital Media Advertising	0.00	55.00	55.00	0.00	-55.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 ap IN 230255						
Line Description: 2024 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673						
0000.6077060 Advertising	0.00	3,750.00	3,750.00	0.00	-3,750.00	0.00
Total Advertising	180,000.00	3,805.00	3,805.00	0.00	176,195.00	2.11
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	175,000.00	0.00	0.00	0.00	175,000.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 ap IN 909						
Line Description: ATASCADERO FALL FESTIVAL GRANT						
Vendor: 08621 EN FUEGO EVENTS Check # 178683						
		20,000.00				

expdetl.rpt
 09/05/2024 12:40PM
 Periods: 0 through 1

Expenditure Detail Report

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

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509032 Additional Promotional Services	(Continued)					
7/21/2024 ap IN 07212024		8,640.00				
Line Description: MID-STATE FAIR TRANSPORTATION						
Vendor: 09414 SIERRA BRAVO ENTERPRISES, LLC Check # 178977						
0000.6509032 Additional Promotional Services	0.00	28,640.00	28,640.00	0.00	-28,640.00	0.00
Total Contract Services	175,000.00	28,640.00	28,640.00	0.00	146,360.00	16.37
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
Total Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
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	4,220.00	0.00	0.00	0.00	4,220.00	0.00
Total Department Service Charges	4,220.00	0.00	0.00	0.00	4,220.00	0.00
Total Operating Services and Supplies	367,470.00	32,445.00	32,445.00	0.00	335,025.00	8.83
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						
0000.7805029 Opportunities Fund	65,000.00	0.00	0.00	0.00	65,000.00	0.00
Total Special Purchases, Projects, and Studies	65,000.00	0.00	0.00	0.00	65,000.00	0.00
0000.9000000 Debt Service & Other Uses						
0000.9400000 Cash Contributions						
Total Debt Service & Other Uses	0.00	0.00	0.00	0.00	0.00	0.00
Total Atascadero Tourism Bus Improv Dist	432,470.00	32,445.00	32,445.00	0.00	400,025.00	7.50
Grand Total	432,470.00	32,445.00	32,445.00	0.00	400,025.00	7.50

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								TYPE
235								Special Revenue
		ACTUAL	ACTUAL	ACTUAL	YTD ACTUAL*	YTD ACTUAL*	BUDGETED	
		6/30/2021	6/30/2022	6/30/2023	2023-2024 through 06/30/2024	2024-2025 through 07/31/2024	2023-2024	
REVENUES								
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,179	\$ -	\$ 422,400	
45920.0003	Assessment Penalties	-	933	3,904	657	-	-	
46110.0000	Investment Earnings	2,027	(11,341)	2,966	-	-	19,790	
	Total Revenue	<u>279,314</u>	<u>399,244</u>	<u>438,271</u>	<u>419,836</u>	<u>-</u>	<u>442,190</u>	
EXPENSES								
6050000	Office Expense	-	264	-	82	-	250	
6070000	Advertising	43,142	127,366	126,556	135,996	3,805	180,000	
6400000	Operating Supplies	-	-	-	-	-	-	
6500000	Contract Services **	106,295	143,436	163,051	212,403	30,932	175,000	
6600000	Professional Development	-	731	-	475	-	8,000	
6900000	Administration	2,774	4,106	4,353	4,198	-	4,220	
7805029	Opportunities Funding***	-	-	-	-	-	65,000	
	Total Expenses	<u>152,211</u>	<u>275,903</u>	<u>293,960</u>	<u>353,154</u>	<u>34,737</u>	<u>432,470</u>	
NET INCOME/(LOSS)		127,103	123,341	144,311	66,683	(34,737)	9,720	
BEGINNING AVAILABLE BALANCE		<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>735,104</u>	<u>657,990</u>	
ENDING AVAILABLE BALANCE		<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 735,104</u>	<u>\$ 700,368</u>	<u>\$ 667,710</u>	

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

** Contract Services	
Special Events	
Atascadero Fall Festival Sponsorship 2024	\$ 20,000
Mid-State Fair Transportation	8,640
Administrative Services Fee	2,292
	<u>\$ 30,932</u>
*** Opportunities Funding	
	<u>\$ -</u>

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,006.17	\$ 597,924.52	\$ 2,093,499.43

* 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.



