



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

AMERICAN DISABILITY ACT ACCOMMODATIONS:

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

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

www.atascadero.org/agendas

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



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

SPECIAL MEETING AGENDA

Wednesday, December 4, 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 – October 16, 2024, Regular Meeting Minutes**
 - Recommendation:** ATBID Advisory Board approve the October 16, 2024, Regular Meeting Draft Action Minutes. [City]
- 2. ATBID Board Draft Action Minutes – November 18, 2024, Special Meeting Minutes**
 - Recommendation:** ATBID Advisory Board approve the November 18, 2024, Special Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

- 1. Atascadero Tourism Business Improvement District (ATBID) Board Member Vacancy**
 - Fiscal Impact:** None.
 - Recommendation:** ATBID Advisory Board to elect a board member or make a recommendation to Council to complete the ATBID vacancy term expiring June 30, 2025. [City]
- 2. Visit SLO CAL Co-op for 2025 IPW Conference**
 - Fiscal Impact:** Up to \$8,000.
 - Recommendation:** ATBID Advisory Board review and provide staff direction regarding possible participation in the 2025 IPW by sending a delegate to the conference. [City]

3. Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity

- Fiscal Impact: Up to \$2,850.
- Recommendation: ATBID Advisory Board discuss and provide direction to staff regarding participation in Sponsorship Opportunity for the ATBID Award to select “Tourism Partner of the Year.” [Chamber of Commerce]

4. 2024 Bovine Classic Event Recap & 2025 Event Sponsorship Renewal

- Fiscal Impact: Up to \$10,000.
- Recommendations: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the October 26, 2024, Bovine Classic.
 2. Provide staff direction on sponsorship request for the October 25, 2025, Bovine Classic. [Bovine]

5. Budget Reports and Performance Metrics

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Reports and Performance Metrics. [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. Review & amend ATBID Bylaws/ Ordinance to include voting format for Lodging Owners for Board Terms (January or February 2025).
2. Review Monthly vs. Quarterly TOT reporting (January 2025).
3. Present Website changes to ATBID Board (January 2025).
4. RFP for Marketing 5-Year Contract Renewal (January 2025).
5. Jump on the School Bus Fair Transportation Renewal (March 2025).

G. ADJOURNMENT:



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

DRAFT MEETING MINUTES

**Wednesday, October 16, 2024, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

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

ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Jeffrey Lemus

Staff Present: Website & Social Media Technician Amanda Muther

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matthew Keefe and Karen McNamara (Exhibits A-D)

Chairperson Harden closed public comment.

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]

MOTION BY: O’Malley

SECOND BY: Sohi

1. Approve consent calendar.

AYES (3): O’Malley, Sohi, Harden

ABSENT (1): Lemus

VACANT (1)

Passed 3-0

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]

Marketing Consultant Ashlee Akers from Verdin Marketing presented the item and answered questions from the Board.

Board Member Lemus arrived at 2:41 pm.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: O'Malley

1. Approve the Hotel Beds & Visit California Co-op campaign provided by Visit SLO CAL for up to \$5,600.

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

ABSENT (0):

VACANT (1)

Passed 4-0

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]

Amanda Wittstrom-Higgins from Full Cup Solutions presented the item and answered questions from the Advisory Board. Marketing Consultant Ashlee Akers from Verdin Marketing and Website and Social Media Technician Amanda Muther 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.

MOTION BY: O'Malley

SECOND BY: Lemus

1. Approve participation in the Drive Program for \$7,500.

AYES (2): Lemus, O'Malley
NOS (2): Sohi, Harden
ABSENT (0):
VACANT (1)

Failed 2-2

MOTION BY: O'Malley
SECOND BY: Sohi

1. **Approve funding for 50% of the requested \$7,500 if the City will fund the other 50%. If the City declines, the following criteria apply for holding a special meeting to reconsider the request:**
 - **A special meeting will not be held if the City provides no funding.**
 - **If the City agrees to fund a portion of the \$7,500, Amanda may ask the Chairperson to convene a special meeting to bring the event back before the Board for reconsideration.**

AYES (4): Lemus, O'Malley, Sohi, Harden
ABSENT (0):
VACANT (1)

Passed 4-0

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]

Andres Nuno from En Fuego Events/Cider Fest Association presented the item and 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.

MOTION BY: Sohi
SECOND BY: Lemus

2. **Approve 2025 Central Coast Cider Festival sponsorship renewal for \$5,000.**

AYES (4): Lemus, O'Malley, Sohi, Harden
ABSENT (0):
VACANT (1)

Passed 4-0

Board Member Lemus left at 3:58 pm.

Board Member Lemus returned at 4:00 pm.

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]

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Michelle Cole.

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: O’Malley

1. Approve Atascadero Fall Fest Transportation Opportunity for \$2,000.

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

ABSENT (0):

VACANT (1)

Passed 4-0

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]

Josh Cross from the Atascadero Chamber of Commerce presented the item and 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.

MOTION BY: Lemus

SECOND BY: None

1. Approve Atascadero Chamber of Commerce Central Coast Wine Passport Program support for \$5,000.

Failed – No Second

MOTION BY: O'Malley

SECOND BY: Sohi

- 1. Approve in-kind marketing support on marketing channels and provide the Chamber with analytics related to the Central Coast Wine Passport Program featured on those channels.**

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

ABSENT (0):

VACANT (1)

Passed 4-0

6. Budget Reports and Performance Metrics

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

Marketing Consultant Ashlee Akers from 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 budget reports and performance metrics were received and filed.

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]

Chairperson Harden 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.

MOTION BY: Sohi

SECOND BY: Lemus

- 1. Nominate Board Member O'Malley to serve as the Vice Chairperson for the ATBID Advisory Board.**

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

ABSENT (0):

VACANT (1)

Passed 4-0

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.

Marketing Consultant Ashlee Akers provided a brief recap of the recent Visit Atascadero website refresh meeting and advised on next steps.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

2. 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.

Board Member Sohi and O'Malley had no updates.

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:

Board Members expressed an interest in exploring clearer recommendations, using public comment as a first pass for presenting sponsorship requests, and making sure funding requests presented to the Board do not exceed what is allowed for the appropriate tier.

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 5:27 P.M.

MINUTES PREPARED BY:

Amanda Muther
Website & Social Media Technician

APPROVED:

- Exhibit A: Brick by Brick Wine Festival Flyer
- Exhibit B: Gala Night Flyer
- Exhibit C: Gala Night Informational Card
- Exhibit D: Gala Night Invitation Card & RSVP card



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

DRAFT SPECIAL MEETING MINUTES

**Monday, November 18, 2024, at 4:00 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Chairperson Harden called the Special Meeting to order at 4:02 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Tom O’Malley and Board Member Jeffrey Lemus

Absent: Board Member Amar Sohi

Vacancy: One Board Member position

Staff Present: Director of Community Services & Promotions Terrie Banish, Recreation Coordinator Ashley Zamora

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

A. CONSENT CALENDAR: None.

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.

Director of Community Services & Promotions Banish and Matt Halvorson from Visit SLO CAL 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.

MOTION BY: O'Malley

SECOND BY: Lemus

1. Approved funding of the Lodging Forecast.

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

ABSENT (1): Sohi

VACANT (1)

Passed 3-0

C. BOARD MEMBER COMMENTS: None.

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

1. Board member 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 (January 2025).

E. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:40 P.M.

MINUTES PREPARED BY:

Ashley Zamora
Recreation Coordinator

APPROVED:



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B1

12/04/24

Atascadero Tourism Business Improvement District (ATBID) Board Member Vacancy

RECOMMENDATION:

ATBID Advisory Board to elect a board member or make a recommendation to Council to complete the ATBID vacancy term expiring June 30, 2025.

DISCUSSION:

In 2013, the lodging businesses in Atascadero requested the Council establish a Tourism Business Improvement District to levy annual assessments that would fund tourism promotions and marketing programs to promote the City as a tourism destination. The City Council approved the establishment of the ATBID, appointed Board Members, and levy assessments began June 1, 2013. When the initial Advisory Board was appointed, it was comprised of three members serving three-year terms, and two members serving two-year terms. In 2015, the Municipal Code was changed to clarify that after the initial formation, all subsequent Board Members will serve two-year staggered terms.

On October 8, 2024, Corina Ketchum submitted her formal email correspondence resigning from the ATBID Board effective October 11, 2024. In response, staff informed the Lodging Owners via email and regular mail that there was a vacancy on the Board and if anyone that was a lodging owner to submit their resume to fill the vacancy. The letter also noted that the ATBID Advisory Board would make a recommendation to City Council to fill the vacancy, which will be presented to Council at the January 14, 2025, Council Meeting.

