



**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 the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

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

**AMERICAN DISABILITY ACT ACCOMMODATIONS:**

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

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

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

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts and Resolutions will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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

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**AGENDA**

**Wednesday, October 16, 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, Vacant  
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 – September 11, 2024, Special Meeting Minutes**

- Recommendation: ATBID Advisory Board approve the September 11, 2024, Special Meeting Draft Action Minutes. [City]

**B. BUSINESS ITEMS:**

**1. Hotel Beds & Visit California Co-op Campaign**

- Fiscal Impact: Up to \$5,600.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Hotel Beds & Visit California Co-op campaign provided by Visit SLO CAL. [Verdin Marketing]

**2. DRIVE Event – New Educational Opportunity for the Tourism Industry**

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Drive Program on March 26, 2025. [Full Cup Solutions]

**3. Central Coast Cider Festival 2024 Event Recap & 2025 Sponsorship Event Renewal Request**

- Fiscal Impact: Up to \$7,500 for renewal.
- Recommendations: ATBID Advisory Board:
  1. Receive and file recap of 2024 event summary and improvements year over year.
  2. Discuss and provide staff direction for continued renewal into 2025. [En Fuego Events/ Cider Fest Association]

**4. Atascadero Fall Fest Event Update & Transportation Opportunity**

- Fiscal Impact: Up to \$3,000 for Transportation.
- Recommendations: ATBID Advisory Board:
  1. Receive and file event update for Atascadero Fall Festival.
  2. Review new transportation opportunity and provide staff direction in level of participation. [En Fuego Events]

**5. Atascadero Chamber of Commerce Central Coast Wine Passport Program**

- Fiscal Impact: Up to \$5,000
- Recommendation: ATBID Advisory Board discuss and provide staff direction on level of support for the Atascadero Chamber of Commerce Central Coast Wine Passport program. [Atascadero Chamber]

**6. Budget Reports and Performance Metrics**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Reports and Performance Metrics. [City]

**7. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [City]

**C. COMMITTEE REPORTS:**

**1. Website Ad Hoc Committee Report Update**

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

**2. Budget Ad Hoc Committee Report Update**

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

**D. UPDATES:**

1. Visit SLO CAL Board & 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)

1. Vice Chair Board Vacancy next steps (November 2024).
2. Review & amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (November 2024).
3. Review Monthly vs. Quarterly TOT reporting. (November 2024)
4. Jump on the School Bus Fair Transportation Renewal (March 2025).
5. Marketing 5-Year Contract Renewal RFP (November 2024 or January 2025).

**G. ADJOURNMENT:**



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

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# **DRAFT SPECIAL MEETING MINUTES**

**Wednesday, September 11, 2024, at 1:30 P.M.  
Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California**

**CALL TO ORDER:**

Chairperson Harden called the Special Meeting to order at 1:31 P.M.

**ROLL CALL:**

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

Absent: Board Member Jeffrey Lemus

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 public comment.***

The following citizens provided public comment on this item: Amanda Wittstrom Higgins

*Board Member Lemus arrived at 1:33 P.M.*

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

**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]

Before the motion, Director of Community Services & Promotions Banish advised the Board of a clerical error in the Draft Action Minutes that staff had already corrected in the final Minutes document.

**MOTION BY:** Sohi

**SECOND BY:** Ketchum

**1. Approve consent calendar.**

AYES (5): Lemus, O’Malley, Sohi, Ketchum, Harden

ABSENT (0):

***Passed 5-0***

**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]

Director of Community Services & Promotions Banish presented the item and answered questions from the Advisory Board. City Manager Lewis also answered questions from the Board.

**PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

The following citizens provided public comment on this item: Rachelle Rickard

*Chairperson Harden closed public comment.*

**MOTION BY:** O'Malley

**SECOND BY:** Ketchum

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.

AYES (5): Lemus, O'Malley, Sohi, Ketchum, Harden

ABSENT (0):

***Passed 5-0***

**2. Marketing Campaign Update**

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

Marketing Consultant Ashlee Akers and Creative Director Riley Grim with Verdin Marketing presented 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.*

***The new marketing campaign update was reviewed and filed.***

### 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]

Director of Community Services & Promotions Banish presented 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.*

The Advisory Board provided staff with feedback on event sponsorship program criteria on event renewals. Staff to present revised criteria to the Board at a future meeting for review.

### 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]

Director of Community Services & Promotions Banish and Marketing Consultant Ashlee Akers presented the item and answered questions from the Advisory Board. Matt Halvorson with Visit SLO CAL also answered questions from the Board.

#### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

*The Budget Overview, STR and Monthly Reports were received and filed.*

*Board Member Lemus left the meeting at 3:10 P.M.*

## **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.

Director of Community Services & Promotions Banish introduced the item. Board Member O'Malley presented 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.***

**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.

Director of Community Services & Promotions Banish introduced the item and Marketing Consultant Ashlee Akers advised the Board of an upcoming Visit Atascadero website refresh meeting that would inform the Ad Hoc Committee's future discussions on this topic.

**PUBLIC COMMENT:**

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

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

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

**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:** (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. Drive Program request to present. (October 2024)
- e. Review Monthly vs. Quarterly TOT reporting. (November 2024)
- f. Review & Amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (November 2024)
- g. Jump on the School Bus Fair Transportation Renewal. (March 2025)

**G. ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 3:28 P.M.

**MINUTES PREPARED BY:**

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Terrie Banish  
Director of Community Services & Promotions

**APPROVED:**



**Hotel Beds & Visit California  
Co-op Campaign**

**RECOMMENDATION:**

ATBID Advisory Board to discuss and provide staff direction to participate in the Hotel Beds and Visit California Co-op campaign provided by Visit SLO CAL.

**DISCUSSION:**

Visit SLO CAL is offering a 6-month digital marketing campaign in partnership with Hotel Beds and Visit California to increase domestic and international visitation. The campaign will run from September 15, 2024, through March 15, 2025.

The campaign will include all marketing leads to SLO CAL’s dedicated microsite. Each participating destination will receive space on the microsite complete with up to two images, destination copy, and hotel booking engine. In addition, there will be a destination feature in four bespoke newsletters.

Visit California is sponsoring the domestic portion of the campaign. International markets include Canada, Mexico, France, UK, and Germany.

**FISCAL IMPACT:**

Up to \$5,600.

**ATTACHMENT:**

1. VSC Hotel Beds Co-op 2024 Agreement





August 21, 2024

## Hotel Beds & Visit California Co-op

Visit SLO CAL is offering a 6-month digital marketing campaign in partnership with Hotel Beds and Visit California to increase domestic and international visitation. The campaign will run from September 15, 2024, through March 15<sup>th</sup>, 2025

### Deliverables

- All marketing leads to SLO CAL's dedicated microsite. Each participating destination will receive space on the microsite complete with up to two images, destination copy, and hotel booking engine
- Destination feature in four bespoke newsletters

### Investment Level

- \$4,666

Note: Visit California is sponsoring the domestic portion of the campaign. The investment of \$4,666 is for international markets (Canada, Mexico, France, UK, Germany)

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

Yes, I would like to participate in the HotelBeds Co-op. I understand that the cost to participate is estimated to be \$5,600. I agree to send a check or pay online within 30 days of signing this document.

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

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

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

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

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



# CITY OF ATASCADERO

## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

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Item B2

### DRIVE Event – New Educational Opportunity for the Tourism Industry

#### RECOMMENDATION:

ATBID Advisory Board discuss and provide staff direction to participate in the Drive Program on March 26, 2025.

#### DISCUSSION:

The DRIVE Event is a dynamic in-person half-day workshop and summit centered around “Steering Your Business Through Change: Crafting a Future of Creative Strategy.” Hosted at Atascadero’s Pavilion on the Lake, this engaging experience is brought to you by Full Cup Solutions in collaboration with the Paso Robles Wine Country Alliance. Join around 150 wine industry owners, executives, and emerging leaders for an interactive workshop, tailored work activities, and insightful talks from renowned experts – all complemented by a gourmet lunch. Plus, gain ongoing momentum with two virtual follow-up sessions designed to keep your company moving forward and focused on your goals.

Full Cup Solutions proprietor, Amanda Wittstrom-Higgins, founder of “Wine Speak Paso Robles” will provide an oral overview of the program and benefits for lodging owners and tourism related businesses to attend this workshop.

#### FISCAL IMPACT:

Up to \$7,500.

#### ATTACHMENTS:

1. DRIVE Partner Recap Deck
2. Event Support Application – DRIVE 2025
3. DRIVE 2025 Outline & Proposal



**DRIVE**

A STRATEGIC PLANNING SEMINAR &  
WORKSHOP FOR THE WINE INDUSTRY

**YOUR TEAM. YOUR BUSINESS. YOUR SUCCESS.**

## **PARTNER IMPACT REPORT**

PREPARED BY: AMANDA W. HIGGINS

TODAY'S DATE: 2.9.2024

PRESENTED BY:



# WHAT IS DRIVE?

INTERACTIVE EVENT FOCUSED ON TEAMWORK, ENGAGEMENT,  
AND BRAND STRATEGY FOR THE WINE INDUSTRY

## CONTENT:

Created to assist Paso Robles Wine Alliance Members “KICK OFF” the new year with energy, excitement and a calculated plan to take action. DRIVE intended to offer inspiration, tactical insights and real life examples for “how to” take your business to the next level. Attendees had the opportunity to create a personalized business objective plan for 2024; with emphasis on best practices for communicating both inside and outside your business; the importance of overcoming obstacles and staying focused on your goals, and developing a game plan which highly engages your team. DRIVE was produced in partnership with Full Cup Solutions and led by, Principal, Amanda W. Higgins, the event featured guest speakers and subject experts in an entertaining and approachable atmosphere aimed at achieving positive change in the wine industry.

## WHAT ELSE?

- COMMEMORATIVE WORKBOOK
- COFFEE BAR
- GOURMET BBQ LUNCH
- TASTING OF WINES FROM SPAIN AND PORTUGAL WITH MASTER OF WINE GUS ZHU,
- SIGNATURE WINES FROM PASO ROBLES.

# EVENT DETAILS

DATE: *January 9th 2024*

TIME: *8:30am - 1pm*

LOCATION: *Vina Robles Production Facility*

ATTENDEES: *174*





# HOSTS AND SPEAKERS



**JOEL PETERSON**

*Executive Director  
Paso Robles Wine  
Country Alliance  
D: (805) 610-2204  
jpeterson@pasowine.com  
www.pasowine.com*



**AMANDA WITTSTROM HIGGINS**

*Principal  
Full Cup Solutions  
O: (805) 530-3355  
D: (805) 440-9766  
awh@fullcupsolutions.com  
www.fullcupsolutions.com*



**ELAINE CHUKAN BROWN**

*Wine Critic, Author  
and Educator*



**SUSAN KOSTRZEWA**

*Founder, Resplendent Ink  
Former Editor-in-Chief,  
Wine Enthusiast*



**REILLY NEWMAN**

*Founder, Author  
and Brand Strategist,  
MOTIF Brands*



**COMMANDER JEFF  
GARDNER**

*U.S. Navy SEAL*



**SCOTT LARSON**

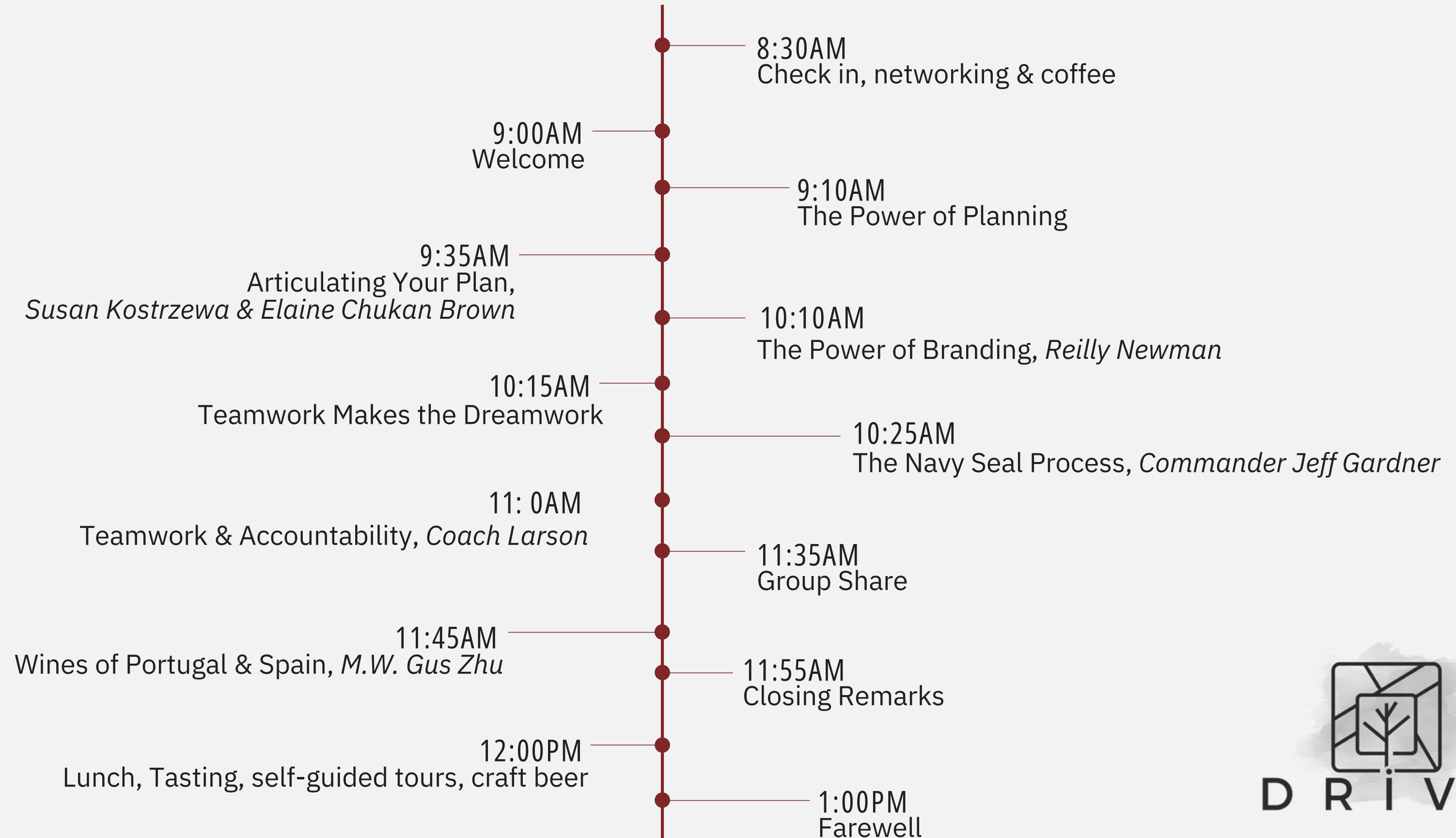
*Educator, Mentor, and  
Coach, Paso Robles High  
School*



**GUS ZHU**

*Master of Wine,  
Cork Supply USA*

# AGENDA





# PARTNERS



# VIDEO RECAP



# SESSION 1 RECAP: ARTICULATING YOUR PLAN

This session focused on concrete takeaways for creating better internal and external communications, including suggestions and guidance on writing a company mission statement and company pillars of intent on which all other communications can be based. Also included were suggestions for internal best practices for communicating with an internal team, including monthly status emails, town halls and one-on-one meetings, Finally, the session offered insight on pitching media and utilizing social media to broaden brand reach.



**ELAINE CHUKAN BROWN**  
Wine Critic, Author  
and Educator



**SUSAN KOSTRZEWA**  
Founder, Resplendent Ink  
Former Editor-in-Chief,  
Wine Enthusiast



# SESSION 2 RECAP: THE POWER OF BRANDING

Taking elements of the previous session and expanding it strictly to external brand messaging and awareness, this session offered guidance on how to create a clear, concise and authentic identity for your company and product in words, imagery, experiences and more. Giving examples of brands from within and beyond the wine industry that simply and effectively created and communicated their brand personality gave the audience attainable examples of how to create and share a brand footprint that is direct, impactful and honest.



**REILLY NEWMAN**  
Founder, Author  
and Brand Strategist,  
MOTIF Brands

## 15 BOOKS GIVEN TO THE AUDIENCE



# SESSION 3 RECAP: THE NAVY SEAL PROCESS

This session focused directly on how to create a clear chain of company within an organization and how to build teams that are autonomous and invested. Of particular note were suggestions of thinking outside of the box with varied personalities and skillsets, avoiding a template when acquiring talent. Real-life SEAL stories and examples of unconventional team members who became integral gave the sessions approachable takeaway applicable to all businesses.



**COMMANDER JEFF GARDNER**  
U.S. Navy SEAL

## 8 SEAL HATS GIVEN TO THE AUDIENCE



# SESSION 4 RECAP: TEAMWORK MAKES THE DREAM WORK

Being a leader should never be motivated by taking personal credit for wins, but in motivating teams to seek and gain wins for themselves and their group. This session gave examples in sports on how to inspire teams to work as a unit, playing to individual strengths in an employee base and offering support and encouragement when challenges arise, not just for the wins. Real-life examples and stories offered clear takeaway that was both attainable and relatable.



**SCOTT LARSON**  
Educator, Mentor, and  
Coach, Paso Robles High  
School



# PRE EVENT MARKETING

## DIRECT MAIL INVITES

**100+**

100+ TARGETED ATTENDEES RECEIVED A PERSONALIZED INVITATION TO THE EVENT

## DIRECT EMAIL CAMPAIGNS

**3**

PASO WINE DIRECT EMAIL CAMPAIGNS TO 3k MEMBER LIST

## PRESS RELEASE

**1**

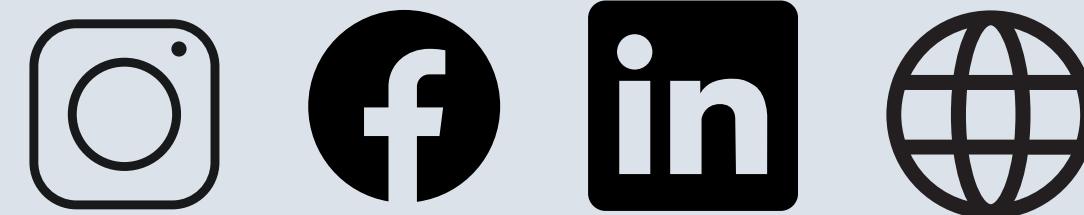
SENT TO INDUSTRY PUBLICATIONS AND ASSOCIATION PARTNERS

## SAVE THE DATES

**200**

DISTRIBUTED 200 SAVE THE DATES CIRCULATED AT ANNUAL MEMBER MEETING ALONG WITH ENDORSEMENT AND INVITATION TO ATTEND.

## DIGITAL FOOTPRINT



PROMOTED ON PASO WINE MEMBER FACEBOOK PAGE, LINKED IN, FULL CUP SOLUTIONS MAILING LIST AND SOCIAL HANDLES

# PRE EVENT MARKETING

**WINE BUSINESS**  
The Homepage for the Wine Industry  
WEDNESDAY, JANUARY 31  
Already a member? [Sign In](#)  
Not a member? [Create an Account](#)  
Members receive a FREE subscription to the Daily News Email. Join 30,000+ daily readers.  
search  
HOME  
NEWS  
WINEJOBS  
GRAPES & BULK WINE  
ANALYTICS  
EVENTS  
BUYER'S GUIDE

**NEWS**  
California | US Regions | Global Regions  
SEARCH NEWS  
Press Release  
**DRIVE Strategic Planning Seminar & Workshop Slated for January**  
NOV 21, 2023

SAN LUIS OBISPO CHAMBER OF COMMERCE  
Your Chamber | Member Services | News | **Events** | Supporting Business | Our Community  
Events  
Annual Dinner  
Chamber Calendar  
Community Calendar  
EXPO at the Expo  
Good Morning SLO  
Insight Studio  
Legislative Events  
Membership Mixers  
New Member Orientation  
SLO County Housing Summit  
Think Differently  
Working Lunch  
This event has passed.  
Home » Events » Paso Robles Wine Country...  
**Paso Robles Wine Country Alliance 2024**

**DRIVE**  
A STRATEGIC PLANNING SEMINAR & WORKSHOP FOR THE WINE INDUSTRY  
**JAN 09 2024**  
Strategize and plan to take your team and business to the next level, transform your business with an actionable plan to increase team engagement and productivity, and optimize and measure results to guarantee success in this three-hour industry workshop and panel focused on business planning and strategy.  
8:30 AM - 1 PM  
Vina Robles Vineyards & Winery  
Gourmet BBQ Lunch including Craft Beer by Barrel House Brewing Co.  
COMMUNITY  
California Mid-State Fair & Farmers Day pouring event  
County Wine Industry Awards  
18 college scholarships totaling \$45,000  
Pan & Adapt a Street  
Hosted 2 community  
Presented 7 Comm  
Wine Country with  
\$100+ gift box

**PASO ROBLES WINE COUNTRY ALLIANCE**  
**Premier Member Education Kickoff Event**  
**DRIVE**  
**DRIVE: A Strategic Planning Seminar & Workshop for the Wine Industry**  
Create a strategy and action plan that will foster teamwork, increase engagement and productivity, and transform your business.  
TUESDAY, JANUARY 9, 2024

**2024 Key Dates & Education**  
2024 Key Dates & Upcoming Member Education  
We are excited for all that is planned this year - over 45 member events and a wide variety of educational opportunities! [VIEW 2024 CALENDAR HERE >>](#)  
Please keep in mind that this is a living document that is constantly being updated as we lock in venues and speakers, so it's always best to view via the link to see the current version.  
Check out the lineup for January & February education below! Mark your calendar and sign in to your [Member Dashboard](#) to register for each seminar.  
JANUARY 9 - 2024 Premier Member Education Kickoff Event  
DRIVE: A Strategic Planning Seminar & Workshop for the Wine Industry  
Create a strategy and action plan that will foster teamwork, increase engagement and productivity, and transform your business.  
Our guest speakers & subject experts:  
• Event Host: Amanda W. Higgins, Principal, Full Cup Solutions  
• Joel Peterson, Executive Director, Paso Robles Wine Country Alliance  
• Susan Kostrzewa, Founder, Resplendent Ink Content Consulting and former Editor-in-Chief Wine Enthusiast  
• Elaine Chukan Brown, wine journalist, educator and public speaker  
• Commander Jeff Gardner, Navy SEAL, U.S. Navy

**Feedback from the 2023 event:**  
*"I have attended many seminars of this type BUT this is the first one where I left so motivated and inspired. From the setup, to the speakers, to the content, everything was engaging and empowering."* - Chloé Asseo-Fabre, General Manager, L'Aventure Winery  
*"So many of the topics you covered hit just at the right time as we dial in our annual and future planning. I appreciated all of the fine details that led to an intellectual, inspiring, and thoughtful dive into how we can make our business and community better."* - Dan Smith, Winemaker, Villa San-Juliette Vineyard & Winery  
Page 24 of 72

**Paso Robles Daily News**  
Home | Paso Robles | Crime | Entertainment | Politics | Wine | Sports | Region | State | Direct  
You are here: Home » Business » Upcoming workshop in Paso Robles aims to fuel business growth  
**Upcoming workshop in Paso Robles aims to fuel business growth**  
Posted: 7:00 am, November 22, 2023 by News Staff  
Workshop and panel slated for Jan. 9 at Vina Robles  
- The Paso Robles Wine Country Alliance (PRWCA) and Full Cup Solutions announced the details for





# SURVEY RESULTS

## OVERALL EVENT QUALITY

4.7



## ACTIONABLE INSIGHTS

100%

ATTENDEES LEFT WITH ACTION ITEMS WHICH  
COULD BE IMPLEMENTED RIGHT AWAY.

## REFER TO A FRIEND

100%

WOULD REFER THIS EVENT TO A FRIEND

## QUALITY TO VALUE RATION

92.5%

RATED THE QUALITY OF VALUE RATIO  
VERY GOOD OR EXCEPTIONAL

# ATTENDEE COMMENTS

"... The entire event was so incredibly well done, all around. From the setting, with every detail meticulously orchestrated, planned and executed, to the vibe and energy-upbeat, positive, fun, approachable, and the presenter, content and speakers. Amanda's content and presentation style provided learning for all attendees in the room at every level to learn and engage. Her method was a way to walk people through the step- by-step journey of building a solid strategy, without intimidation, speaking over their heads or conversely, dumbing it down. Her ability to be able to present in this way is a true talent. It allowed people to grab on to key takeaways, leave with their hearts and minds focused, inspired and feeling part of something bigger-the Paso Wine Community..."

Maeve Pesquera, Senior Vice President, Strategy & Business Development, DAOU Estates

"Applying my own experience in strategic communication to an audience so open to new and best practices was extremely fulfilling. My exchanges after the session with audience members was incredibly encouraging as all were serious about directly implementing insights they'd gained during the Drive session to their business plans. I've attended and been associated with many business seminars but what really impressed me about Drive was the collaborative, action-oriented tone of the entire program. Attendees were directly addressed and engaged and the program very interactive."

Susan Kostrzewa, Speaker, Journalist

# ATTENDEE COMMENTS

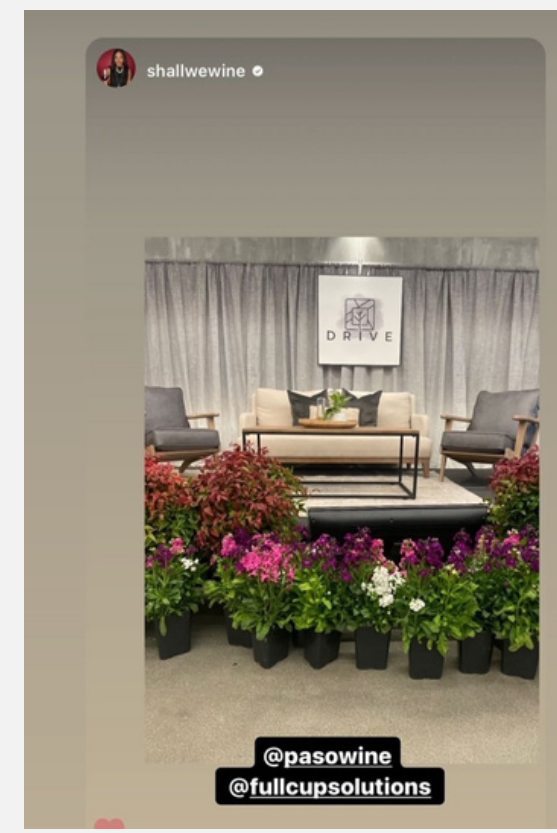
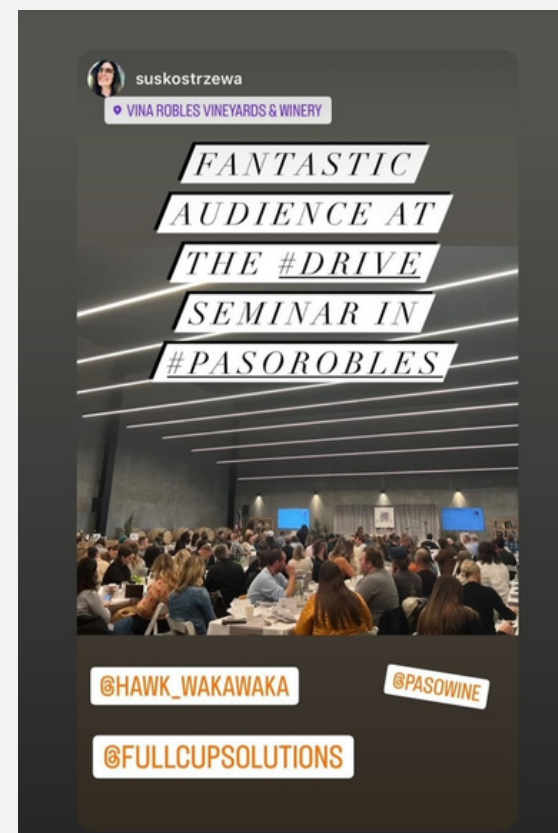
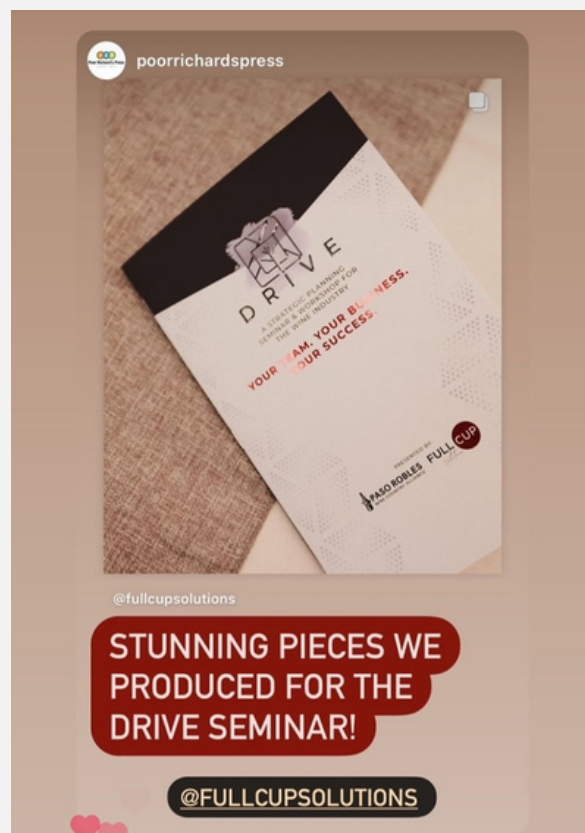
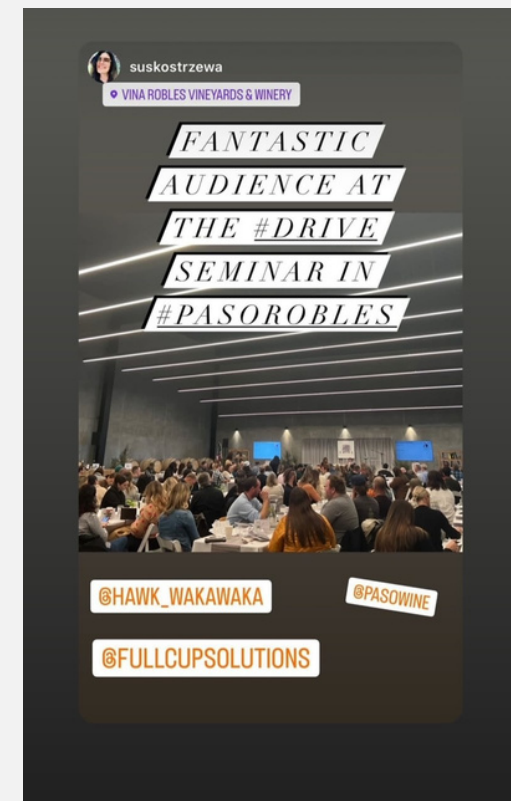
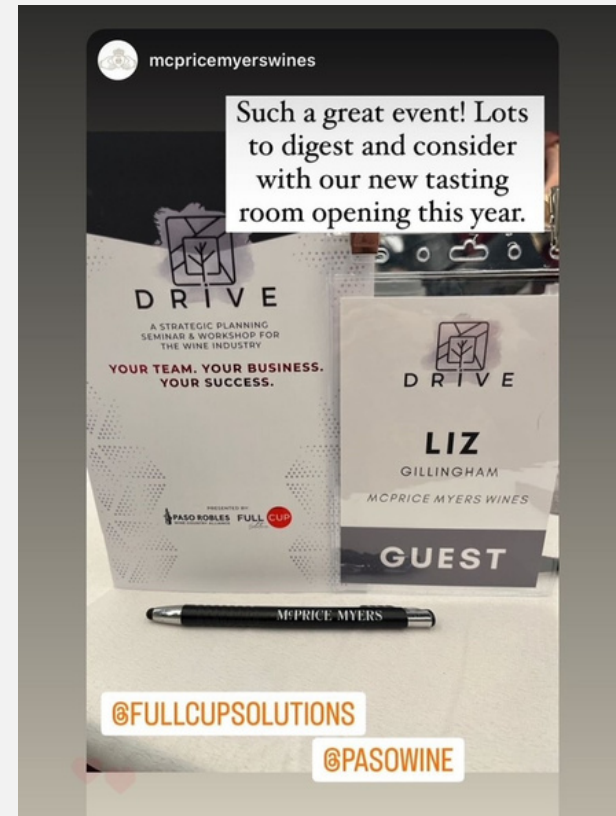
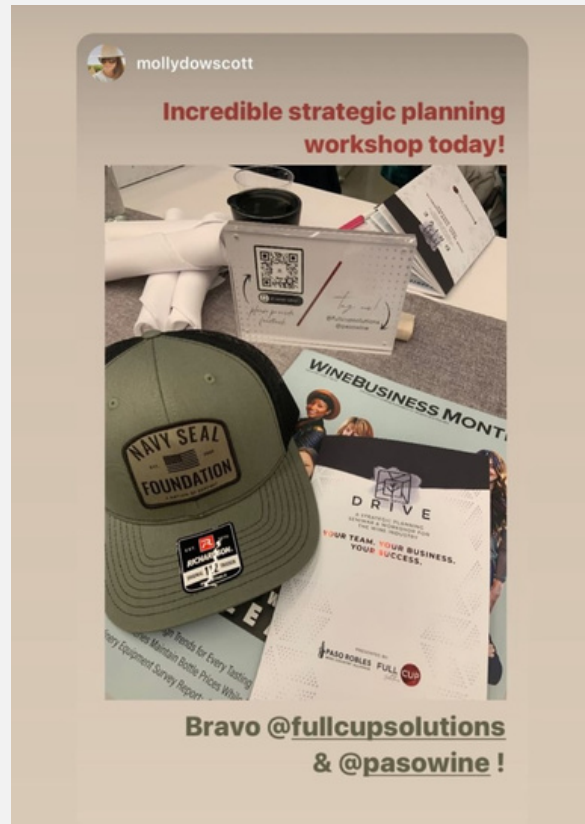
“I found the DRIVE event to be inspiring and empowering. Connecting and sharing with industry leaders and peers was a wonderful opportunity, especially starting in a new role within in the industry.”

Erin du Fresne, Senior Manager of Guest & Hospitality, Stoller Collection

“The Drive seminar hosted by PRWCA and Full Cup Solutions was not to be missed. The combination between industry leaders and community legends offered an opportunity for attendees to gain valuable knowledge on how to improve their business models while also strengthening their connection to the Paso Robles community. The excitement and energy of the event is exactly what business owners need to kick start their efforts toward long term business planning for the upcoming year.”

Hayley Hightower, Vice President-Key Relationship Manager, AgWest

# SOCIAL MEDIA HIGHLIGHTS



# POST EVENT MENTIONS

LOCAL AND NATIONAL PRESS RELEASE DISTRIBUTED TO 30 TARGETED WINE INDUSTRY JOURNALIST 2/8/2024



**ADVISOR**  
WINE INDUSTRY NETWORK

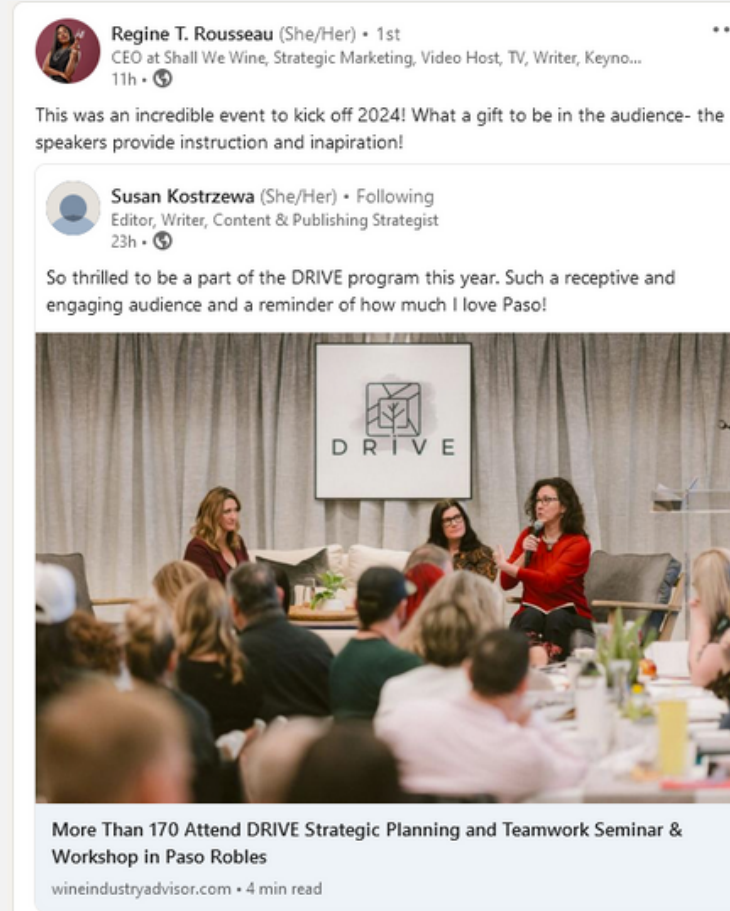
HOME ARTICLES SPOTLIGHTS NEWS RELEASES AFTERNOON BRIEF

Home > Industry News Releases > More Than 170 Attend DRIVE Strategic Planning and Teamwork Seminar & Workshop...

INDUSTRY NEWS RELEASES WINE BUSINESS

## More Than 170 Attend DRIVE Strategic Planning and Teamwork Seminar & Workshop in Paso Robles

By Press Release - February 8, 2024 133 0




**Regine T. Rousseau** (She/Her) • 1st  
CEO at Shall We Wine, Strategic Marketing, Video Host, TV, Writer, Keyno...  
11h • 🌐

This was an incredible event to kick off 2024! What a gift to be in the audience- the speakers provide instruction and inspiration!

**Susan Kostrzewa** (She/Her) • Following  
Editor, Writer, Content & Publishing Strategist  
23h • 🌐

So thrilled to be a part of the DRIVE program this year. Such a receptive and engaging audience and a reminder of how much I love Paso!



More Than 170 Attend DRIVE Strategic Planning and Teamwork Seminar & Workshop in Paso Robles  
wineindustryadvisor.com • 4 min read



## Paso Robles Daily News

Home Paso Robles Crime Entertainment Politics Wine Sports Region State

You are here: Home » Wine » Wine workshop seeks to spur growth, collaboration in Paso Robles

### Wine workshop seeks to spur growth, collaboration in Paso Robles

Posted: 6:25 am, February 9, 2024 by News Staff



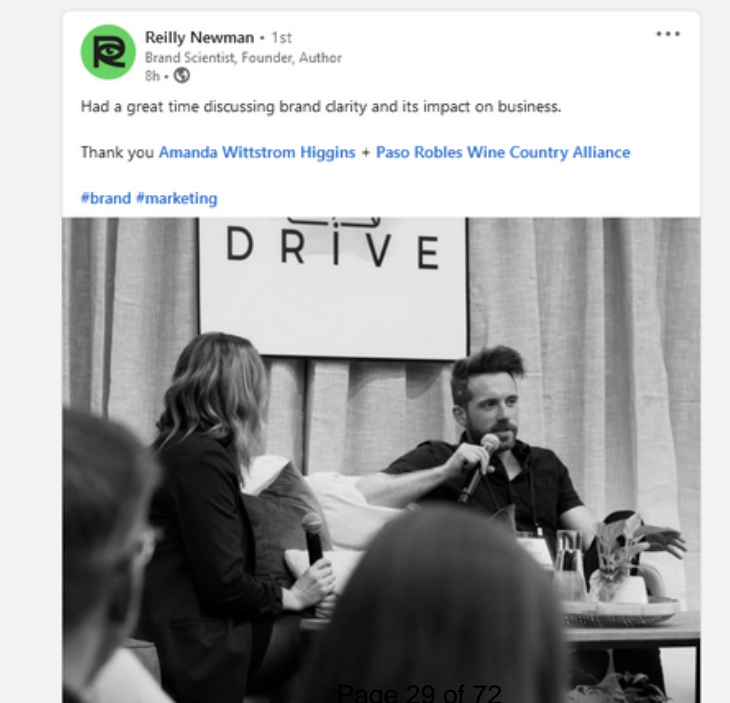

**FULL CUP SOLUTIONS**

**DRIVE: A Strategic Planning and Teamwork Seminar & Workshop , presented by the Paso Robles Wine Alliance & Full Cup Solutions.**

Full Cup Solutions

01:43

vimeo




**Reilly Newman** • 1st  
Brand Scientist, Founder, Author  
2h • 🌐

Had a great time discussing brand clarity and its impact on business.

Thank you [Amanda Wittstrom Higgins](#) + [Paso Robles Wine Country Alliance](#)

#brand #marketing



TODAY'S DATE: 2/9/24



**D R I V E**

**THANK YOU**



PREPARED BY:  
AMANDA W. HIGGINS  
PRINCIPAL  
O: 805 530-5533  
D: 805 440-9766  
AWH@FULLCUPSOLUTIONS.COM



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](mailto: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:** Full Cup Solutions

**Contact:** Amanda Higgins **Phone Number:** 805 440-9766

**Email:** awh@fullcupsolutions.com **Mailing Address:** P.O. Box 1677

**City, State, Zip:** Templeton CA 93428

**Name of Event:** DRIVE

**Event Description:** \_\_\_\_\_

A dynamic in-person half-day workshop and summit centered around "Steering Your Business Through Change: Crafting a Future-Focused Strategy." Hosted at the Atascadero Lake Pavilion, this engaging experience. Created for wine industry owners, executives, and emerging leaders for an interactive workshop, tailored workbook activities, and insightful talks from renowned experts—all complemented by a gourmet lunch.

**Event Dates/Times:** March 26th 2025 8:30am - 1pm

**Is event located in Atascadero?**  Yes  No

**Venue Name:** Atascadero Lake Pavillion

**Venue Location:** Atascadero Pavillion and Zoo

**Event Website:** In development will be hosted on www.fullcupsolutions.com and ticketing through Ticket Sauce

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

Yes  No

**Total Anticipated Attendees:** 175-200 **Portion from Outside SLO County:** 10 %

**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:** I have included Impact Reporting for the past 2 years.

2023- Max Capacity 120+

2024- Max Capacity 174

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

Yes, ticket prices will vary \$99-400

**Crowd Control Safety Plan Details:**

Security and event staffing

**Will the event require an ABC Permit?**  Yes  No

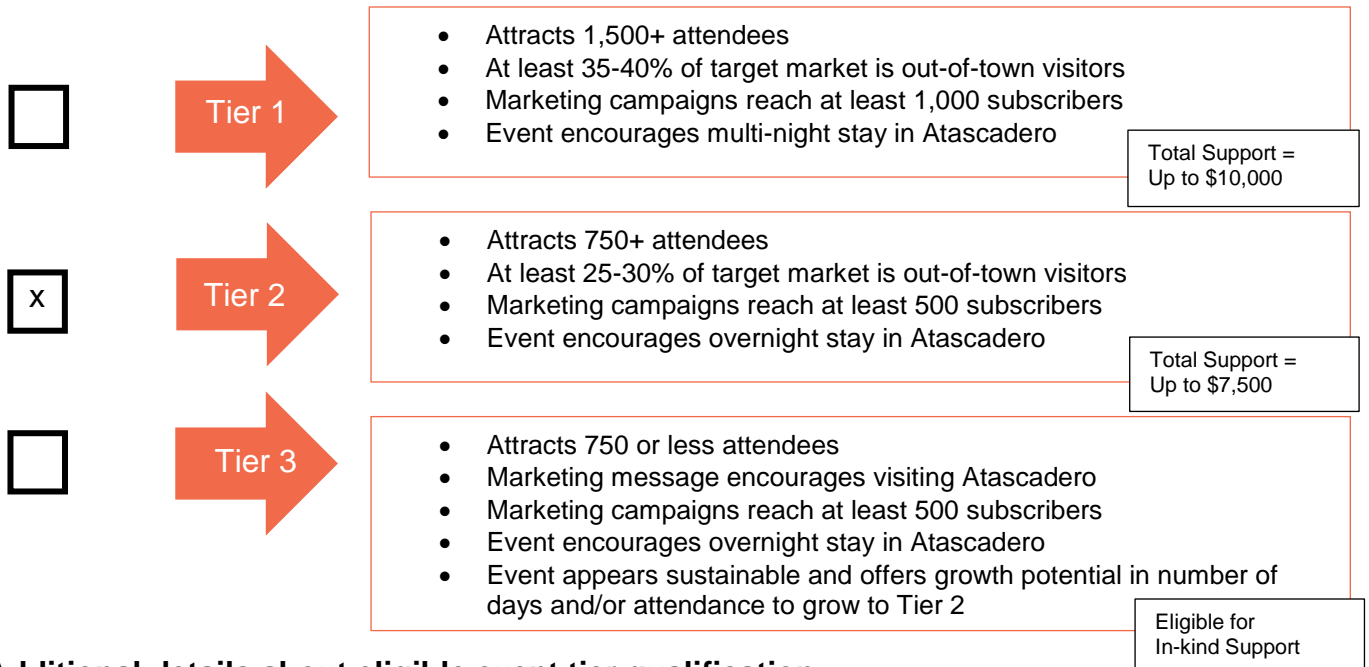
**Has a City permit been issued for your event or contracted the venue for your event**

**date?** Yes  No  Date is saved, we will be completing contract this week.  
Today's Date 10.2.24

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

Wine tourism is the primary economic driver in the North County. The DRIVE conference is created for and with winery owners, and leaders. The DRIVE conference will be an incredible opportunity for winery owners and leaders to experience the beauty and charm of a lodging community that is often overlooked. Winery owners often refer guests, club members to visit and stay during club events, private parties and industry wide events. Engaging these businesses is a HUGE opportunity for referrals and bookings for their guest which are largely from out of the area. Most wineries dont recognize that Atascadero Hotel properties and the visitor experience is vibrant. This will be a golden opportunity to create visibility and prestige within the wine community.

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



Additional details about eligible event tier qualification:

In addition to the event description I have already provide we will be bringing in Eduardo Duran a Luxury Hospitality Expert, his full bio is attached but his career highlights include being a Master Trainer at Forbes Travel Guide as well as an executive at the Ritz. Our goal is to elevate the

Hospitality of our entire community. Lastly, we will be spotlighting the Zoo during this event and incorporating a team building activity which will require attendees to take photos at the Zoo as part of the activity and we will encourage them to post on social media tagging all partners.

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

We kindly request \$7500 in addition to the donation of venues. Your partnership would be

Hosted by Visit Atascadero in all collateral.

**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).**

<b>Event Item</b>	<b>Amount</b>
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
Estimated Expenses...	
Signage and Workbooks	\$4,000
Photographer and Videographer	\$3500

**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).**

<b>Income Source</b>	<b>Amount</b>
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
Most partnerships are currently in negotiation...	Here are a few that are approved.
Paso Wine Country Alliance \$5000 Cash +	\$10,000 In Kind Marketing
AgWest \$3,000	
Wine Direct \$2500	
Vineyard Professional Real Estate \$2500	
Vineyard Professional Farming \$2500	

**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
Direct Marketing Paso Wine Country Alliance Memeber List	500+	
Full Cup Solutions Mailing List	300	
SLO Coast Wine Collective Member List		
Media and Press Release:		
Wine Business Monthly		
Wine Industry Insiders		
Full Cup Solutions Social Media		

**Please share your intended public relations outreach.**

Media Kit, video, press release, social assets, influencer marketing, ect.

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

Verbal Recognition, Pre Event Marketing both in person and digitally, event description, press release to national media, onsite signage. Jim Lewis can welcome the group to the event.

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

Recommendation of the Atacadero community as a key lodging partner for visitors to wine country.

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**Additional Details:**

Please review the impact deck and previous year's video to understand the concept.

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## **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](http://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](http://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.

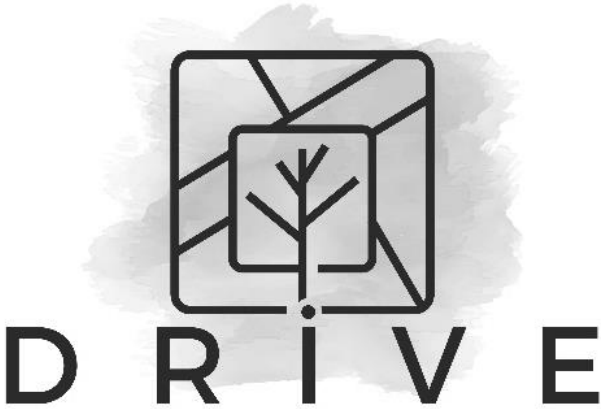
**IMPORTANT:** Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

**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** 10.2.24  
Amanda Wittstrom Higgins

**In case of questions or the need for clarification, please contact the Destination Liaison, Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org).**





2025 Partnership Opportunity:

*Atascadero*  
**CALIFORNIA**

Prepared by:  
 Full Cup Solutions  
 Amanda Wittstrom Higgins, Principal  
[awh@fullcupsolutions.com](mailto:awh@fullcupsolutions.com)  
 O: 805 530-5533  
 D: 805 440-9766  
[www.fullcupsolutions.com](http://www.fullcupsolutions.com)



Dear Visit Atascadero TBID,

I am thrilled to present this partnership concept to you! Over the years, I have truly enjoyed collaborating with the Atascadero community and greatly respect your dedication to attracting visitors to our beautiful area. Your commitment to the Wine Speak initiative from day 1 is something I will always be grateful for. I am excited to return to Atascadero with a new event aimed at boosting visitation and awareness.

The DRIVE event offers a fresh approach compared to traditional consumer events. While it may not focus solely on immediate returns through increased lodging occupancy, it will strategically position Atascadero as a thought leader within the Paso Robles Wine Community and beyond. Although Atascadero is centrally located in the Paso Robles American Viticultural Area (AVA), it often goes unrecognized as a prime lodging destination for wine travelers. Our goal is to shine a spotlight on the community and reintroduce Atascadero to winery owners, executives, and emerging leaders, inspiring them to recommend it to their visitors, guests, and wine club members.

Having successfully produced this event for the past two years, I have long envisioned bringing it to Atascadero. We plan to host the event at the Atascadero Lake Pavilion and incorporate the Charles Paddock Zoo into the program, creating a unique and engaging experience for all attendees.

I look forward to answering any questions you may have and to building a successful collaboration in the years to come!

Warm regards,



Amanda W. Higgins, Principal



## 2025 SUMMARY & PROPOSED CONTENT

**Location:** Atascadero Lake Pavilion & Charles Paddock Zoo

**Date:** March 26<sup>th</sup> 2025

**Timeline:** 8:30am-1pm

**Estimated Attendance:** 150 (180 max)

**Seating Configuration:** 30 rounds, 6-person rounds (8-person table, with seats removed for easy viewing)

**Attendee Profiles:**

1. Owner or Executive
2. Next Generation Company Leader

**Program Needs:**

1. Interactive Workshop
2. Design and Production of Personalized Workbook

**Draft Title:** Steering Through Change: Crafting a Future-Focused Strategy

**DRAFT Description:**

Does your business feel like a Zoo? If you're ready for a transformation, join us on March 26th for the 3rd Annual DRIVE event. This dynamic half-day workshop and summit, titled "Steering Your Business Through Change: Crafting a Future-Focused Strategy," promises to be an engaging experience.

Presented by Full Cup Solutions in collaboration with the Paso Robles Wine Alliance and hosted by Visit Atascadero, this event will bring together approximately 150 wine industry owners, executives, and emerging leaders. Participants can look forward to an interactive workshop, customized workbook activities, and insightful presentations from renowned experts, all accompanied by a gourmet lunch.

Additionally, we have a special surprise planned for our guests that you won't want to miss! After the event, attendees will benefit from two virtual follow-up sessions designed to maintain momentum and keep your business focused on its goals. We hope to see you there!

**Draft Agenda:**

8:30 am: Check-in and Networking

9 am: Welcome + Introductions Jim Lewis, City Planner

9:10 am: Self-Reflection Activity

9:15 am: Icebreaker Table Activity

9:25 am: Navigating Change

- Content Presentation
  - Imagining Possibilities
  - Defining Desired results
  - Best Case scenario timeframe
- Individual Exercises



- How do your natural strengths position you to execute this vision?
- What might you need to “watch out” for?
- Audience Participation

9:50am- 10:15am: Industry Luminary Story Telling, Larrisa Debose Senior Director Volo Volo

10:15-10:35am: Team Building Activity in the Atascadero Zoo

10:40-11:10am: Why the Experience Matters, Eduardo Duran (former Master Trainer Forbes Travel Guide) Creator of Hospitality Insights

11:10-11:30am: Zoo Experience Presentation and Give Away

11:30-11:45am: Evaluating Gaps, Identifying Resources

11:45-12pm: Audience Sharing

## Visit Atascadero Request:

Cash Sponsorship: \$7,500

## City of Atascadero Request:

Venue Donation





# CITY OF ATASCADERO

## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

### Central Coast Cider Festival 2024 Event Recap & 2025 Event Sponsorship Renewal Request

#### RECOMMENDATIONS:

ATBID Advisory Board to:

1. Receive and file recap of 2024 event summary and improvements year over year.
2. Discuss and provide staff direction for continued renewal into 2025.

#### DISCUSSION:

The 6<sup>th</sup> Annual Central Coast Cider Festival took place on Saturday, August 24, 2024, at a new location in Sunken Gardens, Downtown Atascadero. The event was approved by the ATBID Advisory Board in September 2023 for \$7,500 to expand the event to a different venue from the Pavilion on the Lake to allow for the ability to expand and grow into a bigger event.

From August 2016 through August 2019, the Central Coast Cider Festival was an ATBID- and City-sponsored event each year at the Pavilion on the Lake. Originally, the festival was awarded \$35,000 from the ATBID Advisory Board in 2015 for a three-year sponsorship, and then another \$15,000 sponsorship in 2019. The awarded amount was to be used to generate awareness for the cider category and draw out-of-town visitors to Atascadero, resulting in increased overnight stays. The CCCA brought the event back to the Pavilion on the Lake on August 12, 2023, for \$7,500 after being offline due to the pandemic.

Central Coast Cider Festival event coordinators will provide a recap of the event with the number of tickets sold, marketing efforts, and the geography of attendees. In addition, the Central Coast Cider Festival will be placing a new special event request for Saturday, August 23, 2025, to take place again in the Sunken Gardens. This will mark the 7<sup>th</sup> Annual event held in the City of Atascadero.

#### FISCAL IMPACT:

Up to \$7,500.

#### ATTACHMENT:

1. ATBID Event Support Application – CCCF 2025



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

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

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

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements: 1. Support the Visit Atascadero mission

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](mailto: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.

1



## 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.

2



## **Event Support Application Form**

**Requesting Organization:** Central Coast Cider Association

**Contact:** Maggie Przybylski, 805 292 1500, [maggie@twobroadscider.com](mailto:maggie@twobroadscider.com)  
Lucas Meisinger, 805 440 1364, [lucas@lonemadrone.com](mailto:lucas@lonemadrone.com)  
Cody Broadstone, 805 423 7101, [drinkthepoisonedapple@gmail.com](mailto:drinkthepoisonedapple@gmail.com)

**Mailing Address:** PO Box 3287, Paso Robles, CA 93447

**Name of Event:** 7th Annual Central Coast Cider Festival

**Event Description:** Guests will be able to enjoy the products from cider vendors from all over California, local food vendors, an educational program, local musicians while enjoying the delightful scene of the Sunken Gardens in beautiful Atascadero.

**Event Dates/Times:** August 23, 2025, 4p-8p

**Is event located in Atascadero?** Yes

**Venue Name:** The Sunken Gardens

**Venue Location:** 6505 El Camino Real, Atascadero, CA 93422

**Event Website:** centralcoastciderfestival.com

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

**Total Anticipated Attendees:** 750-1000 **Portion from Outside SLO County:** 40%

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

3

**If this event has taken place previously, please provide historical data including attendance numbers:** We jumped up from 522 guests in 2023 to over 650 in 2024! Moving to the Sunken Gardens was the right move and with the Mac and Cheese Fest moving back to June, we are excited to be able to market through American General Media and get our on air interviews and ticket giveaways back. This should help with increased ticket sales!

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



package opportunities.

\$55 GA tickets, \$75 VIP tickets (early entry and special pour) and \$10 for DD.

**Crowd Control Safety Plan Details:**

There will be hired security guards and ample parking.

**Will the event require an ABC Permit? Yes**

**Has a City permit been issued for your event or contracted the venue for your event date? TBD**

**Describe how the event supports Visit Atascadero’s mission and goals:** The Central Coast Cider Festival helps position Atascadero as the epicenter of the burgeoning cider industry. Hosting this growing event in Atascadero not only attracts awareness and overnight stays to the destination during the event weekend, but also establishes a key attraction of the destination positioning for future visitation from the audience.

4

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

**TIER 1- Total support up to \$10000**

- **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**

**X TIER 2 Total support up to \$7500**

- **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

**TIER 3-Eligible for in-kind support**

- 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

Additional details about eligible event tier qualifications: We meet every condition for TIER 1 except over 1500 attendees. This event will include many cider makers and folks that can talk in depth about production, which is rare access. The 2023 festival cost \$30k+ to put on, after making extra effort to trim the budget. But in moving to a new venue, we do expect costs to rise.

**Support Request (desired monetary amount or in-kind marketing support):**\$10,000

5

**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).**

<b>Event Item</b>	<b>Amount</b>
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
<i>Venue (Sunken Gardens)</i>	<i>\$tbd</i>
<i>Security</i>	<i>\$tbd</i>
<i>Advertising/Marketing</i>	<i>\$5000</i>
<i>Atmosphere/Decoration</i>	<i>\$2000</i>

<i>Rentals</i>	<i>\$tbd</i>
<i>Fencing</i>	<i>\$tbd</i>
<i>Ice</i>	<i>\$500</i>

**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).**

<b>Income Source</b>	<b>Amount</b>
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
<i>City of Atascadero</i>	<i>tbd</i>
<i>Visit Atascadero</i>	<i>tbd</i>
<i>ETS Lab</i>	<i>tbd</i>
<i>Amoretti</i>	<i>tbd</i>
<i>CIDERCRAFT Magazine</i>	<i>tbd</i>
<i>805 Living</i>	<i>tbd</i>
<i>Atascadero News/Paso Robles Press</i>	<i>tbd</i>
<i>Baker Wine &amp; Grape Analysis Inc</i>	<i>tbd</i>
<i>Bristol's Cider House/Lone Madrone</i>	<i>tbd</i>
<i>Mercenary Canning Solutions</i>	<i>tbd</i>
<i>Taco Works</i>	<i>tbd</i>
<i>BottleCraft</i>	<i>tbd</i>
<i>The Poisoned Apple</i>	<i>tbd</i>
<i>New Times SLO/My 805 tix</i>	<i>tbd</i>
<i>Nature's Touch</i>	<i>tbd</i>
<i>SLO Cider</i>	<i>tbd</i>

<i>Two Broads Ciderworks</i>	<i>tbd</i>
<i>Shindig Cider</i>	<i>tbd</i>
<i>AMMCG LLP</i>	<i>tbd</i>
<i>Moshpit Digital</i>	<i>tbd</i>

6

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.

<b>Media Outlet &amp; Geographic Location of advertising</b>	<b>Type &amp; Frequency</b>	<b>Cost of Advertising</b>
<b>Facebook</b>		<b>tbd</b>
<b>Instagram</b>		<b>tbd</b>
<b>KCBX</b>	<b>Sponsorship and community calendar</b>	<b>\$2500</b>
<b>The krush</b>	<b>Adam and Jeremy, Cork Dorks</b>	<b>\$1500</b>
<b>Edible SLO Magazine</b>		<b>\$500</b>
<b>Local Influencers</b>	<b>Enjoy SLO</b>	<b>\$300</b>
<b>Local podcasters</b>	<b>Playing with Food with Fr. Ian Dilenger which appears on issues and ideas on KCBX</b>	<b>TBD</b>
<b>Local podcaster</b>	<b>Consumed with Jamie Lewis</b>	<b>0</b>
<b>Press releases to all local</b>	<b>New Times, SLO</b>	

<b>news outlets</b>	<b>Tribune...</b>	
<b>Bigger podcast shout outs</b>	<b>Courage and other C words, Cider Chat, Neutral Cider Hotel</b>	

**Please share your intended public relations outreach.**

The event will be advertised through multiple outlets, including but not limited to: social media, radio, published articles and press releases, and email blasts. 60% of advertising efforts will be directed to out of county locations. The other 40% will be targeted towards in county locations and current visitors of the area.

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

- a banner on the Central Coast Cider Festival website that links to the VA website,
- partnership promoted through social media with links
- email blasts with links
- printed programing, glassware, Cider Passport
- named sponsor of the VIP hour.

7

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

Auxiliary events will encourage visitors to stay for multiple nights in Atascadero and

experience Atascadero outside of the event. There will be some Auxiliary events throughout the county as well the idea of the Cider Passport with one stop being The Poisoned Apple featuring out of the area cideries. Most importantly, with Atascadero as the home for the festival, it will be the best place for folks to stay overnight.

**Additional Details:**

8

**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](http://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](http://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.

9

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

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

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

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

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

**Applicant Signature \_\_\_/maggie przybylski/ Date Oct 3, 2024**

**In case of questions or the need for clarification, please contact the Destination Liaison, Terrie Banish at [tbanish@atascadero.org](mailto:tbanish@atascadero.org).**



**Atascadero Fall Festival Update &  
Transportation Opportunity**

**RECOMMENDATIONS:**

ATBID Advisory Board to:

1. Receive and file event update for Atascadero Fall Festival.
2. Review new transportation opportunity and provide staff direction in level of participation.

**DISCUSSION:**

The 4<sup>th</sup> Annual Atascadero Fall Festival is right around the corner kicking off on November 15<sup>th</sup> through the 17<sup>th</sup>, 2024 in Sunken Gardens, Downtown Atascadero. This three-day event was approved by the ATBID Advisory Board in January 2024 for \$20,000.

Atascadero Fall Festival event coordinator will provide an oral presentation to update the Board on new rides, games and vendors to expect along with the Surf N Sudds Beer Festival and current marketing efforts. In addition, new information about a transportation opportunity to take place on Saturday will also be presented.

**FISCAL IMPACT:**

Up to \$3,000 for Transportation opportunity.

**ATTACHMENT:**

1. 2024 Fall Festival Transportation Opportunity with Hop on Tours.





**Atascadero Fall Festival  
Shuttle Proposal  
Saturday, November 16th • 11 a.m. - 11 p.m.**

**Overall Cost: \$3,000 • Visit Atascadero Cost: \$2,000**

We are proposing a Free Shuttle that would have 4-5 pickup locations in the City of Atascadero that would include Holiday Inn Express, Home 2 Suites and SpringHill Suites.

This shuttle would be free of charge to guests and give another opportunity for visitors and locals to get to the Atascadero Fall Festival conveniently and throughout the duration of the event on Saturday, November 16th from 11 a.m. - 11 p.m.

The Shuttle would be provided by Jump on the Brew Bus and can set between 40 - 50 guests at a time.

We would also like to include Paso Robles as an additional pickup / dropoff location and would like to work with Travel Paso in offsetting \$1,000 of the overall cost to include an additional 3-4 locations at locations TBD.

This shuttle would allow visitors and locals to enjoy the Atascadero Fall Festival and alleviate parking and traffic in the surrounding area.

It would also allow Visit Atascadero to showcase the City to guests who are staying in Paso Robles and who could potentially choose to stay in Atascadero in the future.

The bus would include "Atascadero Fall Festival" on one side and "Presented by Visit Atascadero & Travel Paso" on the other side.



# CITY OF ATASCADERO

## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

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Item B5

### Atascadero Chamber of Commerce Central Coast Wine Passport Program

#### **RECOMMENDATION:**

ATBID Advisory Board to discuss and provide staff direction on level of support for the Atascadero Chamber of Commerce Central Coast Wine Passport program.

#### **DISCUSSION:**

The Atascadero Chamber of Commerce will present updates and results that they have successfully achieved with the [Central Coast Wine Passport Program](#). The Central Coast Wine Passport originated out of the pandemic when there wasn't the ability to have the annual Atascadero Lakeside Wine Festival in 2020 and 2021. In lieu of not having a festival, the Chamber and the Wine Festival Committee created and introduced a wine passport program.

The Central Coast Wine Passport Program has grown each year and offers a variety of complementary tastings at over 50 wineries, breweries, distilleries, cideries, olive oil tastings and more. The passport also offers complimentary corkage fees at participating restaurants and discounts on local hotel stays and restaurants. In addition, the Chamber has a newsletter program as part of the passport and a sufficient mailing list of current and past passport holders.

The Atascadero Chamber is now working on the 2025 Central Coast Wine Passport that will be available for purchase December 2024, so now is a great opportunity to consider ways Visit Atascadero could be part of this program. The Atascadero Chamber of Commerce will be giving an oral presentation on the success of the program, the geographic location of passport holders and the tourism opportunities for the ATBID Board to consider being a part of.

#### **FISCAL IMPACT:**

Up to \$5,000.

#### **ATTACHMENTS:**

None.



# CITY OF ATASCADERO

## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

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Item B6

### Budget Reports and Performance Metrics

#### **RECOMMENDATION:**

ATBID Advisory Board receive and file the Budget Reports and Performance Metrics.

#### **DISCUSSION:**

The ATBID summary and expenditure reports show the expenditures that have been submitted through August 2024 along with the Transient Occupancy Tax (TOT). In addition, we have provided the new TBID Summary for 24-25 along with the 24-25 Expenditure Detail Reports.

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 24-25)
2. ATBID Summary 24-25
3. Tourism TOT Report 10-02-2024
4. SLOCAL Monthly STR Report 08-2024
5. SLOCAL Monthly Community Performance Report 08-2024

expdctl.rpt  
 10/02/2024 7:51PM  
 Periods: 0 through 2

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2024 through 08/31/2024

**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
<b>Total Office Expense</b>	<b>250.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>
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
<hr/>						
7/2/2024 ap IN 17543		55.00				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179057						
<hr/>						
8/1/2024 ap IN 17697		55.00				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 178924						
<hr/>						
0000.6077025 Digital Media Advertising	0.00	110.00	110.00	0.00	-110.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>						
7/1/2024 ap IN 230255		3,750.00				
Line Description: 2024 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673						
<hr/>						
8/22/2024 ap IN 5460 082224		700.00				
Line Description: SLO CAL SUMMIT - CONFERENCE RE						
Vendor: 05498 U.S. BANK Check # 179481						
<hr/>						
0000.6077060 Advertising	0.00	4,450.00	4,450.00	0.00	-4,450.00	0.00
<b>Total Advertising</b>	<b>180,000.00</b>	<b>4,560.00</b>	<b>4,560.00</b>	<b>0.00</b>	<b>175,440.00</b>	<b>2.53</b>
0000.6400000 Operating Supplies						

expdetl.rpt  
10/02/2024 7:51PM  
Periods: 0 through 2

Expenditure Detail Report

CITY OF ATASCADERO  
07/01/2024 through 08/31/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
Total Operating Supplies		0.00	0.00			
0000.6500000 Contract Services						
0000.6500000 Contract Services	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		20,000.00				
Line Description: ATASCADERO FALL FESTIVAL GRANT						
Vendor: 08621 EN FUEGO EVENTS Check # 178683						
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	33,200.00	33,200.00	0.00	334,270.00	9.03
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						

expdetl.rpt  
10/02/2024 7:51PM  
Periods: 0 through 2

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
07/01/2024 through 08/31/2024

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>
0000.9400000 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	33,200.00	33,200.00	0.00	399,270.00	7.68
<b>Grand Total</b>	432,470.00	33,200.00	33,200.00	0.00	399,270.00	7.68

**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 08/31/2024	2023-2024	
<b>REVENUES</b>								
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,591	\$ -	\$ 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>420,248</u>	<u>-</u>	<u>442,190</u>	
<b>EXPENSES</b>								
6050000	Office Expense	-	264	-	82	-	250	
6070000	Advertising	43,142	127,366	126,556	142,357	4,560	180,000	
6400000	Operating Supplies	-	-	-	-	-	-	
6500000	Contract Services **	106,295	143,436	163,051	220,803	33,223	175,000	
6600000	Professional Development	-	731	-	475	-	8,000	
6900000	Administration	2,774	4,106	4,353	4,202	-	4,220	
7805029	Opportunities Funding***	-	-	-	-	-	65,000	
	Total Expenses	<u>152,211</u>	<u>275,903</u>	<u>293,960</u>	<u>367,919</u>	<u>37,783</u>	<u>432,470</u>	
<b>NET INCOME/(LOSS)</b>		127,103	123,341	144,311	52,329	(37,783)	9,720	
<b>BEGINNING AVAILABLE BALANCE</b>		<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>720,751</u>	<u>657,990</u>	
<b>ENDING AVAILABLE BALANCE</b>		<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 720,751</u>	<u>\$ 682,968</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
Spartan Race Co-Sponsorship	-
Administrative Services Fee	4,583
	<u>\$ 33,223</u>

City of Atascadero  
Tourism Report  
Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,006.17	\$ 597,724.04	\$ 2,093,298.95

\* 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.





**August 2024**

	Current Month - August 2024 vs August 2023											
	Occ %		ADR		RevPAR		Percent Change from August 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	72.3		166.31		120.31							
Atascadero, CA+	73.3	66.1	153.54	157.28	112.48	103.99	10.8	-2.4	8.2	8.2	0.0	10.8
Cambria, CA+	75.7	68.9	250.41	249.52	189.49	171.89	9.9	0.4	10.2	10.2	0.0	9.9
Morro Bay, CA+	73.3	70.2	191.75	180.85	140.49	127.01	4.3	6.0	10.6	10.3	-0.3	4.0
Paso Robles, CA+	70.0	72.7	214.00	201.34	149.86	146.29	-3.6	6.3	2.4	4.4	1.9	-1.8
Pismo Beach, CA+	76.6	73.1	282.72	277.33	216.51	202.76	4.7	1.9	6.8	6.3	-0.4	4.3
San Luis Obispo, CA+	77.0	73.8	194.49	190.51	149.82	140.61	4.4	2.1	6.5	6.5	0.0	4.4
San Simeon, CA+	68.4	66.0	173.48	167.57	118.71	110.61	3.7	3.5	7.3	7.3	0.0	3.7
Five Cities+	75.9	73.3	277.92	271.07	211.06	198.78	3.6	2.5	6.2	5.9	-0.3	3.2
North Coast+	72.8	68.4	217.40	211.01	158.16	144.29	6.4	3.0	9.6	9.6	0.0	6.4
North County+	71.0	70.7	195.02	188.50	138.47	133.25	0.4	3.5	3.9	5.3	1.3	1.7
South County+	76.5	73.6	239.48	234.19	183.10	172.27	3.9	2.3	6.3	6.1	-0.2	3.8
San Luis Obispo County	74.5	71.9	222.39	215.66	165.66	155.10	3.6	3.1	6.8	7.0	0.2	3.8

	Year to Date - August 2024 vs August 2023											
	Occ %		ADR		RevPAR		Percent Change from YTD 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	64.6		144.47		93.37							
Atascadero, CA+	64.4	64.9	143.77	148.79	92.56	96.61	-0.9	-3.4	-4.2	-4.2	0.0	-0.9
Cambria, CA+	63.5	60.8	211.17	216.92	133.99	131.81	4.4	-2.6	1.7	1.7	0.0	4.5
Morro Bay, CA+	63.2	62.4	154.03	151.95	97.40	94.84	1.3	1.4	2.7	5.8	3.0	4.4
Paso Robles, CA+	65.7	71.5	201.25	196.18	132.26	140.31	-8.1	2.6	-5.7	-4.0	1.9	-6.4
Pismo Beach, CA+	66.0	65.2	241.12	244.19	159.09	159.15	1.2	-1.3	-0.0	-1.5	-1.5	-0.3
San Luis Obispo, CA+	70.2	69.1	181.83	181.00	127.61	125.04	1.6	0.5	2.1	2.1	0.0	1.6
San Simeon, CA+	58.1	57.1	140.22	144.22	81.43	82.31	1.8	-2.8	-1.1	-1.1	0.0	1.8
Five Cities+	66.0	65.6	234.74	231.85	154.92	152.00	0.7	1.2	1.9	0.8	-1.1	-0.4
North Coast+	61.5	60.1	178.64	181.96	109.93	109.36	2.4	-1.8	0.5	0.5	0.0	2.4
North County+	65.3	69.5	183.68	182.17	119.92	126.55	-6.0	0.8	-5.2	-4.0	1.3	-4.8
South County+	67.9	67.2	209.75	208.09	142.52	139.82	1.1	0.8	1.9	1.3	-0.6	0.5
San Luis Obispo County	66.0	66.2	193.80	192.71	127.85	127.57	-0.3	0.6	0.2	0.5	0.3	-0.1

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Arroyo Grande, CA+	7	4	438	371
Atascadero, CA+	8	5	617	500
Cambria, CA+	21	12	750	433
Morro Bay, CA+	31	7	964	304
Paso Robles, CA+	23	12	1465	1057
Pismo Beach, CA+	30	18	2113	1658
San Luis Obispo, CA+	38	21	2519	1762
San Simeon, CA+	10	4	601	300
Five Cities+	47	26	2955	2222
North Coast+	40	16	1518	733
North County+	32	17	2109	1557
South County+	84	47	5456	3984
San Luis Obispo County	197	88	10316	6600



# Community Performance Report

San Luis Obispo County, August 2024

### Hotel Performance

San Luis Obispo County's hotel performance in August 2024 showed positive growth compared to the previous year. Occupancy increased to 74.5%, up by 3.6%, and ADR rose to \$222, a 3.1% increase. This drove a 6.8% growth in RevPAR, reaching \$166, with total revenue hitting \$53.0M, a 7.0% increase from the prior year. Among the competitive set, Napa County stood out with the highest growth in ADR (+4.8%) and RevPAR (+9%), although Monterey County led the way in Hotel Occupancy. San Luis Obispo County also posted a positive performance, with ADR up 3.1% and RevPAR up 6.8%. California overall saw a slight decline in ADR (-1.8%) and RevPAR (-0.4%).

### TOT Revenue

TOT for July 2024 registered at \$7.4M, down just 0.6% from the previous year, matching the YOY decline for Pismo Beach (-0.6%). Communities who reported TOT growth for the month were San Luis Obispo City (+4.2%) and Arroyo Grande (+1.8%). Unincorporated locations reported a 1.6% decrease YOY.

### 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%).



**238.2K**  
Hotel Demand  
▲ 3.8% YOY - Monthly



**\$7,445,183**  
Transient Occupancy Tax  
▼ -0.6% YOY - Monthly



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



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



## Community Lodging San Luis Obispo County, August 2024

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

### Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
73.3%	\$154	\$112	19.1K	14.0K	\$2.2M
▲10.8%	▼-2.4%	▲8.2%	▲0.0%	▲10.8%	▲8.2%

YOY

### Transient Occupancy Tax Revenue

July 2024 - Monthly

**\$7,445,183**  
San Luis Obispo County

▼ -0.6% YOY

### Hotel Performance by Community

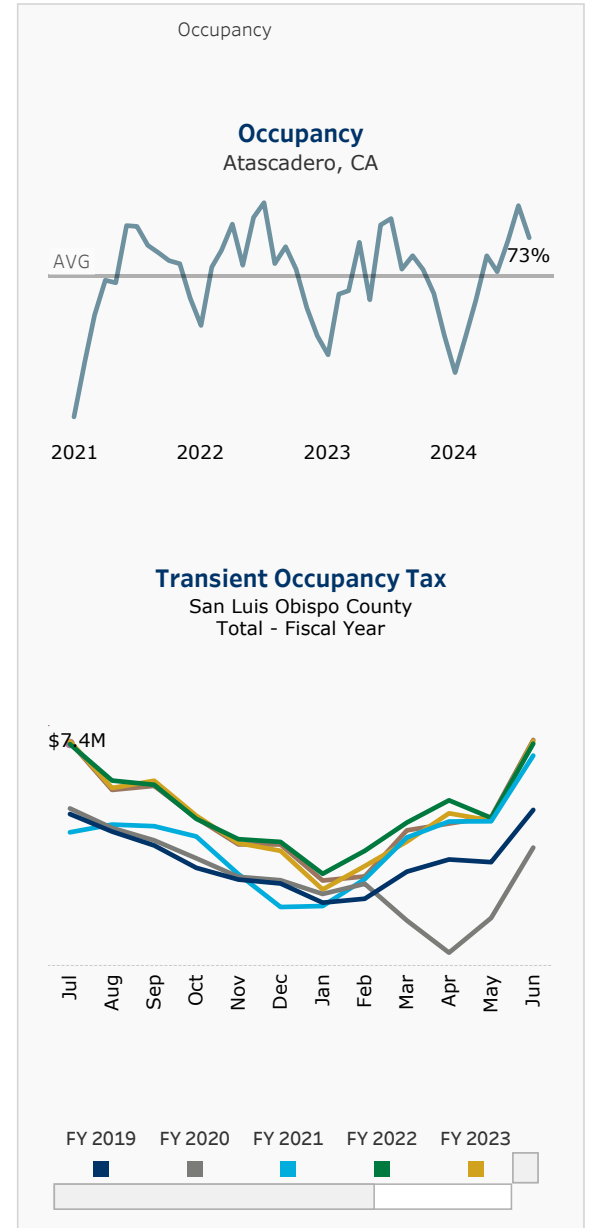
August 2024 - Monthly

Community	Occupancy	ADR	RevPAR
Atascadero, CA	73.3%	\$154	\$112
Cambria, CA	75.7%	\$250	\$189
Five Cities	75.9%	\$278	\$211
Morro Bay, CA	73.3%	\$192	\$140
North Coast	72.8%	\$217	\$158
North County	71.0%	\$195	\$138
Paso Robles, CA	70.0%	\$214	\$150
Pismo Beach, CA	76.6%	\$283	\$217
San Luis Obispo County	74.5%	\$222	\$166
San Luis Obispo, CA	77.0%	\$194	\$150
San Simeon, CA	68.4%	\$173	\$119
South County	76.5%	\$239	\$183

### Transient Occupancy Tax

Monthly, % Change YOY

Pismo Beach	2,173,856	▼ -0.6%
Unincorporated	1,940,496	▼ -1.6%
San Luis Obispo	1,294,181	▲ 4.2%
Paso Robles	1,114,402	▼ -1.6%
Morro Bay	597,579	▼ -5.9%
Arroyo Grande	192,929	▲ 1.8%
Grover Beach	131,741	▼ -3.4%



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# Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, August 2024

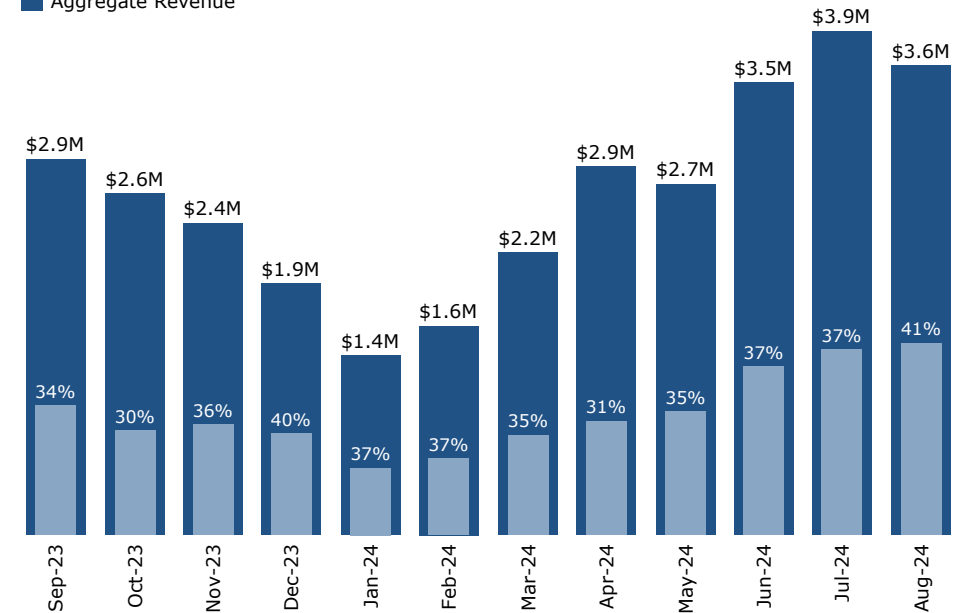
Date August 2024      STR Atascadero, CA      AirDNA Atascadero      Based On Fiscal      YOY Change YOY

Aggregate Lodging						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	64.5%	\$212.17	\$136.84	26.6K	17.1K	\$3.6M
YOY	▲ 7.5%	▲ 5.9%	▲ 13.9%	▲ 2.8%	▲ 10.6%	▲ 17.1%
YTD Fiscal	68.6%	\$207.65	\$142.38	52.9K	36.3K	\$7.5M
YTD YOY	▲ 4.2%	▲ 0.2%	▲ 4.4%	▲ 2.4%	▲ 6.7%	▲ 6.9%

## Lodging Revenue & Contribution

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

■ % Share Short Term Rentals  
■ Aggregate Revenue



Hotels: Atascadero, CA						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	73.3%	\$153.54	\$112.48	19.1K	14.0K	\$2.2M
YOY	▲ 10.8%	▼ -2.4%	▲ 8.2%	▲ 0.0%	▲ 10.8%	▲ 8.2%
YTD Fiscal	76.9%	\$156.73	\$120.54	38.3K	29.4K	\$4.6M
YTD YOY	▲ 7.0%	▼ -4.3%	▲ 2.4%	▲ 0.0%	▲ 7.0%	▲ 2.4%

Short Term Rentals: Atascadero						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	41.9%	\$476.23	\$199.59	7.4K	3.1K	\$1.5M
YOY	▲ 16.3%	▲ 21.4%	▲ 19.9%	▲ 11.0%	▲ 9.6%	▲ 33.1%
YTD Fiscal	46.8%	\$425.87	\$199.33	14.7K	6.9K	\$2.9M
YTD YOY	▼ -3.6%	▲ 9.2%	▲ 5.4%	▲ 9.2%	▲ 5.3%	▲ 15.0%

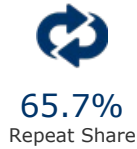
Source: STR, LLC. Republication or other reuse of this data without the express written permission of STR, LLC is strictly prohibited. ©Visit SLO CAL ; AirDNA (Listing Type = Entire Place, Private Rooms, Shared Rooms, Hotel Rooms, and Not Reported). Short Term Rental data includes all active, 30-day or less rentals regardless of license status and/or collection or payment of Transient Occupancy Tax.



# Monthly Visitation

## San Luis Obispo County, August 2024

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



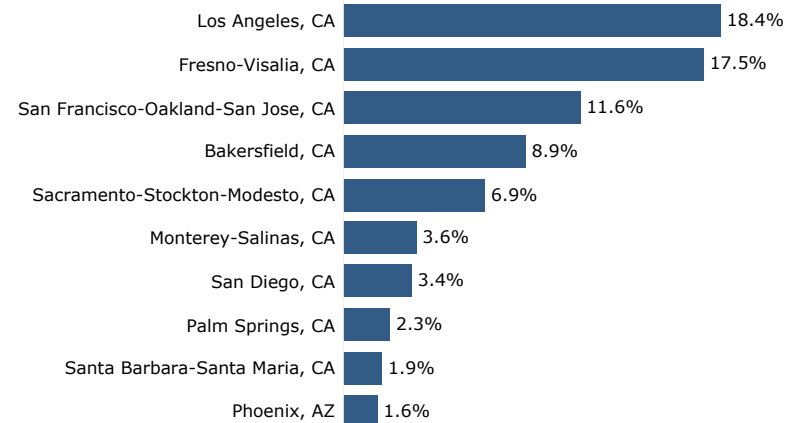
### Top 15 Points of Interest

August 2024 - Monthly

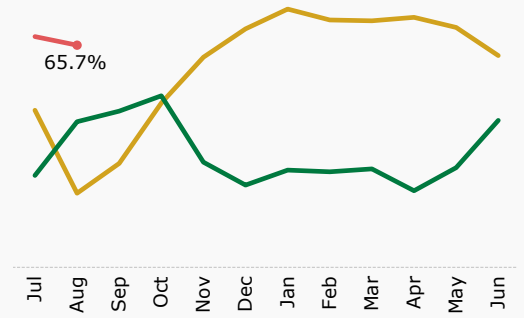
	% Overnight	% Repeat	% Share of Total
San Luis Obispo	81.7%	64.2%	31.4%
Paso Robles	78.9%	59.4%	28.7%
Pismo Beach	80.0%	66.7%	26.6%
Atascadero	79.2%	58.8%	20.2%
46 East Paso Wine Country	75.3%	59.1%	19.0%
Arroyo Grande	82.3%	62.8%	15.6%
Templeton	77.5%	55.2%	14.7%
Morro Bay	82.7%	68.6%	14.6%
Nipomo	80.9%	56.3%	12.2%
Shandon	71.1%	47.6%	10.7%
46 West Paso Wine Country	79.1%	57.2%	9.5%
Grover Beach	84.4%	66.2%	9.0%
Santa Margarita	76.4%	48.4%	8.6%
Cholame	69.5%	44.2%	7.5%
San Miguel	78.9%	46.9%	6.0%

### Top 10 Domestic Origin Markets

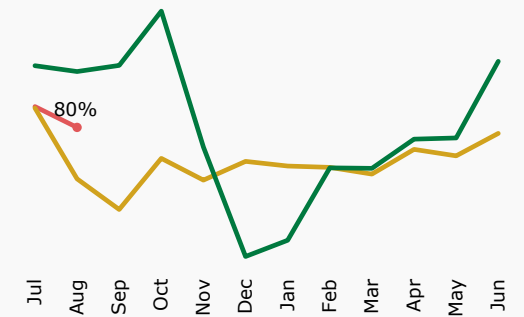
August 2024 - Monthly, % Share of Trips



### Share of Repeat Visits to SLO County



### Share of Overnight Visits to SLO County



FY 2023 FY 2024 FY 2025



# Community Cross-Visitation

## Atascadero, August 2024

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



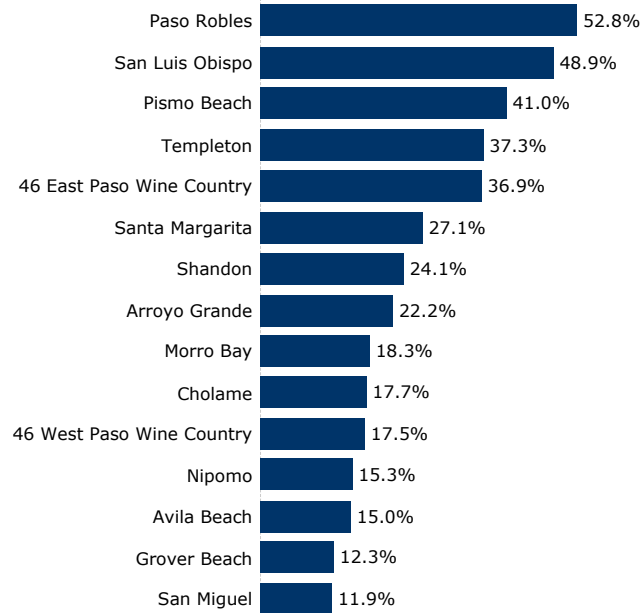
**79.2%**  
Overnight Visitors



**58.8%**  
Repeat Share

### Top Cross-Visited Communities

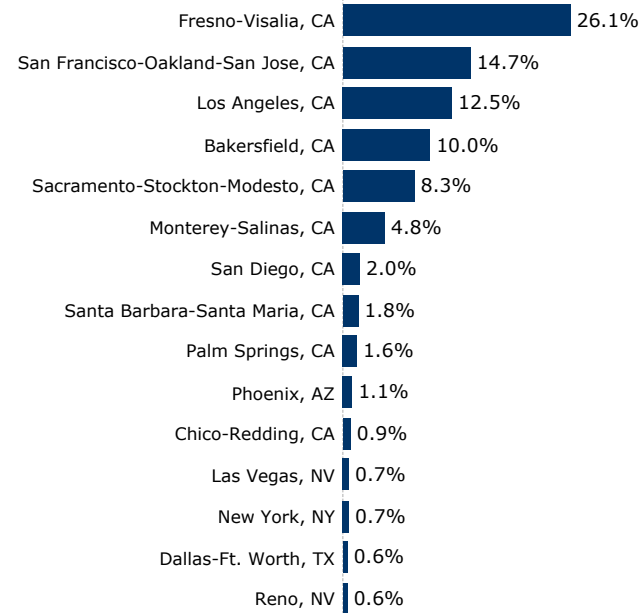
From Atascadero



Communities visited by those starting their trip in Atascadero

### Top Origin Markets

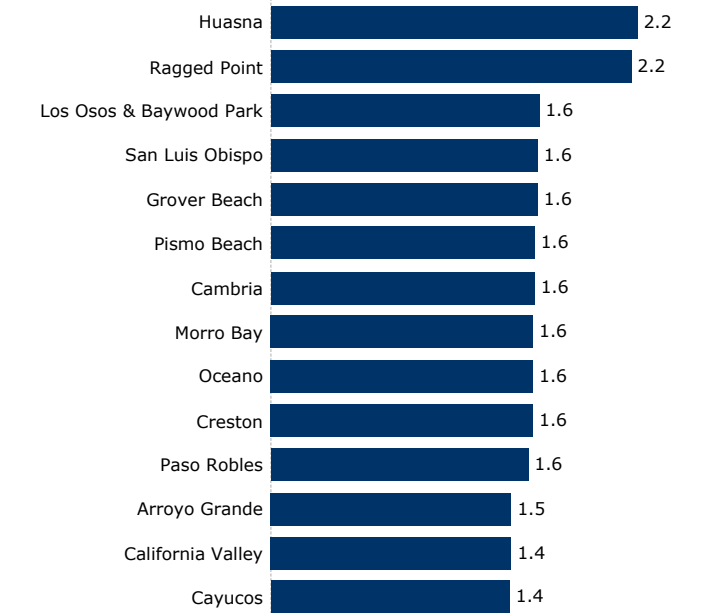
Primary Community Visited: Atascadero



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

### Top Average Communities Visited per Trip

All Community Visitors



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



## Community Benchmark Wineries

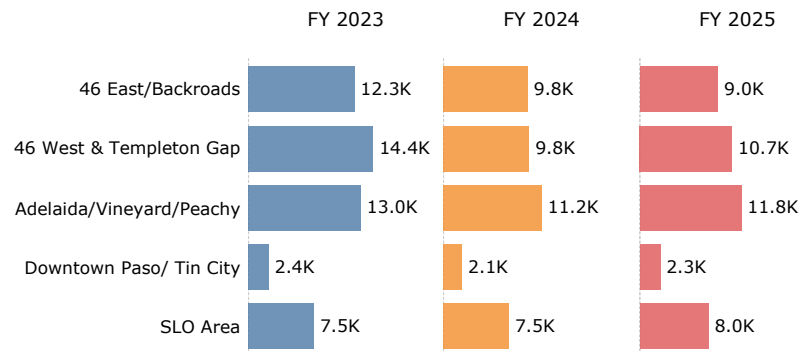
San Luis Obispo County, August 2024

Date	% Change	Report	Based On	Region
August 2024	YOY	Monthly	Fiscal	All

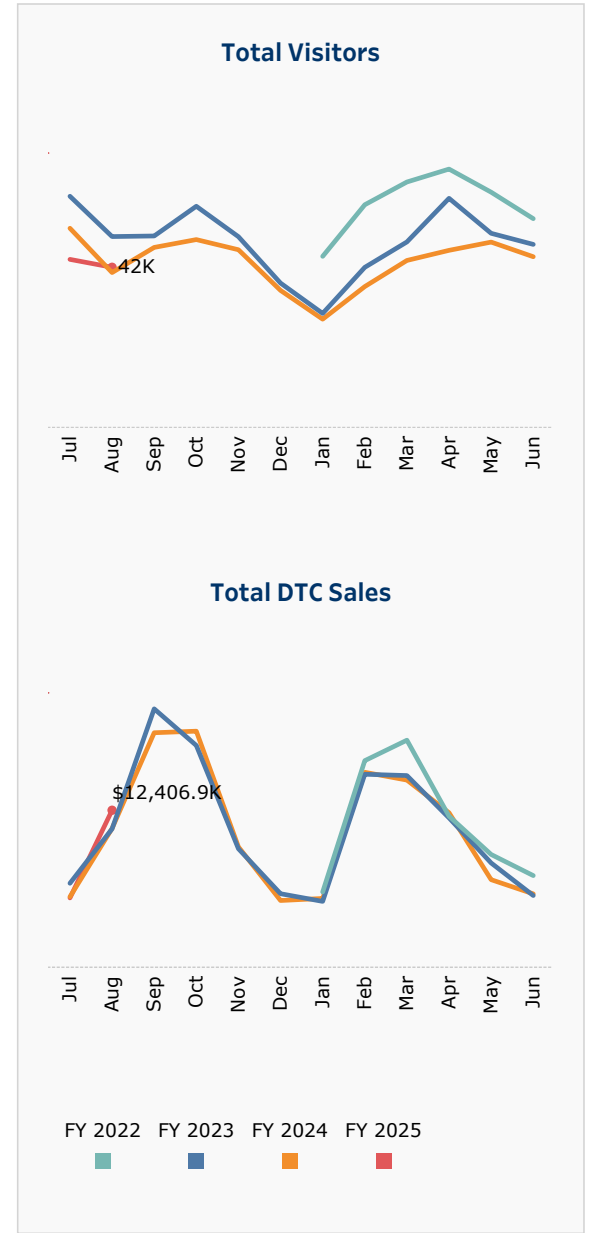
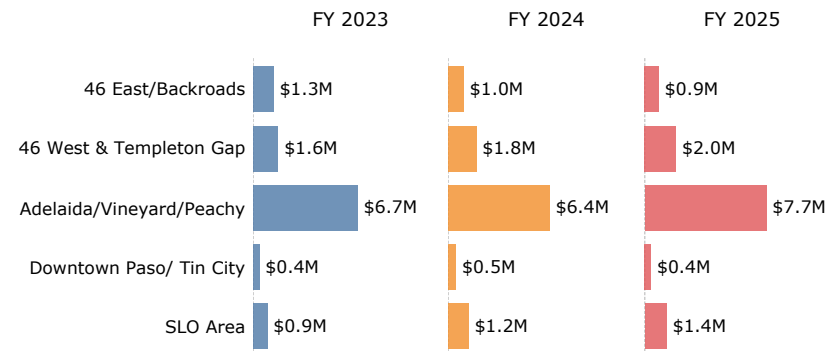
  

Visitors	Tasting Room Sales	DTC Total Sales	On-Site Event Sales	Avg Visitors	Avg Tasting Room Sales	Avg DTC Total Sales	Avg On-Site Event Sales
0.20M	\$23.9M	\$71.8M	\$1.51M	900	109,510	321,976	13,564
▼ -3.2%	▼ -1.2%	▲ 0.0%	▼ -21.8%	▼ -3.2%	▼ -1.2%	▲ 0.0%	▼ -21.8%
YOY				YOY			

SLO CAL Region Visitation by Year  
August 2024 - Monthly



Average DTC Sales by Region  
August 2024 - Monthly



Source: Community Benchmark



# **CITY OF ATASCADERO**

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

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**Item B7**

### **Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

#### **RECOMMENDATION:**

ATBID Advisory Board elect one member to serve as Vice Chairperson for the ATBID Advisory Board.

#### **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 of absence.

Board Member Corina Ketchum has served as the Vice Chairperson for the ATBID Board for a partial term. Upon her resignation from the Board, the Vice Chairperson position must be filled by a current member of the Board.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

None.