July 2024

Current Month - July 2024 vs July 2023

Year to Date - July 2024 vs July 2023

Participation

	Current Month - July 2024 vs July 2023												Year to Date - July 2024 vs July 2023												Participation				
	Occ %		ADR		RevPAR		Percent Change from July 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms		
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
Arroyo Grande, CA+	85.0		181.01		153.87							63.5		140.83		89.43										7	4	438	371
Atascadero, CA+	80.6	77.6	159.63	169.43	128.60	131.52	3.8	-5.8	-2.2	-2.2	0.0	3.8	63.1	64.8	142.11	147.52	89.64	95.53	-2.6	-3.7	-6.2	-6.2	0.0	-2.6	8	5	617	500	
Cambria, CA+	82.3	78.1	249.60	256.69	205.37	200.43	5.4	-2.8	2.5	2.5	0.0	5.4	61.8	59.6	203.76	211.40	126.01	125.94	3.8	-3.6	0.1	0.1	0.1	3.9	21	11	750	396	
Morro Bay, CA+	81.7	78.2	181.83	179.49	148.55	140.43	4.4	1.3	5.8	5.5	-0.3	4.1	61.8	61.2	147.50	146.92	91.10	89.96	0.9	0.4	1.3	4.9	3.5	4.4	31	7	964	304	
Paso Robles, CA+	75.9	78.1	223.62	224.55	169.79	175.49	-2.8	-0.4	-3.2	-1.4	1.9	-1.0	65.1	71.4	199.25	195.41	129.68	139.44	-8.8	2.0	-7.0	-5.3	1.9	-7.1	23	12	1465	1057	
Pismo Beach, CA+	83.1	81.3	308.14	312.85	256.20	254.49	2.2	-1.5	0.7	0.2	-0.4	1.8	64.4	64.0	233.79	238.65	150.58	152.77	0.6	-2.0	-1.4	-3.1	-1.7	-1.1	30	18	2113	1658	
San Luis Obispo, CA+	83.3	83.4	203.25	200.16	169.32	166.97	-0.1	1.5	1.4	1.4	0.0	-0.1	69.2	68.4	179.71	179.44	124.31	122.71	1.2	0.1	1.3	1.3	0.0	1.2	38	20	2521	1745	
San Simeon, CA+	74.9	74.9	170.08	172.36	127.41	129.05	0.1	-1.3	-1.3	-1.3	0.0	0.1	56.6	55.8	134.34	140.18	75.98	78.17	1.4	-4.2	-2.8	-2.8	0.0	1.4	10	4	601	300	
Five Cities+	83.4	81.0	295.58	296.76	246.53	240.29	3.0	-0.4	2.6	2.3	-0.3	2.7	64.5	64.4	227.24	225.32	146.64	145.17	0.2	0.9	1.0	-0.2	-1.2	-1.1	47	26	2955	2222	
North Coast+	79.1	77.2	213.69	216.09	169.11	166.86	2.5	-1.1	1.3	1.3	0.0	2.5	60.0	58.9	171.62	177.02	102.94	104.25	1.8	-3.1	-1.3	-1.2	0.0	1.9	40	15	1518	696	
North County+	77.3	78.0	203.07	207.31	157.03	161.63	-0.8	-2.0	-2.8	-1.6	1.3	0.5	64.4	69.3	181.86	181.23	117.21	125.57	-7.0	0.3	-6.7	-5.5	1.3	-5.8	32	17	2109	1557	
South County+	83.4	82.1	253.44	251.98	211.31	206.91	1.5	0.6	2.1	1.9	-0.2	1.3	66.7	66.3	204.71	203.83	136.53	135.05	0.7	0.4	1.1	0.4	-0.7	-0.0	84	46	5458	3967	
San Luis Obispo County	81.3	80.2	229.53	229.53	186.65	183.99	1.4	-0.0	1.4	1.6	0.2	1.6	64.7	65.4	188.94	188.99	122.31	123.51	-1.0	-0.0	-1.0	-0.7	0.3	-0.7	197	86	10318	6546	

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Community Performance Report

San Luis Obispo County, July 2024

Hotel Performance

Hotel performance for San Luis Obispo County in July boosted performance relative to last year, with room nights up 1.6% from one year ago. ADR remained level at \$230, but gains in demand pushed revenue to \$59.7M, up 1.6%. Among the comp set, only two locations saw growth in ADR: Monterey County (0.1%), and the US (+0.5%). Monterey also recorded RevPAR growth (+4.1%), but SLO County was the only other comp set location to do so (+1.4%). Market occupancy was led by Five Cities (83.4%) and South County (83.4%). The community with the greatest occupancy was SLO City (83.3%) and Pismo Beach (83.1%). All geographies saw growth in occupancy with exception to North County (-0.8%), Paso Robles (-2.8%), and SLO City (-0.1%).

TOT Revenue

TOT increased 0.5% from one year ago to reach a total of \$7.6M for the month of June 2024, closing out the fiscal year for TOT at \$60.3M, nearly equal to the previous fiscal year. Performance by community for FY2024 was led by Unincorporated locations at \$16M. SLO City notably reported 3.2% growth, while Pismo Beach declined 2.9% and Paso Robles fell 0.7%. Morro Bay, Atascadero, Arroyo Grande, and Grover Beach all reported gains for the fiscal year.

Visitor Arrivals

Visitors to San Luis Obispo County in 2024 Q2 (FY 2024 Q4) were 1.6M, down 1.4% from the same quarter one year ago. International visitors grew 7.9% YOY, but other visitor categories declined slightly: day (-1.6%), overnight (-1.4%), and domestic (-1.6%). Relative to the previous fiscal year, FY2024 remained relatively level overall, pulling in 7.46M visitors, nearly equal to last year's 7.43M. Growth in visitors was seen in FYQ2 (+1.3%) and FYQ3 (+2.9%), but decreased during FYQ1 (-1.1%) and FYQ4 (-1.4%).

Previous Quarter

Spending for 2024 Q2 reached \$246.9M, down 1.9% from one year ago. The top origin markets were all domestic, led by Santa Maria-Santa Barbara (\$39.2M), Los Angeles (\$30.8M), San Francisco (\$19.3M), and Fresno (\$16.1M). Domestic visitor spend decreased 2.1% YOY, while international visitor spend grew 6.7% YOY. Restaurants and Dining led domestic spending categories at \$79.6M (-1.3% YOY). Categories which saw growth YOY were Transportation (+2.2%), Hotels & Lodging (+4.2%), and Other (+7.3%).



260.1K
Hotel Demand
▲ 1.6% YOY - Monthly



\$7,562,302
Transient Occupancy Tax
▲ 0.5% YOY - Monthly



\$246.9M
Total Spending for 2024 Q2
▼ -1.9% YOY - Quarterly



1.6M
Visitors for 2024 Q2
▼ -1.4% YOY - Quarterly

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Community Lodging

San Luis Obispo County, July 2024

Date July 2024 Location Atascadero, CA % Change YOY Report Monthly Based On Fiscal

Atascadero, CA Hotel Performance - Monthly

Metric	Value	YOY Change
Occupancy	80.6%	▲ 3.8%
ADR	\$160	▼ -5.8%
RevPAR	\$129	▼ -2.2%
Supply	19.1K	▲ 0.0%
Demand	15.4K	▲ 3.8%
Revenue	\$2.5M	▼ -2.2%

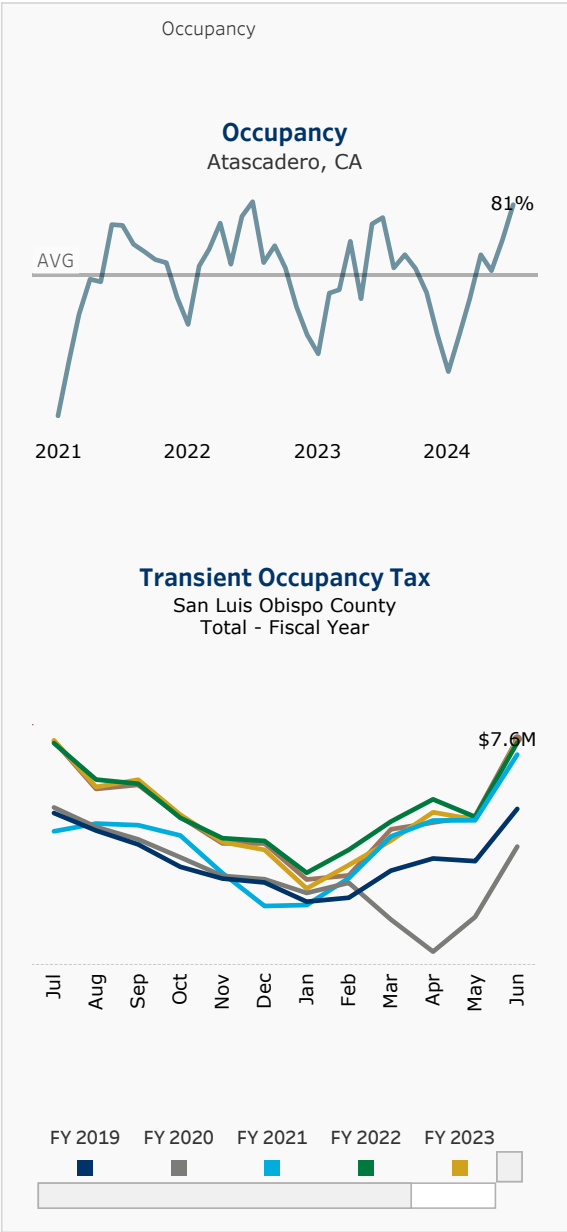
Transient Occupancy Tax Revenue

June 2024 - Monthly

\$7,562,302

San Luis Obispo County

▲ 0.5% YOY



Hotel Performance by Community

July 2024 - Monthly

Community	Occupancy	ADR	RevPAR
Atascadero, CA	80.6%	\$160	\$129
Cambria, CA	82.3%	\$250	\$205
Five Cities	83.4%	\$296	\$247
Morro Bay, CA	81.7%	\$182	\$149
North Coast	79.1%	\$214	\$169
North County	77.3%	\$203	\$157
Paso Robles, CA	75.9%	\$224	\$170
Pismo Beach, CA	83.1%	\$308	\$256
San Luis Obispo County	81.3%	\$230	\$187
San Luis Obispo, CA	83.3%	\$203	\$169
San Simeon, CA	74.9%	\$170	\$127
South County	83.4%	\$253	\$211

Transient Occupancy Tax

Monthly, % Change YOY

Unincorporated	2,295,270	▼ -5.2%
Pismo Beach	1,734,231	▲ 1.1%
San Luis Obispo	1,151,032	▲ 9.6%
Paso Robles	937,467	▼ -8.8%
Atascadero	584,771	▲ 10.7%
Morro Bay	490,399	▲ 6.6%
Arroyo Grande	274,860	▲ 54.5%
Grover Beach	94,271	▼ -35.0%

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Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, July 2024

Date July 2024 STR Atascadero, CA AirDNA Atascadero Based On Fiscal

Aggregate Lodging

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	72.7%	\$204.78	\$148.87	26.4K	19.2K	\$3.9M
vs. Previous Year	▲ 1.5%	▼ -4.4%	▼ -3.0%	▲ 1.9%	▲ 3.4%	▼ -1.1%
YTD Fiscal	72.7%	\$204.78	\$148.87	26.4K	19.2K	\$3.9M
YTD vs. Previous Year	▲ 1.5%	▼ -4.4%	▼ -3.0%	▲ 1.9%	▲ 3.4%	▼ -1.1%

Hotels: Atascadero, CA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	80.6%	\$159.63	\$128.60	19.1K	15.4K	\$2.5M
vs. Previous Year	▼ -1.8%	▲ 15.6%	▲ 13.5%	▲ 24.1%	▲ 21.9%	▲ 40.9%
YTD Fiscal	80.6%	\$159.63	\$128.60	19.1K	15.4K	\$2.5M
YTD vs. Previous Year	▲ 3.8%	▼ -5.8%	▼ -2.2%	▲ 0.0%	▲ 3.8%	▼ -2.2%

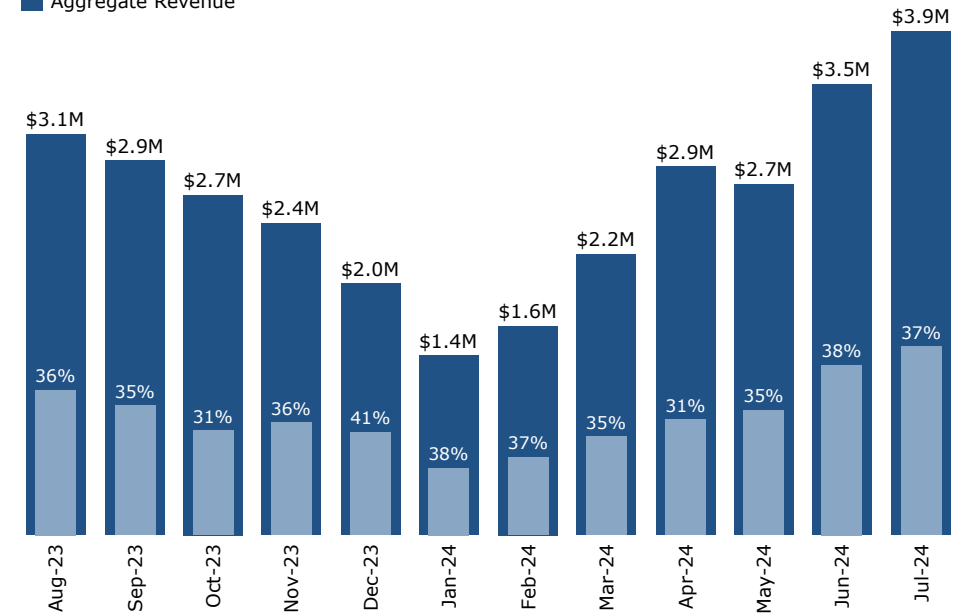
Short Term Rentals: Atascadero

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	52.0%	\$388.67	\$202.16	7.3K	3.8K	\$1.5M
vs. Previous Year	▲ 4.0%	▼ -1.4%	▼ -6.2%	▲ 7.4%	▲ 2.1%	▲ 0.7%
YTD Fiscal	52.0%	\$388.67	\$202.16	7.3K	3.8K	\$1.5M
YTD vs. Previous Year	▼ -4.9%	▼ -1.4%	▼ -6.2%	▲ 7.4%	▲ 2.1%	▲ 0.7%

Lodging Revenue & Contribution

Atascadero, CA (Hotels) and Atascadero (Short Term Rentals)

■ % Share Short Term Rentals
■ Aggregate Revenue



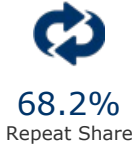
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Monthly Visitation

San Luis Obispo County, July 2024

Date: July 2024 | Report: Monthly | Based On: Fiscal



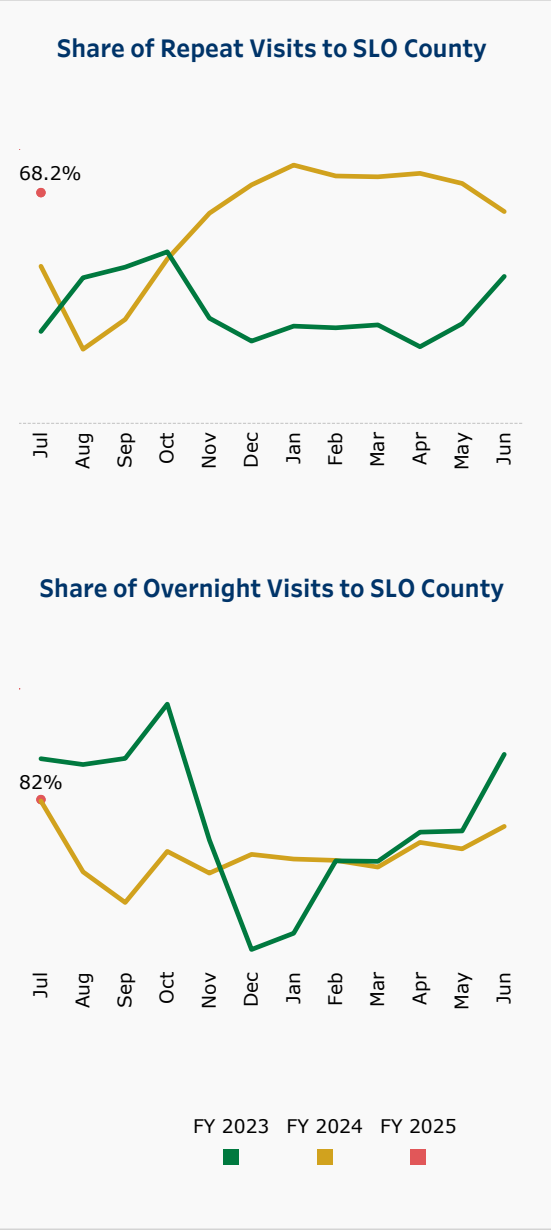
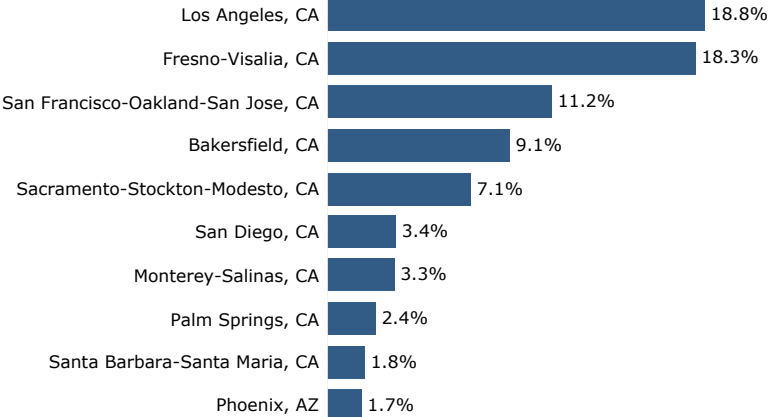
Top 15 Points of Interest

July 2024 - Monthly

	% Overnight	% Repeat	% Share of Total
San Luis Obispo	83.4%	67.5%	30.8%
Paso Robles	81.2%	64.5%	27.3%
Pismo Beach	82.1%	67.4%	24.6%
Atascadero	81.7%	60.7%	18.2%
46 East Paso Wine Country	78.3%	64.2%	18.1%
Morro Bay	83.5%	68.0%	14.2%
Templeton	80.7%	60.0%	13.5%
Arroyo Grande	84.3%	60.1%	12.6%
Nipomo	82.8%	58.8%	11.1%
Grover Beach	86.0%	68.3%	9.6%
46 West Paso Wine Country	81.8%	62.8%	9.2%
Shandon	75.1%	50.2%	9.1%
Santa Margarita	80.4%	55.1%	8.0%
Cholame	74.4%	46.5%	6.3%
San Miguel	81.7%	55.3%	5.2%

Top 10 Domestic Origin Markets

July 2024 - Monthly, % Share of Trips



Source: Azira



Community Cross-Visitation

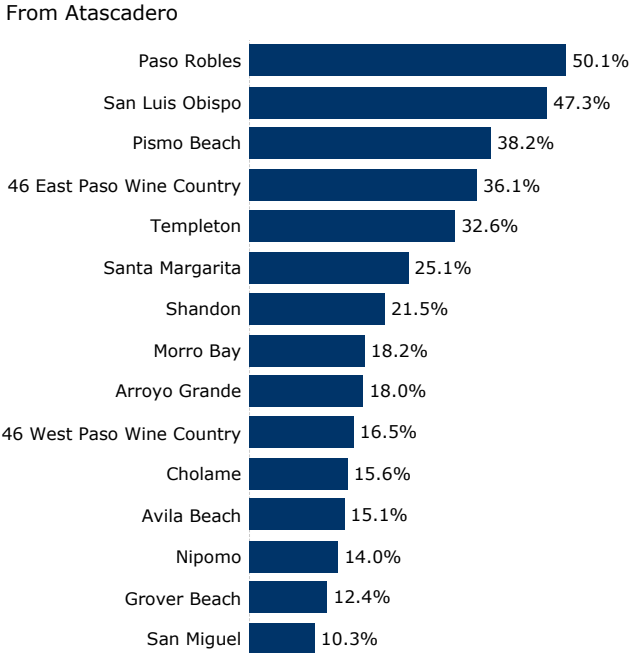
Atascadero, July 2024

Date: July 2024 | Report: Monthly | Based On: Fiscal | Primary: Atascadero

81.7%
Overnight Visitors

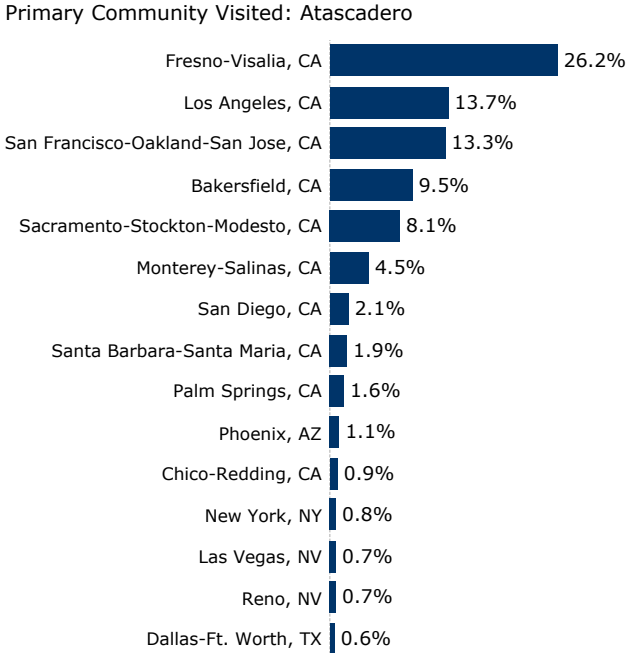
60.7%
Repeat Share

Top Cross-Visited Communities



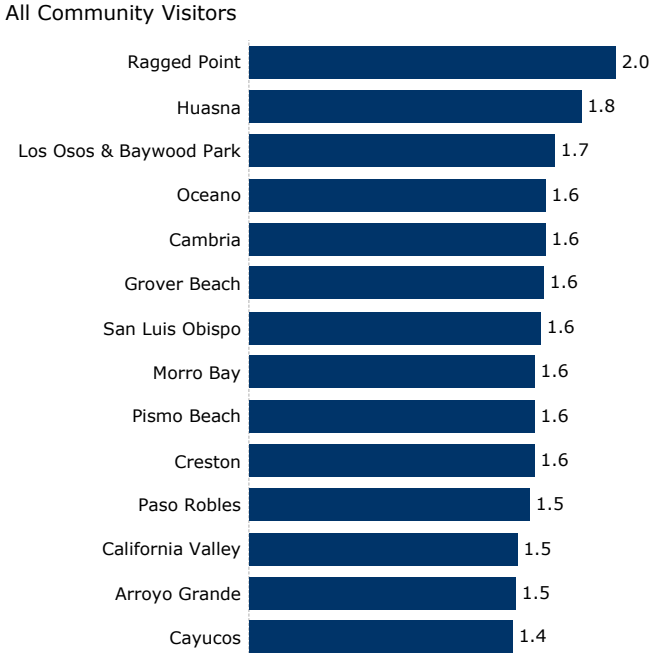
Communities visited by those starting their trip in Atascadero

Top Origin Markets



Origin markets of those starting their trip in Atascadero who cross-visited elsewhere

Top Average Communities Visited per Trip



Average number of communities visited per trip during July 2024 (Month)

Source: Azira



Quarterly Spending and Visits

San Luis Obispo County, July 2024

Period Ending: 2024 Q2 | Report: Quarterly | Based On: Fiscal

Atascadero, CA Hotel Performance

April - June 2024

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
69.1%	\$153	\$106	56.1K	38.8K	\$5.9M

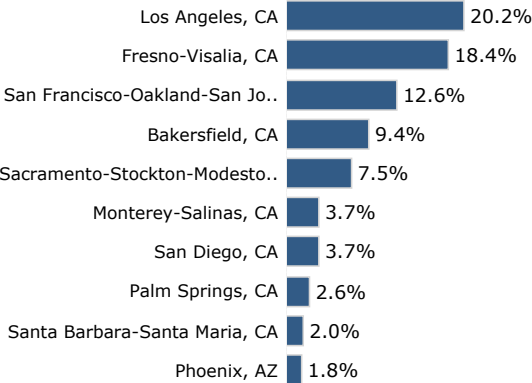
Transient Occupancy Tax Revenue

April - June 2024

\$17,324,226

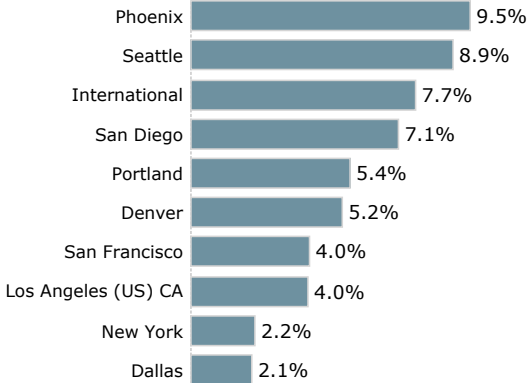
Top 10 Domestic Origin Markets

April - June 2024, % Share of Trips



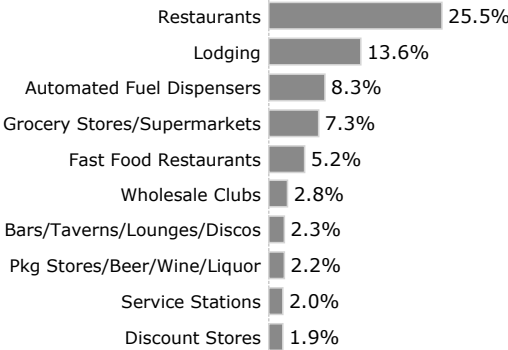
Top 10 Origin Markets by Air

April - June 2024, % Share of Total



Domestic Visitor Spending*

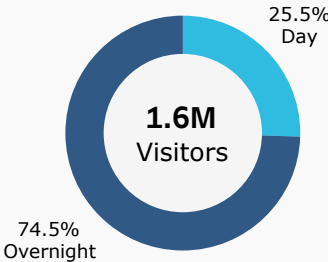
April - June 2024, % Share of Spending



*Excluding Residents

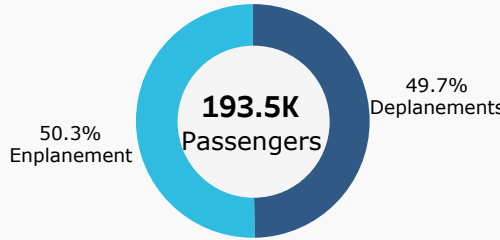
Total Visitation

April - June 2024
% Share of Trips



Airport Deplanements & Enplanement

April - June 2024
SLO CAL Regional Airport



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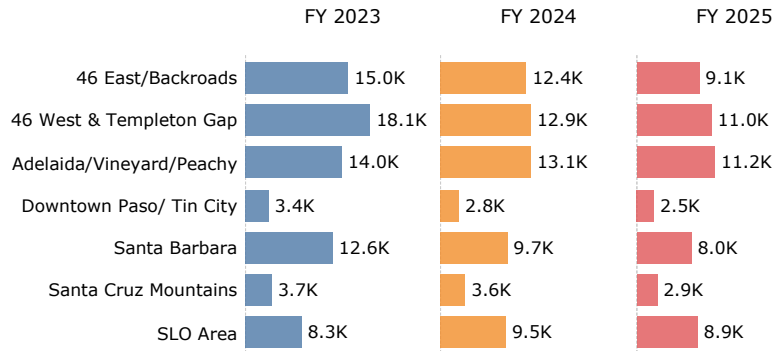


Community Benchmark Wineries

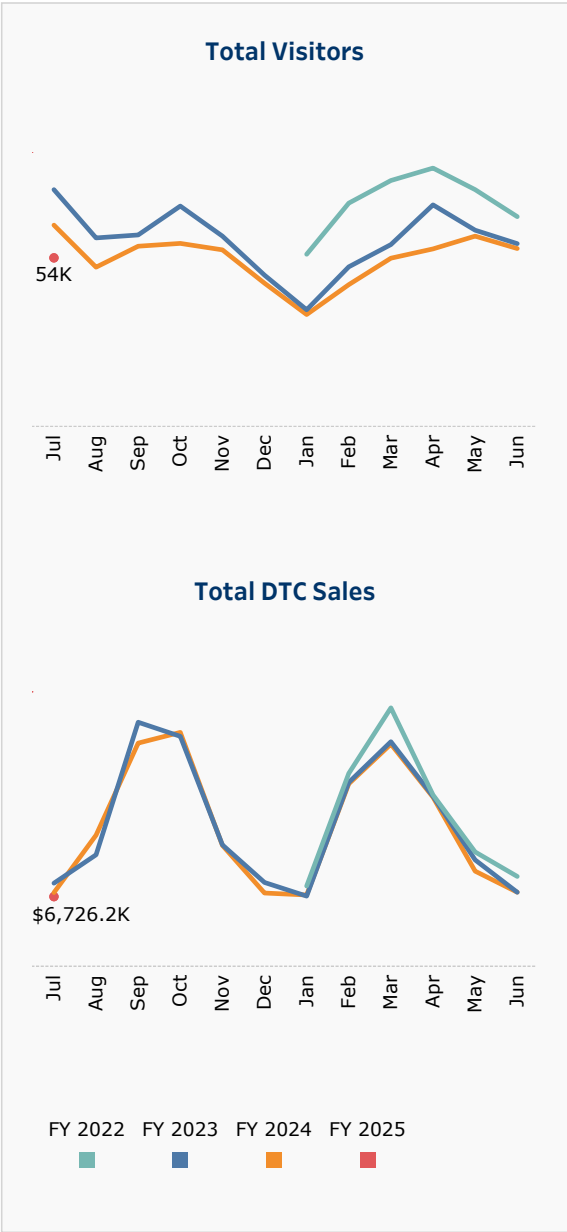
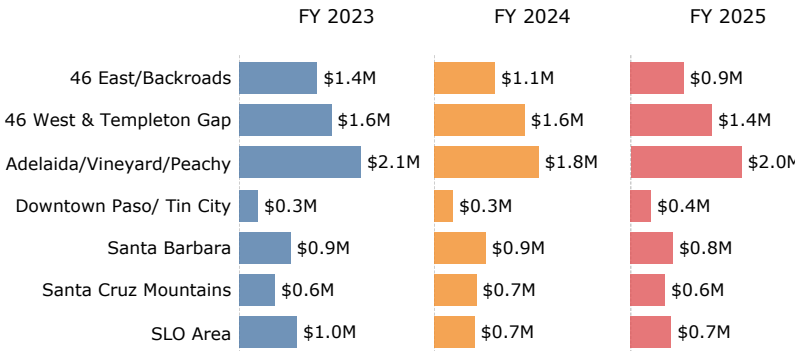
San Luis Obispo County, July 2024

Date	% Change	Report	Based On	Region	All		
July 2024	YOY	Monthly	Fiscal				
Visitors	Tasting Room Sales	DTC Total Sales	On-Site Event Sales	Avg Visitors	Avg Tasting Room Sales	Avg DTC Total Sales	Avg On-Site Event Sales
0.20M	\$23.2M	\$41.5M	\$1.64M	846	97,474	171,450	13,858
▼ -16.5%	▼ -11.6%	▼ -10.0%	▼ -13.5%	▼ -16.5%	▼ -11.6%	▼ -10.0%	▼ -13.5%
YOY				YOY			

SLO CAL Region Visitation by Year
July 2024 - Monthly



Average DTC Sales by Region
July 2024 - Monthly



Source: Community Benchmark