Letters notifying each lodging business owner of the vacancy, and the deadline to submit resumes, if interested, were emailed on November 8, 2025, and mailed out on November 9, 2025. The outreach efforts to inform the lodging owners and request resumes for candidates interested in the position resulted in three resumes. Resumes received include lodging owner, Clint Pearce of Madonna Enterprises and Home 2 Suites hotel in Atascadero; Chuck Dougherty, owner of a vacation rental in Atascadero; and Sarah Taylor Maggelet with Templeton Vacation Rentals and designated manager of four vacation rental homes in Atascadero.

For the current ATBID Board member vacancy, the Board can make a recommendation to City Council to fill the vacancy, go back out for resumes or postpone assigning a board member which would leave the position vacant until the regular voting for the next 2-Year Board Term. Outreach for renewal for the new 2-year term (beginning July 1, 2025) will start at the beginning of 2025.

Tourism Business Improvement District (TBID) (2-Year Terms)

BOARD MEMBER	LODGING FACILITY	TERM EXPIRES 6/30/2026	TERM EXPIRES 6/30/2025
Patricia Harden	Springhill Suites Marriott	X	
Amar Sohi	Holiday Inn Express	X	
Jeffrey Lemus	The Carlton	X	
Tom O'Malley	The Portola Inn		X
Vacancy	Vacancy		X

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Corina Ketchum's Letter of Resignation from the ATBID Board
2. Vacancy on the ATBID Board Letter to the Lodging Owners
3. Clint Pearce's resume (For 24-25 term ending 6.30.25)
4. Chuck Dougherty's resume (For 24-25 term ending 6.30.25)
5. Sarah Taylor Maggelet's resume (For 24-25 term ending 6.30.25)

From: Corina Ketchum <Corina.Ketchum3@Hilton.com>
Sent: Tuesday, October 8, 2024 9:17 AM
To: Patricia Harden
Subject: Resignation to ATBID Board

Good morning Patricia,

This is my official notice of resignation to the Atascadero TBID Board, effective October 11th. Thank you for all your support these past few years.

All the best!

Kindly,

Corina Ketchum
Director of Sales
Home2 Suites by Hilton Atascadero



1800 El Camino Real
Atascadero, CA 93422
T 805.462.3333 ext. 506
F 805.462.3334
M 209.981.1008

corina.ketchum3@hilton.com

www.hilton.com/en/hotels/smxadht-home2-suites-atascadero/

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Terrie Banish

Director

Community Services & Promotions

November 8, 2024

Subject: ATBID Advisory Board Vacancy

Dear Atascadero Lodging Business Owner,

The Atascadero Tourism Business Improvement District (ATBID) Advisory Board is sending this letter to notify each Lodging Business in the ATBID area that we have had a recent resignation on the Board that has created a vacancy for a Board position that needs to be filled. We are currently accepting resumes to fill this position. The two-year term for this vacancy expires June 30, 2025 (7/1/23-6/30/25).

The Atascadero City Council established the Atascadero Tourism Business Improvement District (ATBID) in 2013, to collect an assessment to be used for tourism promotions and marketing programs to promote the City as a tourism destination and to increase transient stays at lodging businesses. The ATBID is made up of five Board Members nominated by lodging owners and appointed by the City Council. The ATBID Advisory Board recommends the expenditure of ATBID assessment revenues in accordance with the ATBID program and budget approved by the City Council. Board members are responsible to attend the monthly ATBID meetings and thoroughly review the information presented at these meetings providing valuable input for Atascadero tourism. Meetings for the ATBID are held in person only at City Hall on the 3rd Wednesday of the Month from 2:30 – 4:30 pm, except in the months of July and December. The only exception is when there is a special meeting added or there is not a quorum, and the current meeting needs to be moved.

As of today, one board position is open to be filled. Membership of the ATBID Advisory Board is limited to Lodging Business owners, employees or other representatives holding the written consent of a Lodging Business owner within the ATBID area. To sponsor a member on the ATBID Advisory Board, each Lodging Business must have fully paid its ATBID assessment at the time of the appointment and remain fully paid during the term of that representative's membership on the Board.

Pursuant to City Council Resolution No. 2013-008 and ATBID Resolution No. 2015-002 the ATBID Advisory Board is sending this letter to notify each Lodging Business in the ATBID area that there is one board position to be appointed to serve through the remainder of the term. The term of this Board position expires on June 30, 2025. The Advisory Board Members will be appointed by the City Council which is part of the resignation process required by the ATBID Advisory Board bylaws.

If you are interested in serving on the ATBID Board, please submit your resume and supporting documentation to the following address:

**City of Atascadero
c/o Terrie Banish,
ATBID Destination Management Admin**

Working together to **serve**, build **community** and enhance **quality of life**.

6500 Palma Avenue
Atascadero, CA 93422

Deadline for submission is November 25, 2025. At that time, the ATBID Board will review the resume's and make a recommendation for the vacancy to City Council. The City Council will then review and appoint the new board member to fill this position in the next available City Council meeting.

Should you have any questions, please contact ATBID Destination Management Administrative Services at 805-470-3490.

Sincerely,

Terrie Banish,
ATBID Destination Management Administrative Services

Clint Pearce Resume

Clint Pearce
284 Higuera St
San Luis Obispo, CA 93401
(805)748-9097
clint@madonnainn.com

I have been working in the tourism and hospitality industry for the past 30 years. Our family owns and operates the Madonna Inn and in 2020 we opened the Home2 Suites Atascadero.

I have been on the SLOTBID since around 2012 and on the Visit SLOCAL board since the organizations formation.

I would appreciate the opportunity to help promote the City of Atascadero through the marketing efforts of the Atascadero TBID.

Thank you,

Clint Pearce

Clint Pearce
Madonna Enterprises, LLC
284 Higuera Street
San Luis Obispo, CA 93401
Office (805)543-0300
Mobile (805)748-9097
clint@madonnainn.com

Charles Doherty

Chef and Vacation Rental Owner

Looking to apply my personal and professional skills to the Atascadero Tourism Business Improvement District Advisory Board and positively impact local tourism.

Experience

2017 - Current

Carndonagh House, Vacation Rental

Promote property, handle reservations, manage property, respond to guest inquiries, address complaints and provide excellent guest care. Ensure property complies with local regulations and create a strong brand presence.

2018 – Current

Private Chef

Consult with clients to determine meal preferences and provide an elevated dining experience.

2022 – Current

Farmer's Market Vendor

Manage relationships with vendors, customers and community while adhering to food safety standards.

2005 – 2022

Software Engineer, Genetics Laboratory

Adapted user requests into usable requirements, then programmed requirements into a working software program

1984 – 2003

US Air Force Linguist

Responsible for critical analysis of social situations which required cultural understanding, critical thinking, language proficiency and communications skills

Education

B.S. Computer Science

University of Maryland

A.A. Culinary Arts

Art Institute

Skills

- Hospitality
- Computer Proficiency
- Problem Solving
- Interpersonal Skills
- Teamwork

Contact

5455 Rosario Ave
Atascadero, CA 93422
(805) 206-7377
chef@charlesdoherty.com

To Whom it May Concern:

Please accept my resume and this cover letter as my application to the open seat on the Atascadero TBID. I look forward to the opportunity to participate on this important body. I am the designated manager (listed on the license as permitted to do business) for four gorgeous vacation rental homes in Atascadero and I was nominated by Marilyn Taylor, another VR owner here in Atascadero. All TOT payments are up to date and our licenses are in good standing with the city.

Regards



Sarah Maggelet
Templeton Vacation Rentals

Sarah Taylor Maggelet
 P.O. Box 753
 Templeton, CA 93465
 (805) 440-5418 sarah@applynx.com

EXPERIENCE:

◆ 10/21-Present **Templeton Vacation Rentals** Templeton, CA

Owner/Operator- leadership and management of the day to day operations of a 25+ property portfolio of high-end short-term rentals, including marketing, AP, AR, guest services, home care services, HR, IT and business strategy. Literacy with OwnerRez, Slack, Pricelabs, and all popular OTAs

◆ 04/2021-10/2021 **Beach N Bay Getaways, Inc.** Morro Bay, CA

Business Manager- managing the day to day operations of a 60+ property portfolio of high-end short-term rentals, including marketing, AP, AR, guest services, home care services, HR, IT and business strategy. Literacy with LiveRez, Breezeway, Beyond Pricing, and all popular OTAs

◆ 06/2006-04/2021 **Applynx, Inc.** Templeton, CA

Owner and Officer, Management Consultant-served as Executive Director for non-profit performing arts organizations: **San Luis Obispo Vocal Arts Ensemble** (since 2011) **San Luis Obispo Master Chorale** (since 2018), plus as principal for **Maui Quarantine Services** and as a vacation rental management assistant for **Beach Breeze Vacation Rentals** on Maui. Former clients include San Luis Obispo Wind Orchestra, New Times Media Group and Orchestra Novo

◆ 11/2013-08/2018 **Templeton Chamber of Commerce** Templeton, CA

CEO- providing executive leadership, including all sales, marketing, economic programming and event management for a chamber of over 280 members, executing five major events each year, plus holding economic and political forums, networking events and educational seminars for the local business community. Solely responsible for budget creation and management, social media/marketing and government relations. Doubled revenue in less than three years. Named in top three for 2015 Hammer Award for Best New Chamber Executive in Western U.S.

◆ 03/2011-Present **Live Oak Music Festival** San Luis Obispo, CA

Marketing Manager-a volunteer position managing a team of over 20 volunteers and budget of over \$120,000 for a festival in its 33rd year, with over 5000 people in attendance, where we have had record sales for five years running. Solely responsible for press releases, media buys, ad design, committee management and public relations.

◆ 10/2001-06/2004 **The Tribune** San Luis Obispo, CA

Advertising Operations Manager- Supervised a team of three, calculated sales commissions, designed and executed management strategy with Publisher and Advertising Director.

Advertising Account Executive- Exceeded goal by over 65% in first month and serviced a territory that grossed over \$400,000 per year with excellent customer service and creative marketing plans

Education:

MBA Marketing Focus *Cal Poly State University* San Luis Obispo 2001

BA Communication *University of Arizona* Tucson 1993

Digital Marketing Certificate- SLO Partners, 2021 including HubSpot email marketing, Google AdWords and Google Analytics certified

Professional Associations:

Airbnb Community Host Leader; Director, Visit Atascadero DMO; Former director, Visit Morro Bay DMO; Former director, Visit SLOCAL DMMO; W.A.C.E. Leadership Academy; Former elected official, Templeton Area Advisory Group (TAAG); Leadership SLO Class XV; Rotary Club of Templeton



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B2

12/04/24

Visit SLO CAL Co-op for 2025 IPW Conference

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction regarding possible participation in the 2025 IPW by sending a delegate to the conference.

DISCUSSION:

IPW is upon us, and we once again will have the opportunity to share in the destination booth with Visit SLO CAL. This is a great opportunity to network and generate group business with both regional and international travel partners. This year's show is taking place in Chicago from June 14-18, 2025, where we will showcase SLO CAL in a 10' x 40' exhibit. In 2024, Visit Atascadero was part of Visit SLO CAL's 2024 IPW delegation in Los Angeles, California. The materials distributed were of interest to tour operators and are an important takeaway as they consider Atascadero an ideal potential destination.

SLO CAL has made significant strides in the UK market which are attributed to SLO CAL's collective efforts at IPW along with the partnership with the international representation agency, Hills Balfour. Over the past two years we have seen a notable increase in hotel product available through top receptives such as Hotel Beds and Bonotel, and we continue to see new SLO CAL itineraries published by prominent UK tour operators. With the momentum and recognition, we are experiencing as a region, SLO CAL is in a prime position to make this the most successful IPW yet.

Early bird pricing for delegate registration is now open and runs through December 18th at a cost of \$1,400. This increases to \$1,650 after December 18th. To secure our spot in the shared Visit SLO CAL booth, the attached partner co-op form will be due by Monday, December 9th. Visit SLO CAL will register for delegates who participate in the shared appointments in the VSC booth.

If ATBID chooses to participate in a shared destination booth at the 2025 IPW, we will register and begin working on the collateral we will be bringing with us along with anything else the ATBID would like to request to include, like "swag" items. The current budget allows for \$8,000 that includes booth participation, airfare and hotel accommodations for one representative from Visit Atascadero. Sales leads generated at the 2025 IPW will be shared with lodging owners, as in years past.

FISCAL IMPACT:

The cost to participate in the 2025 IPW conference is not to exceed \$8,000.

ATTACHMENT:

1. 2025 IPW SLO CAL Co-op Registration Form



**IPW 2025 Registration Form
June 14-18, 2025 Chicago, IL**

Name: _____
Company: _____
Address: _____
Phone: _____ Cell Phone: _____
Email: _____

Payment Information:

Payment Type: Check MC Visa Discover AMEX

*If paying by credit card, Visit SLO CAL will send you a secure link to pay online.

*Yes, I would like to participate in IPW 2025 as a SLO CAL shared booth participant. I understand that the cost to participate is estimated to be *\$6,950. This includes delegate registration, shared double booth registration, design and freight cost. I agree to send a check or pay online within 30 days of approval for the registration cost of \$1,400.*

*You will be invoiced for the remaining balance of approximately *\$5,550, after IPW concludes and is due within 30 days.*

**Pricing subject to change*

Signature: _____ Date: _____

Visit SLO CAL
T: 805.541.8000 | F: 805.541.8000 | www.SLOCAL.com



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

12/04/24

Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity

RECOMMENDATION:

ATBID Advisory Board discuss and provide direction to staff regarding participation in Sponsorship Opportunity for the ATBID Award to select "Tourism Partner of the Year."

DISCUSSION:

The Atascadero Chamber of Commerce is excited to offer the ATBID an exclusive opportunity to sponsor the *Tourism Partner of the Year* award. This unique recognition would allow the ATBID Board to select a deserving recipient outside of the Chamber's traditional nomination and selection process. As part of this sponsorship, the Chamber will produce a 60-90 second professional video highlighting the awardee's contributions, which will be showcased during the awards gala. This is an excellent chance to highlight Visit Atascadero's impact on our community and celebrate your role in fostering tourism.

Sponsorship Benefits Include:

- Reserved table for 8 at the gala on April 5, 2025 for the Tourism Partner award recipient.
- Opportunity to select the *Tourism Partner of the Year*
- A professionally produced 60-second video of the award winner featured during the event
- Name recognition in the program and from the podium
- Acknowledgment in media publications
- Award recognition in the *Atascadero News Magazine* and *Atascadero News*

The sponsorship for this unique opportunity is \$2,850. Up to four additional tickets can be purchased at a reduced price of \$100 each (vs. \$150) for the Board to purchase and attend.

FISCAL IMPACT:

Up to \$2,850.

ATTACHMENT:

1. Invitation letter for Sponsor Opportunity from Atascadero Chamber CEO



ATBID Award Sponsor Opportunity

Dear ATBID Board of Directors,

The Atascadero Chamber of Commerce is excited to offer the ATBID an exclusive opportunity to sponsor the *Tourism Partner of the Year* award. This unique recognition would allow the ATBID Board to select a deserving recipient outside of the Chamber's traditional nomination and selection process.

As part of this sponsorship, the Chamber will produce a 60-90 second professional video highlighting the awardee's contributions, which will be showcased during the awards gala. This is an excellent chance to highlight Visit Atascadero's impact on our community and celebrate your role in fostering tourism.

Sponsorship Benefits Include:

- Reserved table for 8 at the gala on April 5, 2025
- Opportunity to select the *Tourism Partner of the Year*
- A professionally produced 60-second video of the award winner featured during the event
- Name recognition in the program and from the podium
- Acknowledgment in media publications
- Award recognition in the *Atascadero News Magazine* and *Atascadero News*

The sponsorship for this unique opportunity is **\$2,850**. Up to four additional tickets can be purchased at a reduced price of \$100 each (vs. \$150).

We hope you'll take advantage of this exciting opportunity.

Best regards,

Josh Cross
President/CEO
Atascadero Chamber of Commerce

805-466-2044 · info@atascaderochamber.org

www.atascaderochamber.org



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B4

12/04/24

2024 Bovine Classic Event Recap & 2025 Event Sponsorship Renewal

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive and file recap of marketing results of the October 26, 2024, Bovine Classic.
2. Provide staff direction on sponsorship request for the October 25, 2025, Bovine Classic.

DISCUSSION:

In January 2022, the ATBID Board approved sponsorship for the inaugural Bovine Classic mixed-surface cycling event targeted to avid cyclists at a state and national level. The event took place November 3-5, 2023, in North County, with the main cycling event in Downtown Atascadero on Saturday, November 5. The event was a success and filled the goal of being an annual marquee gravel cycling event. The main race was a single-day event, but the entire Bovine Classic experience spanned Thursday through Saturday, attracting riders who spent between one and three nights in Atascadero and Paso Robles.

In November 2023, the ATBID Board approved sponsorship for the 3rd Annual Bovine Classic event that took place on October 26, 2024, with the same event schedule as the inaugural event in 2022. The Board will receive an oral presentation from the event coordinator to review the highlights and successes of the third annual event, along with the event sponsorship application to renew the support of the ATBID Advisory Board for a fourth event in 2025.

FISCAL IMPACT:

Up to \$10,000.

ATTACHMENTS:

1. 2024 TBC Marketing Executive Summary
2. TBC Event Opportunity Deck Presentation
3. 2025 Bovine Classic ATBID Event Support Application



2024 Bovine Classic Marketing Executive Summary prepared for Visit Atascadero

SUMMARY

The Bovine Classic has transformed from a first-year event into a nationally recognized gravel cycling destination, putting Atascadero on the map for a previously untapped, high-value tourism demographic. Named one of Bicycling Magazine's top-10 "Must-Ride Gravel Races for 2025," the event has created a new identity for Atascadero as the gateway to North County's world-class gravel riding.

Growth Highlights:

- 2022 (Launch): 350 participants
- 2023: 445 participants (27% growth)
- 2024: 630 participants (42% growth)
- Total growth since launch: 80% in just two years
- Projected 2025 participants: 675 (modest, controlled growth to maintain event quality)
- 90% participant return intent rate
- 25% female participation
- \$20,000 raised for local charities since inception

KEY TOURISM IMPACT

Visitor Demographics:

- 90% out-of-county participants
- 24% travel with non-racing companions

- High-disposable-income demographic
- Multiple return visits for training

Accommodation Patterns:

- 39% choose hotels
- 27% opt for vacation rentals
- 70% stay in Atascadero

Length of Stay:

- 29.5% stay 3 nights
- 36.7% stay 2 nights
- 18% stay 1 night
- 84.2% total overnight stays
- 66.2% stay 2+ nights

Direct Impact (2024):

- Approximately 441 participants staying in Atascadero
- Over 1,000 estimated room nights when including companion travelers
- Additional rooms from support crews/companions

YEAR-ROUND BENEFITS

Brand Exposure:

- 135+ Instagram posts in 2024
- Visit Atascadero tagged in 65+ posts
- Average reach of 1,300 accounts per post
- Estimated 80,000+ organic impressions for Visit Atascadero

Media Coverage:

- Featured in Bicycling Magazine's top-10 "Must-Ride Gravel Races for 2025"
- Podcast appearances promoting Atascadero as a destination:
 - Gravel Bike California
 - Up + Adam
 - Where Wine Takes You

- The Gravel Ride (2022 episode driving continued interest)

Extended Tourism Impact:

- Pre-event training visits
 - Post-event return trips
 - 90% of participants intend to return in 2026
 - Organic word-of-mouth marketing through participant networks
 - Continuous promotion as cycling destination
-

UNIQUE VALUE PROPOSITION

The Bovine Classic has created recognition for the Atascadero brand in a previously untapped market segment. Beyond direct room nights, we're building long-term value by:

- Establishing Atascadero as a cycling destination
- Creating brand awareness in high-value markets
- Generating return visits throughout the year
- Building a community of brand advocates who promote Atascadero

Our \$10,000 sponsorship request represents an investment in both immediate tourism impact and long-term destination development for Atascadero.

LOCAL BUSINESS ENGAGEMENT

The Bovine Classic has cultivated relationships with premier local businesses and national brands including: Firestone Walker Brewery, Voler Cycling Apparel, Sunshine Olive Oil Co, SRAM, Justin Wines, Maha Estate/Villa Creek Winery, Etto Pasta, Denner Winery, Royal Nonesuch Wines, Peachy Canyon Winery, J. Dusi Winery, AMSTRDM Coffee, Scout Coffee, Life Elements, Hungry Mother Food Truck, Linn's Bakery, Back Porch Bakery




**October 25, 2025
Atascadero & Paso Robles, CA**

www.thebovineclassic.com

**PASO
ROBLES
CA**

VISIT
Atascadero
A COMMUNITY OF SLO CAL

The Latest



“TBC is not just another cycling race it’s an experience and community. One that celebrates the great people, mixed-surface terrain, agriculture, food, beer, wine & sense of place of the whole Paso region.”

Viva Bovine!

Stampeding into its 4th year, The Bovine Classic has helped establish the whole Paso wine region as a fan favorite for gravel enthusiasts from around the state and country. Here is a bit of the history in stats:

- 2022: 350 Registrants
- 2023: 450 Registrants
- 2024: nearly 650 Registrants
- Raised nearly **\$17k** for local charities, Operation Surf & Central Coast Concerned Mountain Bikers.
- Expanded the routes to include access to 5 private vineyards and ranches, including unique Land Conservancy SLO property.

In 2024, nearly **77%** of our riders traveled from over **3 hours** away to ride and stay at least **1 night**. 75% of them join the rider welcome festivities the day before. That qualifies The Bovine Classic as proper “destination” event.

The Bovine Classic Mission

1. Continue building a memorable, positive, inclusive cycling event that's a remarkable guest experience.
2. Make the entire Paso Robles wine region a magnet for broader regional, national, and international cycling tourism. We seek to have 85% of ridership come from outside the 805 area code.
3. Connect awesome local brands and makers of great things with upscale cyclists who appreciate great wine, beer, olive oil, distilleries, food, and more.
4. Continue evolving as a model for cycling & ranching communities that are thriving and working together.
5. Fund a partner charity that does important work on a local and national level. We've partnered with Operation Surf and Central Coast Concerned Mountain Bikers.



2024 Highlights



TOP-LINE HIGHLIGHTS

- **85%** growth since launching in 2022.
- **77%** of riders came from more than **3 hours** away. Most riders stayed a minimum of one night.
- Visit Atascadero, Travel Paso, SRAM, and Cast Management shared presenting status throughout 2024. Significant partnership with Firestone-Walker beer, Justin Wines, POM, and Sunshine Olive Oil. Worked with more than 25 local businesses.
- Partnered with Land Conservancy SLO for exclusive Santa Rita Ranch access
- Added Visit Cambria/Cycle Central Coast as regional sponsor
- Added a Friday Rider Welcome Party at Sunken Gardens w/ Food trucks, drinks, and live music.
- Ride announced by local radio host Adam Montiel

MARKETING & ACTIVATION HIGHLIGHTS

- Facilitated a **Bluebird PR** camp, which brought 8 cycling journalists & several well-known cycling brands to the region for 3 days of cycling. Covered in multiple online cycling outlets.
- 4+ Instagram Ad Campaigns, reaching approximately 30k targeted accounts.
- Activations at 5 major CA/NV/ID cycling events, reaching
- Promoted on The Gravel Calendar & Gravel Ride California
- Partner social media promotions with Voler Cycling
- 3 x Bovine Classic Community Pre-Rides.

2024 Participating (National & Local) Businesses





Here's what we're targeting for 2025.

- Stabilize at Under 700 riders to maintain boutique feel.
- Increase our average per person reg fee
- Make the Rider Welcome Party & Post-Race Festival more robust with local artisanal
- New local charity partner
- April-May Executive Leadership Cycling Camp in Paso Robles
- Accessing to new route options through private vineyards & ranches.
- Adding a “kids race” around Atascadero city hall
- Potential VIP confab and dinner at a local winery
- Opening registration immediately after the 2024 event to capitalize on the collective enthusiasm.
- Targeting more East Coast and Midwest marketing to generate broader national awareness.

2024 TBC Lead-Up Activations & Marketing

LIVE EVENTS

Nov '24: Reg Opens

Dec-Feb: IG marketing aimed at midwest/east coast

Apr: TBC @ Levi's King Ridge Gran Fondo in Winston, CA. Will have marketing presence in front of 4000+ participants.

April : Leadership-Cycling Retreat in Paso Robles

May: Activation at The Bantam Classic

June: Bovine Social Ride #1

June: TBC at Truckee Dirt Gran Fondo

July: TBC Social Ride #2

Sep: TBC Social Ride #5

October 19-23: Potential VIP Camp Bovine Experience

October 23-25: Bovine Weekend! Yee-Haw.

MARKETING FOCUS

We'll be targeting these efforts to create bigger awareness for the Bovine Classic and for cycling in the Paso Robles region.

- Instagram Campaigns.
- January/February Press Releases
- Working with 2-3 key cycling industry influencers before and during.
- Expanding greater inclusion into influential , but under-served, cycling communities.
- Leveraging relationships with Bluebird Communications, GranFondoCycling.com & Outside to create more earned media.

*Viva
Bovine!*

The Event Routes

“Wow. Are you ready to have 2000 riders at this event? This is going to blow up.”

Tomas Castrillona, owner of Arriba Cycling in Medellin Colombia

*Viva
Bovine!*

Some folks will come to race and others simply to cross the line. Our course is designed to show off the pioneer and rancher spirit of our region by traversing dusty farm roads, rolling hills through vineyards, and backcountry single track. Not everyone will be ready for the full extravaganza, so there will also be middle- and short-distance versions of the route.

- **The Happy Bovine:** This untamable beast passes through Templeton, Paso Robles, Atascadero, and Creston, covering nearly 100 miles and 9100' of climbing.
- **The Feisty Bovine:** This may not be the full deal, but at 75 miles and 6500' of climbing it's a serious course for serious riders!
- **Happy Bovine:** A 48-miler that's got plenty of kick to keep riders challenged and stoked.

Each course is well marked routes, includes multiple (and unique) aid stations, and pro-level neutral race support to keep everyone rolling safely... and maybe a few surprise fans dressed in cow costumes!

2025 Charity Partner: The Land Conservancy of SLO

Where Conservation Meets Recreation

The Land Conservancy protects what makes our region extraordinary: 66,000 acres of pristine landscapes, working ranches, and vital ecosystems. Their mission perfectly aligns with the Bovine Classic's vision of sustainable cycling tourism that respects and celebrates our agricultural heritage.

Why This Partnership Matters:

- Demonstrates how cycling and ranching communities can thrive together
- Provides unique access to protected lands for our 2025 routes
- Supports local conservation efforts that preserve our riding paradise
- Helps protect the stunning landscapes that make our region a cycling destination

Through this partnership, every pedal stroke helps preserve the incredible terrain that makes the Bovine Classic possible.



TBC Sponsorship Levels



Presenting \$12k



Platinum \$9k



Gold \$5k



Emerald \$2.5k

SPONSORSHIP BENEFITS

We will creatively collaborate with you to create a sponsorship experience that works for us all at any of these levels. Most sponsorship levels may include some of the following:

- Web Site: Logo & Link on "Our Partners" Section.
- Dedicated social media posts on TBC channels. Up to 15.
- "Featured Partner" placement on TBC digital newsletters. Up to 4
- "Presented by" mention in TBC newsletters.
- Presented by mention all live and recorded coaching webinars.
- Opportunities to participate in unique offers just for TBC riders
- 10x10 to 10x30 tent placement at the Bovine festival.
- Potential Logo placement on festival printed materials (eg. Sponsor Board, Podium Backdrop, Start/Finish Arch.)
- Up to 5 Ride Entries (excludes Emerald Sponsorship)



Other Sponsorship Opportunities

“I love what you are doing with the race, particularly the community involvement. You've created such an amazing, grass roots type of event that I just couldn't not be a part of it again this year.”

Brandon O'Sullivan, 3-Time Bovine Riders

*Viva
Bovine!*

We encourage our partners to take an active role in creating a meaningful connection with Bovine Classic riders. We want our riders to get to know you, and for you to know them. Let's connect on an individual level that creates memories.

Here are some active ways partners have worked to engage riders:

1. Event Happy Hours
2. Post-Ride Lounges
3. Sponsored Post-Ride Feed
4. Sponsored and Led Pre- & Post-Ride
5. Product Donations for Charity Raffle Giveaways
6. Sponsored and Staffed Aid Stations
7. Product Launches
8. On-Course Demo Opportunities
9. Tasting Booths
10. Brand x Food x Beverage Collaborations

We're open to hearing your ideas. Let's get inventive and touch hearts.



A Bike Monkey Co-Production



Santa Rosa, CA-based **Bike Monkey** has a reputation for producing some of the most recognized cycling events on the West Coast. The Bovine Classic is honored to be in this **network** of amazing ride experiences.

Bovine Classic Contact Deets

For Bovine Classic media and
sponsorship inquiries, contact Bryan Yates

bryan@locomotivcoaching.com
213.926.1520

www.thebovineclassic.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 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: Locomotiv Coaching dba The Bovine Classic

Contact: Bryan Yates **Phone Number:** 213-926-1520

Email: bryan@locomotivcoaching.com **Mailing Address:** 7250 Cortez Ave

City, State, Zip: Atascadero, CA 93422

Name of Event: The Bovine Classic Gravel Ride

Event Description: International gravel cycling event.

Event Dates/Times: 10/24/25 Noon-6pm & 10/25/25 6:30am - 6pm

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

Venue Name: Sunken Gardens

Venue Location: 6505 El Camino Real Atascadero, CA 93422

Event Website: www.thebovineclassic.com

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

Yes **No**

Total Anticipated Attendees: 650-700 **Portion from Outside SLO County:** 90 %

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: _____

2022: 350 Registrants

2023: 445 Registrants

2024: 630 Registrants

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

Race entries are \$220 and \$240

Crowd Control Safety Plan Details:

Will follow the effective plans and precedents set in first three years.

Will the event require an ABC Permit? Yes No

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

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

The Bovine Classic directly advances Visit Atascadero's mission by drawing hundreds of high-value visitors to experience the region's outdoor recreation and hospitality. Our growth from 350 riders in 2022 to 630 in 2024 demonstrates increasing impact, with 90% traveling from outside the county and 70% choosing Atascadero accommodations for multi-night stays. Recently named a top-10 "Must-Ride Gravel Race for 2025" by Bicycling Magazine, we've positioned Atascadero as the gateway to North County's world-class gravel riding, transforming it from an unknown destination to a cycling hub that participants return to throughout the year.

Type text here

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



- Attracts 1,500+ attendees
- At least 35-40% of target market is out-of-town visitors
- Marketing campaigns reach at least 1,000 subscribers
- Event encourages multi-night stay in Atascadero

Total Support = Up to \$10,000



- Attracts 750+ attendees
- At least 25-30% of target market is out-of-town visitors
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero

Total Support = Up to \$7,500



- Attracts 750 or less attendees
- Marketing message encourages visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero
- Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2

Eligible for In-kind Support

Additional details about eligible event tier qualification:

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

\$10,000 + Waived Sunken Garden Fee + Terrie in a cow costume... ALL WEEKEND.

Type text here

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
Cycling Influencer Marketing	\$3000
Activations @ Other Events	\$2000
Activations @ Other Events	\$2000
IG Marketing	\$1500
Videography/Photography	\$1500

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
Travel Paso	\$7500
CAST Management	\$5000
City of Atascadero	Venue, Public Works assistance, Police escort
Various Cycling Businesses	TBD

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
Bike Monkey Email List	3x	\$2000
Instagram Campaigns	3x Campaigns	\$1500
Other Events	4-5	\$2000

Please share your intended public relations outreach.

In person and podcast appearances are our best outreach. We will attend several other events around California and the west. Additionally, we will be reaching out to familiar and new podcasts to discuss The Bovine Classic. Will also be connecting with colleagues in cycling journalism to develop opportunities for earned media.

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

The Bovine Classic consistently gives Visit Atascadero high-level placement on our website, official event videos, printed collateral, and at key areas of the festival: start/finish arch, stage background, and podium background. Additionally, we consistently and frequently recognize Visit Atascadero through our primary social media channel.

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

Website lodging page. All welcome emails to riders include links to hotels in Atascadero. Most TBC newsletters include a link to Atascadero lodging opportunities.

Additional Details:

Rules and Regulations for Event Coordinators

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

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

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



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B5

12/04/24

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 September 2024 along with the Transient Occupancy Tax (TOT). The new TBID Summary for 24-25 along with the 24-25 Expenditure Detail Report have also been included as attachments to this report.

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 11-13-2024
4. SLOCAL Monthly STR Report 10-2024
5. SLOCAL Monthly Community Performance Report 09-2024

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 11/13/2024 3:18PM
 Periods: 0 through 3

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2024 through 09/30/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	180,000.00	0.00	0.00	0.00	180,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656					127,000.00	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/2/2024 ap IN 17543		55.00				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179057						
7/31/2024 ap IN 12089		584.30				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						
7/31/2024 po LI 12089					-584.30	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						
7/31/2024 ap IN 12090		97.88				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						

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Expenditure Detail Report

CITY OF ATASCADERO
07/01/2024 through 09/30/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
7/31/2024 po LI 12090 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-97.88	
7/31/2024 ap IN 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		4,257.89				
7/31/2024 po LI 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758					-4,257.89	
8/1/2024 ap IN 17697 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 178924		55.00				
8/31/2024 po LI 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758					-1,901.38	
8/31/2024 ap IN 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		1,901.38				
9/3/2024 ap IN 17849 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179329		95.00				

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Expenditure Detail Report

CITY OF ATASCADERO
07/01/2024 through 09/30/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
9/30/2024 ap IN 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		7,912.68				
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-7,912.68		
0000.6077025 Digital Media Advertising	0.00	14,959.13	14,959.13	112,245.87	-127,205.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				20,000.00		
7/1/2024 ap IN 230255 Line Description: 2024 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673		3,750.00				
8/22/2024 ap IN 5460 082224 Line Description: SLO CAL SUMMIT - CONFERENCE RE Vendor: 05498 U.S. BANK Check # 179481		700.00				
9/1/2024 ap IN 1 Line Description: VISIT ATASCADERO SPONSORSHIP O Vendor: 09459 AGM COMMUNITY PARTNERS Check # 179494		7,500.00				

