



**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](mailto: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](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**

---

**AGENDA**

**Wednesday, January 15, 2025, 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 Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express & Suites  
Board Member Jeffrey Lemus, The Carlton  
Board Member, Vacant

**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 – December 4, 2024, Special Meeting Minutes**

- Recommendation: ATBID Advisory Board approve the December 4, 2024, Special Meeting Draft Action Minutes. [City]

**B. BUSINESS ITEMS:**

**1. 2024 At Her Table Event Update & 2025 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$7,500.
- Recommendations: ATBID Advisory Board:
  1. Receive and file recap of marketing results from the March 2024, At Her Table Events.
  2. Provide staff direction on sponsorship request for the March 9, 2025, At Her Table Street Festival. [At Her Table]

**2. Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity Follow up**

- 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]

**3. Quarterly Marketing Report**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2024. [Verdin Marketing]

**4. Atascadero Tourism Business Improvement District (ATBID) Lodging Owner Nomination Process for Board Members**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board discuss and provide staff direction regarding current lodging owners nomination process and makeup of the Board for 2-Year Terms. [City]

**5. Destination Marketing Services Contract Extension & “Request for Proposal” Criteria**

- Fiscal Impact: Up to \$79,508 to complete the budget year.
- Recommendations: ATBID Advisory Board:
  1. Extend the current Verdin Destination Marketing Services contract from March 10, 2025, to June 30, 2025, to allow for the completion of the FY 24-25 budget cycle.
  2. Review and provide staff direction to approve “Request for Proposal” investment amounts and move forward with the RFP process.
  3. Assign an Ad Hoc Committee to review proposals. [City]

**6. 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 [Verdin Marketing].

**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. Destination Marketing Services RFP Contract Review (April 2025).
2. County update from incoming Supervisor Moreno (March 2025).
3. Atascadero Fall Festival - Event Recap 2024 & 2025 Renewal (February/ March 2025).
4. 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 SPECIAL MEETING MINUTES**

**Wednesday, December 4, 2024, at 2:30 P.M.  
Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California**

**CALL TO ORDER:**

Chairperson Harden called the Special Meeting to order at 2:35 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: Community Services & Promotions Director Terrie Banish, Recording Secretary Ashley Zamora and Verdin Marketing Consultant Ashlee Akers

**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:**

**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]

*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:** O'Malley

- 1. Approve Consent Calendar with a correction to Tom O'Malley being listed as the Vice Chairperson.**

AYES (3): O'Malley, Lemus, Harden  
ABSENT (1): Sohi  
VACANT (1)

***Passed 3-0***

**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]

Community Services & Promotions Director Terrie Banish, Clint Pearce, and Charles Doherty 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: Clint Pearce.

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

**MOTION BY:** O'Malley  
**SECOND BY:** Lemus

- 1. Recommend Council appoint Clint Pearce to fill ATBID vacancy term expiring June 30, 2025.**

AYES (3): O'Malley, Lemus, Harden  
ABSENT (1): Sohi  
VACANT (1)

***Passed 3-0***

- 2. Visit SLO CAL Co-op for 2025 IPW Conference**

- Fiscal Impact: Up to \$8,000.
- Recommendation: ATBID Advisory Board to review and provide staff direction regarding possible participation in the 2025 IPW by sending a delegate to the conference. [City]

Community Services & Promotions Director Terrie Banish and Verdin Marketing Consultant Ashlee Akers 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. Approve up to \$10,000 to send a delegate to the 2025 IPW Conference.**

AYES (3): O’Malley, Lemus, Harden

ABSENT (1): Sohi

VACANT (1)

***Passed 3-0***

**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.” [City]

Community Services & Promotions Director Terrie Banish presented the item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

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

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

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

**The Board requested that Staff move forward from the discussion with a plan of action and additional information from the Chamber and bring it back in January.**

**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]

Bryan Yates 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: Clint Pearce.

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

**MOTION BY:** Lemus

**SECOND BY:** O’Malley

**1. Approve sponsorship renewal up to \$10,000.**

AYES (3): O’Malley, Lemus, Harden

ABSENT (1): Sohi

VACANT (1)

***Passed 3-0***

## 5. Budget Reports and Performance Metrics

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

Community Services & Promotions Director Terrie Banish presented the item and answered questions from the Advisory Board.

### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

*The budget reports and performance metrics were received and filed.*

## 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.

Chairperson Harden reported that a meeting on the new design had been held and Verdin Marketing Consultant Ashlee Akers reported that the Site Map and new design is on track to be presented at the January Board Meeting.

### **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 discuss and provide staff direction on next steps following the oral report to the Board.

Vice Chairperson O'Malley advised that there was nothing to report at this time.

### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

## D. BOARD MEMBER COMMENTS:

Vice Chairperson Tom O'Malley advised he would like to invite the new Mayor for Atascadero and the new Supervisor for District 5 to a meeting to talk about future plans, what to expect, etc.

**E. 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).

**F. ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 4:01 P.M.

**MINUTES PREPARED BY:**

---

Ashley Zamora, Recording Secretary  
Recreation Coordinator

**APPROVED:**



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

Item B1

1/15/25

**2024 At Her Table Event Recap &  
2025 Event Sponsorship Renewal Request**

**RECOMMENDATIONS:**

ATBID Advisory Board:

1. Receive and file recap of marketing results from the March 2024, At Her Table Events.
2. Provide staff direction on sponsorship request for the March 9, 2025, At Her Table Street Festival.

**DISCUSSION:**

In celebration of Women’s History month, the new owners of At Her Table are looking to continue the annual event that showcases women-owned businesses throughout the county. Events occur March 1 through March 9, 2025, with a variety of dinners, workshops, and events. March 7, 8, and 9 (along with the festival) will showcase events in Atascadero with one of the final events happening in Atascadero with the At Her Table Festival (AHTF) happening at the Sunken Gardens on March 9, 2024. AHTF is a unique opportunity for Atascadero to be part of a week-long countywide celebration, celebrating Women’s History month in Atascadero, an integral part of Women’s History.

Preceded by a Firework Show on March 8th at the Sunken Gardens, the 2024 annual AHTF took place on March 10th on Entrada. It received between 1500-2000 attendants to the festival alone and nearly 3000 attendants to the week of events as a whole. Of these, 100% of attendees would participate again, 60% of attendees participated in more than one event, and 31.3% of attendees were from outside of San Luis Obispo county. Of all the business participants, over 50% saw an increase in sales. The events promoter intends to drive more traffic to the festival by scheduling no other events in the county at the same time as the festival, ensuring no outside competition with visitors.

The Sunday, March 9th, AHTF will run from 11:00AM to 8:00PM and will consist of a festival at Sunken Gardens with women-led and women-owned vendors, partnerships with downtown businesses interested in hosting workshops, family friendly events, and special discounts and offers to festival attendees. The festival portion will be from 10:00AM to 3:30PM and will focus on encouraging attendees to grab dinner and drinks downtown after the festival wraps up. Encouragement will come through cross promotions with Atascadero Downtown businesses. Currently, AHTF is in conversations with downtown businesses to offer special discounts or some sort of passport program to encourage foot traffic to the brick-and-mortar businesses.

**FISCAL IMPACT:**

Up to \$7,500

**ATTACHMENTS:**

1. 2024 At Her Table Event Recap/ Presentation
2. 2025 At Her Table Street Festival ATBID Event Support Application

# At Her Table

(now under new ownership)

## March 9, 2025

A 9 Day Countywide Celebration of Women in SLO County  
Ending with a Final Festival in Atascadero!

The content of this presentation is confidential and proprietary information of At Her Table. It is not intended to be distributed to any third party without the written consent of At Her Table.

**Learn more:** [www.athertable.com](http://www.athertable.com)



# AHT March 9 Festival in Atascadero

The mission of women’s week is to bring awareness and support to women-owned and co-owned businesses in the food, beverage, and lodging industry on the Central Coast. The focus of the March 9 festival in Atascadero is to bring business to the downtown Atascadero area through the creation of AHT sponsored events on March 7, 8, and 9th as well symbiotic promotions of non-member businesses through the offering of a passport program or special rates/discounts to be promoted to our members and event attendees. The festival will also encourage people from outside of Atascadero to come, visit, and stay!

## Community Impact

- **Estimated 2,500 visitors to the Festival alone, plus an additional 2000 for the week of events.**
- **Targeted advertising of Atascadero to event attendees both inside and outside of the county.**
- **Anticipated 20% of total attendees to be from tourism.**
- **Diversity, Equality & Inclusion – bilingual marketing materials and discussions**

## Funding Request: \$15,000 or in-kind

Funds to be utilized for costs associated with putting on the festival (i.e. trash, permits, etc) along with targeted social media advertising, content creation, print advertising, etc.



# Partnership Opportunity

## Funding

### Support

Financial sponsorship from the city would allow us the funds to put on an incredible experience that will keep attendees and tourists wanting to come back again.

## Engagement

### Community

Co-branding with the city of Atascadero will position the city as a leader in supporting culture, business, and inclusivity.

## Development

### Economic

This event will work in collaboration with local businesses to bring a boost to business, foot traffic, overnight stays now and in the future.

## Collaboration

### Long Term

This is an annual event that we hope to make a legacy that consistently benefits the city of Atascadero. This can be a platform for the development of future workshops, programs, etc.

## Let's Make History In Atascadero

We get the party started March 1-9



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

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

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

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

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

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

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

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



## