



**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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**SPECIAL MEETING AGENDA**

**Monday, November 18, 2024, at 4:00 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:**

**B. BUSINESS ITEMS:**

**1. Visit SLO CAL Local Tourism Economic Impact & Forecast Co-op Opportunity**

- Fiscal Impact: Up to \$13,000.
- Recommendation: ATBID Advisory Board discuss and provide direction to staff on participation in the Lodging Forecast and Economic Impact Study Co-op campaign provided by Visit SLO CAL.

**C. BOARD MEMBER COMMENTS:**

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

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

**E. ADJOURNMENT:**



# CITY OF ATASCADERO

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

Item B1

11/18/24

### Visit SLO CAL Local Tourism Economic Impact & Forecast Co-op Opportunity

#### RECOMMENDATION:

ATBID Advisory Board discuss and provide direction to staff on participation in the Lodging Forecast and Economic Impact Study Co-op campaign provided by Visit SLO CAL.

#### DISCUSSION:

Visit SLO CAL is providing the opportunity for individual destinations to be a part of a Lodging Forecast and Economic Impact Study to assist with the change in the tourism market and that takes into account new inventory planned in the months ahead. The co-op will assist in the ability for lodging owners to have performance indicators that will assist with present the opportunity for Atascadero to be included we have been working with Tourism Economics to identify pricing for individual community economic impact reporting and separately a forward-looking forecast. The details are as follows:

#### Deliverables:

- Lodging Forecast (Delivered Mid-December 2024)
  - Lodging performance indicators (e.g., supply, demand, occupancy, ADR, RevPAR) with monthly, quarterly and annual estimates looking through 2026
- Economic Impact Study on 2024 Calendar Year (Delivered early Q1 2025)
  - Annual Visitation with trend over past 5-years
  - Visitor Spending by Industry for 2024
  - Economic Impacts for 2024

#### Investment Level:

- Just Lodging Forecast: \$4,000 - \$6,000
- Just Economic Impact: \$6,000 - \$9,000
- Both Forecast & Economic Impact: \$8,500 - \$13,000

*\*Price depends on total number of participating destinations*

Pricing will be finalized once all of the destinations have made a final decision. A final price will be confirmed soon.

Increased economic activity can lead to more events, conferences, and activities, further boosting the demand for hotel accommodations.

**FISCAL IMPACT:**

Up to \$13,000

**ATTACHMENT:**

1. Local Tourism Economic Impact + Forecast Co-op Agreement



October 21, 2024

## Local Tourism Economic Impact + Forecast Co-op

In partnership with Tourism Economics, Visit SLO CAL is offering a data report that will show economic impact and visitation forecasts for local municipalities.

### Deliverables:

- Lodging Forecast (Delivered Mid-December 2024)
  - Lodging performance indicators (e.g., supply, demand, occupancy, ADR, RevPAR) with monthly, quarterly and annual estimates looking through 2026
  
- Economic Impact Study on 2024 Calendar Year (Delivered early Q1 2025)
  - Annual Visitation with trend over past 5-years
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### Investment Level

- Just Lodging Forecast: \$4,000 - \$6,000
- Just Economic Impact: \$6,000 - \$9,000
- Both Forecast & Economic Impact: \$8,500 - \$13,000

*\*Price depends on total number of participating destinations*

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

Choose Option:    Lodging Forecast    Economic Impact    Both

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

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

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

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

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