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Expenditure Detail Report

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
9/6/2024 ap IN 14649 Line Description: FY25 MARKETING CO-OPS Vendor: 00406 VISIT SLO CAL Check # 179421		20,000.00				
9/18/2024 ap IN 12016 Line Description: FY25 BRAND ASSET RENEWAL - SLO Vendor: 06479 VERDIN Check # 179758		7,750.00				
9/30/2024 ap IN 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		1,184.14				
9/30/2024 po LI 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-1,184.14		
0000.6077060 Advertising	0.00	40,884.14	40,884.14	18,815.86	-59,700.00	0.00
Total Advertising	180,000.00	55,843.27	55,843.27	131,061.73	-6,905.00	103.84
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	175,000.00	0.00	0.00	0.00	175,000.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				100,000.00		

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07/01/2024 through 09/30/2024

235 Atascadero Tourism Bus Improv Dist
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
7/31/2024 ap IN 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		8,839.50				
7/31/2024 po LI 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758				-8,839.50		
8/31/2024 ap IN 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		15,018.00				
8/31/2024 po LI 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758				-15,018.00		
9/30/2024 ap IN 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		214.50				
9/30/2024 po LI 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-214.50		
9/30/2024 ap IN 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		9,737.50				

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Expenditure Detail Report

CITY OF ATASCADERO
07/01/2024 through 09/30/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-9,737.50		
9/30/2024 ap IN 12087 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		2,500.00				
9/30/2024 po LI 12087 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-2,500.00		
0000.6501125 Promotions Consultants	0.00	36,309.50	36,309.50	63,690.50	-100,000.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 ap IN 909 Line Description: ATASCADERO FALL FESTIVAL GRANT Vendor: 08621 EN FUEGO EVENTS Check # 178683		20,000.00				
7/21/2024 ap IN 07212024 Line Description: MID-STATE FAIR TRANSPORTATION Vendor: 09414 SIERRA BRAVO ENTERPRISES, LLC Check # 178977		8,640.00				
9/6/2024 ap IN 14651 Line Description: SPARTAN CO-OP Vendor: 00406 VISIT SLO CAL Check # 179421		5,000.00				
9/27/2024 je GJ JE25 09-02 Line Description: ATBID Sponsorship-Grd lights		10,000.00				
0000.6509032 Additional Promotional Services	0.00	43,640.00	43,640.00	0.00	-43,640.00	0.00

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07/01/2024 through 09/30/2024

235 Atascadero Tourism Bus Improv Dist
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0000 Atascadero Tourism Bus Improv Dist

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Contract Services		79,949.50	79,949.50			
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	135,792.77	135,792.77	194,752.23	36,925.00	89.95
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						
0000.7805029 Opportunities Fund	65,000.00	0.00	0.00	0.00	65,000.00	0.00
Total Special Purchases, Projects, and Studies	65,000.00	0.00	0.00	0.00	65,000.00	0.00
0000.9000000 Debt Service & Other Uses						
0000.9400000 Cash Contributions						
Total Debt Service & Other Uses	0.00	0.00	0.00	0.00	0.00	0.00
Total Atascadero Tourism Bus Improv Dist	432,470.00	135,792.77	135,792.77	194,752.23	101,925.00	76.43
Grand Total	432,470.00	135,792.77	135,792.77	194,752.23	101,925.00	76.43

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 09/30/2024	2023-2024	
REVENUES								
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,591	\$ 125,350	\$ 422,400	
45920.0003	Assessment Penalties	-	933	3,904	657	93	-	
46110.0000	Investment Earnings	2,027	(11,341)	2,966	30,734	-	19,790	
	Total Revenue	<u>279,314</u>	<u>399,244</u>	<u>438,271</u>	<u>450,982</u>	<u>125,443</u>	<u>442,190</u>	
EXPENSES								
6050000	Office Expense	-	264	-	(5)	-	250	
6070000	Advertising	43,142	127,366	126,556	142,357	55,843	180,000	
6400000	Operating Supplies	-	-	-	-	-	-	
6500000	Contract Services **	106,295	143,436	163,051	220,803	86,825	175,000	
6600000	Professional Development	-	731	-	475	-	8,000	
6900000	Administration	2,774	4,106	4,353	4,202	1,254	4,220	
7805029	Opportunities Funding***	-	-	-	-	-	65,000	
	Total Expenses	<u>152,211</u>	<u>275,903</u>	<u>293,960</u>	<u>367,832</u>	<u>143,922</u>	<u>432,470</u>	
NET INCOME/(LOSS)		127,103	123,341	144,311	83,150	(18,479)	9,720	
BEGINNING AVAILABLE BALANCE		<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>751,572</u>	<u>657,990</u>	
ENDING AVAILABLE BALANCE		<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 751,572</u>	<u>\$ 733,093</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	5,000
Sunken Garden Lights Sponsorship	10,000
Destination Marketing Services	36,310
Administrative Services Fee	6,875
	<u>\$ 86,825</u>

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,201.07	\$ 600,645.12	\$ 2,096,414.93
Fiscal Year 2025*	\$ 623,634.45				\$ 623,634.45

* 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.



October 2024

	Current Month - October 2024 vs October 2023											
	Occ %		ADR		RevPAR		Percent Change from October 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	65.2		134.86		87.98							
Atascadero, CA+	63.8	66.0	149.58	145.63	95.51	96.15	-3.3	2.7	-0.7	-12.7	-12.2	-15.1
Cambria, CA+	68.4	66.3	220.14	203.02	150.53	134.64	3.1	8.4	11.8	11.8	0.0	3.1
Morro Bay, CA+	63.4	61.1	147.91	144.21	93.73	88.08	3.7	2.6	6.4	6.3	-0.1	3.6
Paso Robles, CA+	68.2	70.4	205.36	209.99	140.07	147.81	-3.1	-2.2	-5.2	-3.4	1.9	-1.2
Pismo Beach, CA+	66.8	69.1	219.59	224.79	146.63	155.34	-3.4	-2.3	-5.6	-6.0	-0.5	-3.8
San Luis Obispo, CA+	69.3	70.0	178.14	185.00	123.46	129.42	-0.9	-3.7	-4.6	-6.3	-1.8	-2.7
San Simeon, CA+	57.4	57.2	136.43	131.81	78.35	75.46	0.3	3.5	3.8	3.8	0.0	0.3
Five Cities+	66.8	68.7	217.44	220.03	145.14	151.17	-2.8	-1.2	-4.0	-4.3	-0.3	-3.2
North Coast+	63.7	62.9	181.89	170.65	115.86	107.33	1.3	6.6	7.9	7.9	0.0	1.3
North County+	67.0	68.9	190.06	190.66	127.25	131.45	-2.9	-0.3	-3.2	-5.4	-2.3	-5.1
South County+	67.9	69.3	199.42	204.03	135.48	141.42	-2.0	-2.3	-4.2	-5.2	-1.0	-3.0
San Luis Obispo County	66.6	67.5	189.22	190.30	125.99	128.42	-1.3	-0.6	-1.9	-2.9	-1.0	-2.3

	Year to Date - October 2024 vs October 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		143.00		92.44							
Atascadero, CA+	64.3	65.4	145.13	148.53	93.27	97.21	-1.8	-2.3	-4.0	-5.2	-1.2	-3.0
Cambria, CA+	64.5	62.2	213.06	216.26	137.53	134.56	3.7	-1.5	2.2	2.2	0.0	3.8
Morro Bay, CA+	63.8	62.8	154.18	152.45	98.33	95.80	1.5	1.1	2.6	5.1	2.4	3.9
Paso Robles, CA+	66.0	71.5	201.76	199.31	133.07	142.58	-7.8	1.2	-6.7	-4.9	1.9	-6.1
Pismo Beach, CA+	66.4	66.1	237.88	242.82	158.07	160.59	0.5	-2.0	-1.6	-2.8	-1.3	-0.8
San Luis Obispo, CA+	70.1	69.4	181.68	182.87	127.32	126.85	1.0	-0.6	0.4	0.2	-0.2	0.8
San Simeon, CA+	58.2	57.8	140.38	143.93	81.64	83.16	0.7	-2.5	-1.8	-1.8	0.0	0.7
Five Cities+	66.4	66.4	232.31	231.96	154.15	154.10	-0.1	0.2	0.0	-0.9	-1.0	-1.1
North Coast+	62.2	61.1	179.93	181.81	111.87	111.17	1.7	-1.0	0.6	0.6	0.0	1.7
North County+	65.4	69.6	184.62	184.26	120.80	128.30	-6.0	0.2	-5.8	-5.0	0.9	-5.2
South County+	68.1	67.8	208.54	209.15	141.99	141.79	0.4	-0.3	0.1	-0.5	-0.6	-0.2
San Luis Obispo County	66.2	66.8	193.57	193.84	128.20	129.39	-0.8	-0.1	-0.9	-0.8	0.1	-0.6

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
7	4	438	371
7	5	542	500
21	12	750	433
31	7	966	306
23	14	1465	1092
30	18	2112	1657
38	20	2474	1675
10	4	601	300
47	26	2954	2221
40	16	1518	733
31	19	2034	1592
84	46	5410	3896
195	89	10187	6549

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Community Performance Report

San Luis Obispo County, September 2024

Hotel Performance

San Luis Obispo County September hotel performance was generally negative, with demand decreasing 3.3% YOY to 210.5K, given level supply, leading occupancy of 68% to fall in parallel to demand, by 3.5%. A 4.4% decline in ADR resulted in revenue falling to \$41.3M, a 7.5% decrease YOY. The hotel comp set saw decreases in demand across the board, with exception to California as a whole, which grew room nights sold +0.8%. Occupancy likewise decreased in each market (other than California, +0.6%). This was in contrast to last month where all markets reported occupancy growth YOY. Community hotel performance posted similar results - only Morro Bay noted a demand gain in September (+0.8%), while Atascadero was the only community to report ADR gains (+1.8%). Most communities saw level supply, with slight increases in North County (+1.3%) and Paso Robles (+1.9%).

TOT Revenue

TOT collections in August totaled \$6.2M, up 5.2% YOY. Pismo Beach reported a notable \$1.8M in collections, up 3.5% YOY, followed by Unincorporated locations at \$1.7M, up 7.1% YOY. Fiscal YTD, collections were \$13.6M, up 1.8% 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%).



210.5K
Hotel Demand
▼ -3.3% YOY - Monthly



\$6,201,932
Transient Occupancy Tax
▲ 5.2% 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, September 2024

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

Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
63.8%	\$152	\$97	18.5K	11.8K	\$1.8M
▼ -7.6%	▲ 1.8%	▼ -5.9%	▲ 0.0%	▼ -7.6%	▼ -5.9%

YOY

Transient Occupancy Tax Revenue

August 2024 - Monthly

\$6,201,932
San Luis Obispo County

▲ 5.2% YOY

Transient Occupancy Tax

San Luis Obispo County
Total - Fiscal Year

Hotel Performance by Community

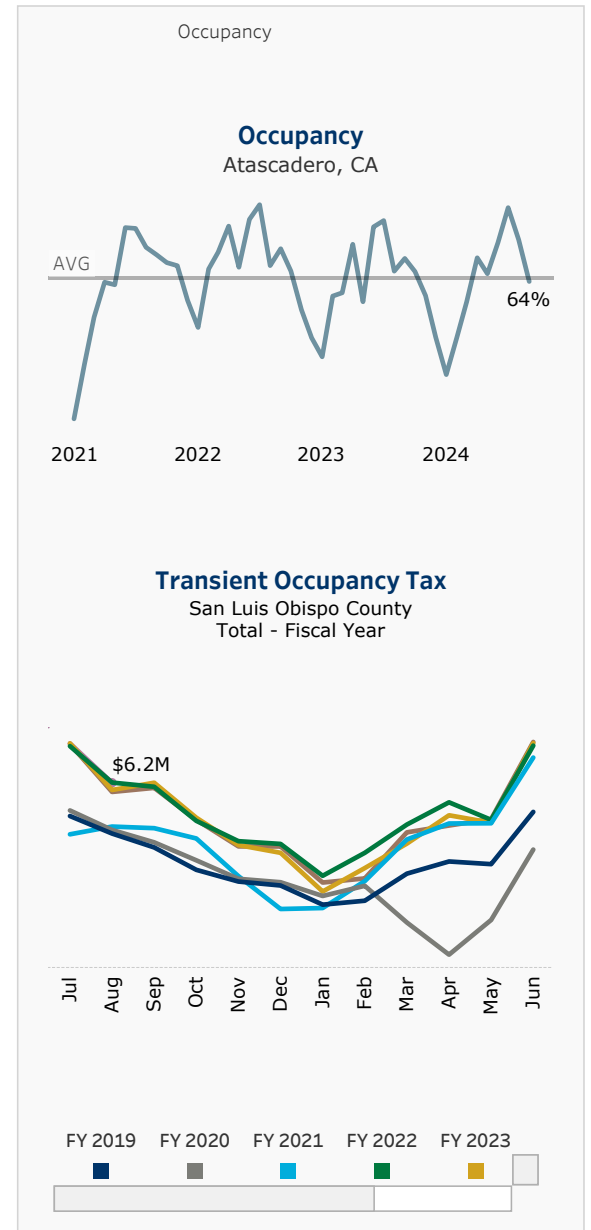
September 2024 - Monthly

Community	Occupancy	ADR	RevPAR
Atascadero, CA	63.8%	\$152	\$97
Cambria, CA	69.5%	\$220	\$153
Five Cities	69.3%	\$230	\$160
Morro Bay, CA	68.6%	\$161	\$111
North Coast	65.7%	\$188	\$123
North County	64.8%	\$188	\$122
Paso Robles, CA	65.2%	\$204	\$133
Pismo Beach, CA	70.5%	\$234	\$165
San Luis Obispo County	68.0%	\$196	\$134
San Luis Obispo, CA	70.0%	\$184	\$129
San Simeon, CA	59.6%	\$146	\$87
South County	69.6%	\$209	\$146

Transient Occupancy Tax

Monthly, % Change YOY

Pismo Beach	1,771,753	▲ 3.5%
Unincorporated	1,673,051	▲ 7.1%
San Luis Obispo	1,116,115	▲ 7.8%
Paso Robles	879,385	▲ 0.2%
Morro Bay	481,713	▼ -3.9%
Arroyo Grande	144,991	▲ 14.3%
Grover Beach	134,924	▲ 66.9%



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Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, September 2024

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

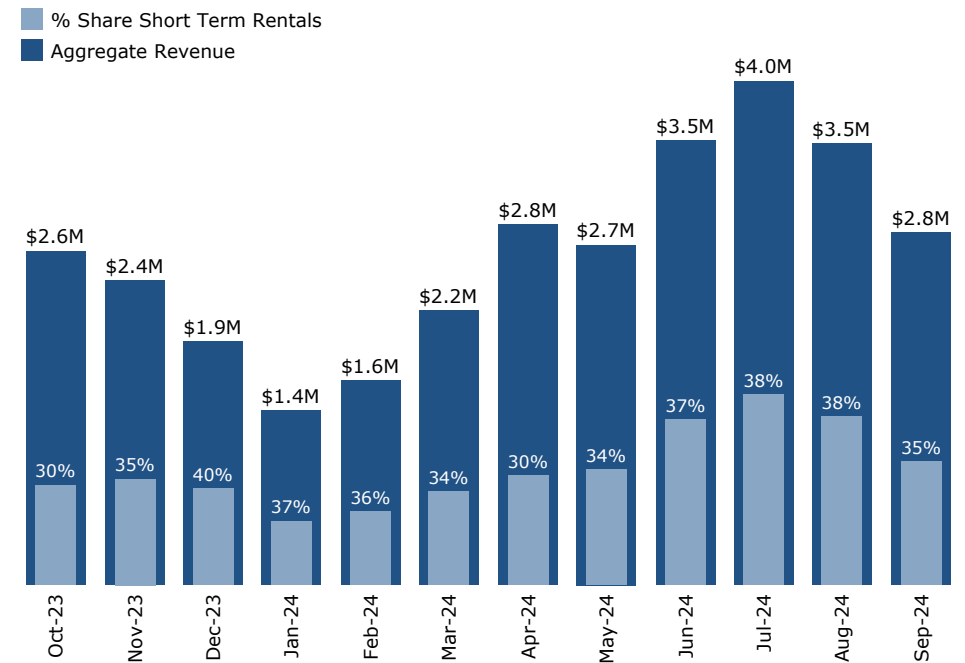
Aggregate Lodging						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	56.5%	\$192.02	\$108.42	25.5K	14.4K	\$2.8M
YOY	▼ -9.1%	▲ 3.7%	▼ -5.7%	▲ 1.6%	▼ -7.6%	▼ -4.2%
YTD Fiscal	64.6%	\$201.04	\$129.84	78.5K	50.7K	\$10.2M
YTD YOY	▲ 0.0%	▲ 1.1%	▲ 1.1%	▲ 2.2%	▲ 2.2%	▲ 3.3%

Hotels: Atascadero, CA						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	63.8%	\$152.19	\$97.05	18.5K	11.8K	\$1.8M
YOY	▼ -7.6%	▲ 1.8%	▼ -5.9%	▲ 0.0%	▼ -7.6%	▼ -5.9%
YTD Fiscal	72.6%	\$155.43	\$112.88	56.8K	41.2K	\$6.4M
YTD YOY	▲ 2.4%	▼ -2.4%	▼ -0.1%	▲ 0.0%	▲ 2.4%	▼ -0.1%

Short Term Rentals: Atascadero						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	37.1%	\$374.09	\$138.64	7.0K	2.6K	\$965.9K
YOY	▼ -9.9%	▲ 7.5%	▼ -6.7%	▲ 6.3%	▼ -7.8%	▼ -0.8%
YTD Fiscal	43.6%	\$400.08	\$174.24	21.7K	9.4K	\$3.8M
YTD YOY	▼ -6.6%	▲ 8.3%	▲ 1.1%	▲ 8.4%	▲ 1.2%	▲ 9.7%

Lodging Revenue & Contribution

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



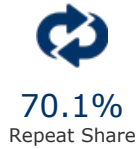
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Monthly Visitation

San Luis Obispo County, September 2024

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



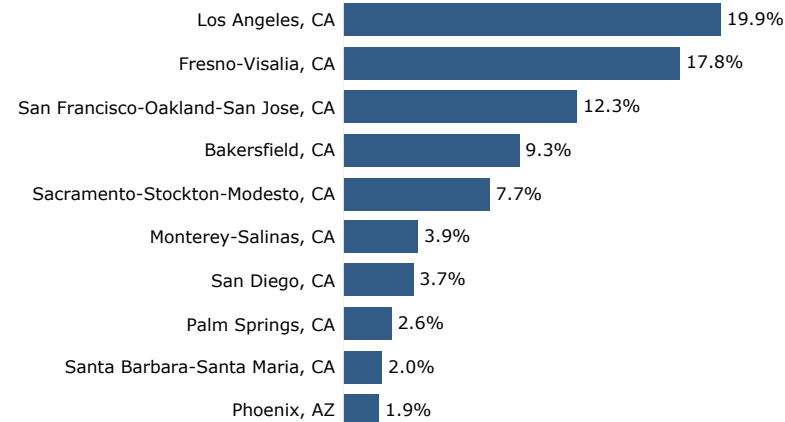
Top 15 Points of Interest

September 2024 - Monthly

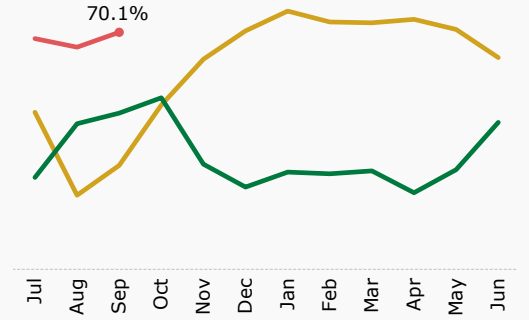
	% Overnight	% Repeat	% Share of Total
San Luis Obispo	76.8%	65.4%	24.3%
City Of Pismo Beach	75.4%	67.6%	22.7%
Pismo Beach	75.3%	67.5%	22.4%
Paso Robles	70.9%	63.6%	19.6%
Morro Bay	79.0%	68.1%	12.3%
46 East Paso Wine Country	60.8%	56.2%	10.6%
Atascadero	69.2%	64.7%	9.7%
Arroyo Grande	78.4%	66.0%	8.1%
Grover Beach	81.5%	66.5%	5.9%
Cambria	80.3%	65.2%	5.8%
Templeton	67.2%	58.0%	5.0%
Nipomo	70.6%	67.6%	4.9%
46 West Paso Wine Country	76.3%	53.1%	4.5%
Avila Beach	78.8%	54.1%	4.3%
Downtown San Luis Obispo			0.0%

Top 10 Domestic Origin Markets

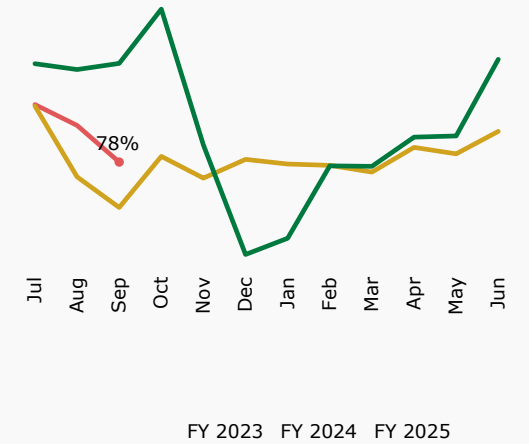
September 2024 - Monthly, % Share of Trips



Share of Repeat Visits to SLO County



Share of Overnight Visits to SLO County





Community Cross-Visitation

Atascadero, September 2024

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



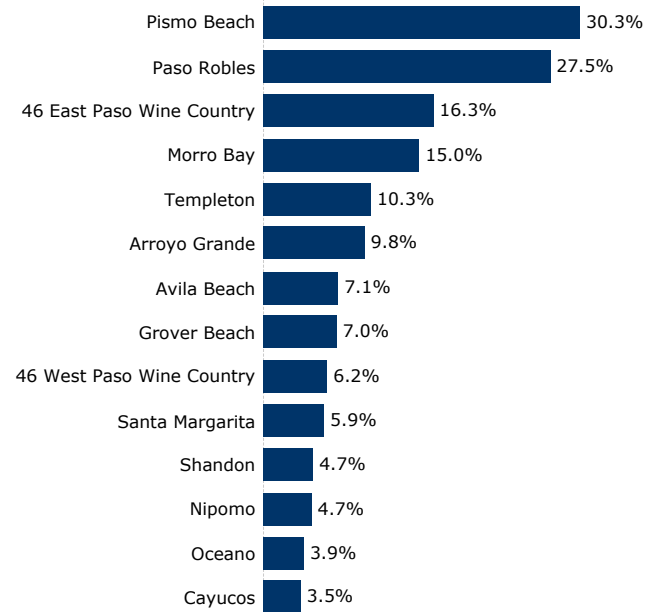
69.2%
Overnight Visitors



64.7%
Repeat Share

Top Cross-Visited Communities

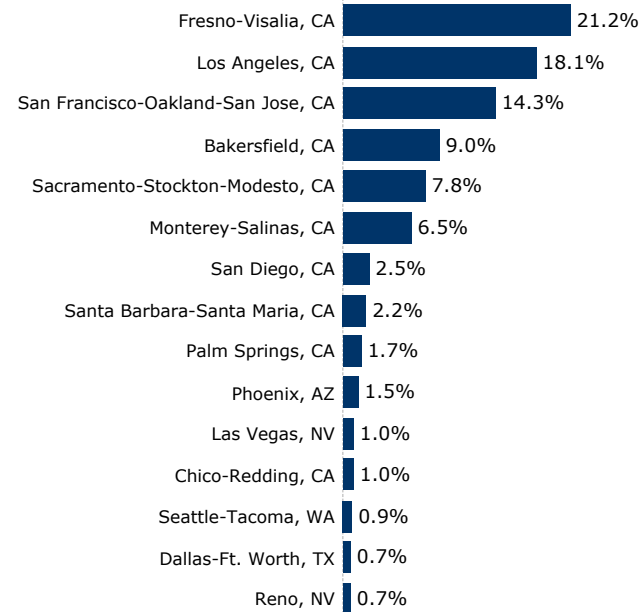
From Atascadero



Communities visited by those starting their trip in Atascadero

Top Origin Markets

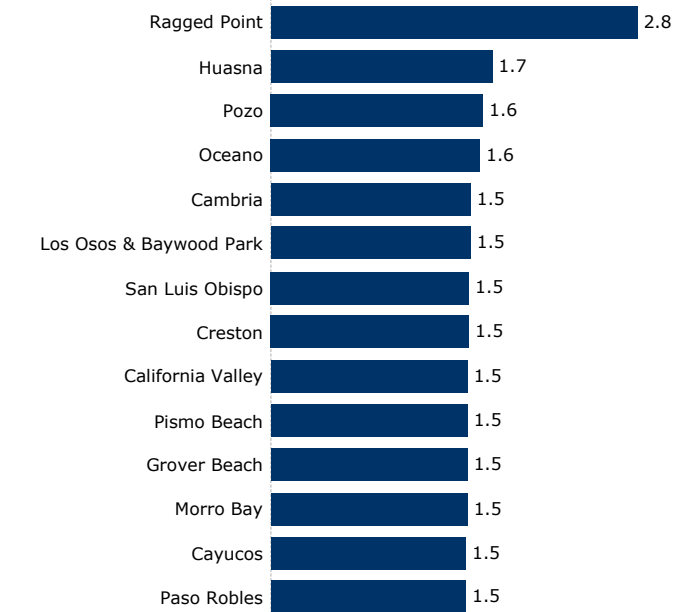
Primary Community Visited: Atascadero



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 September 2024 (Month)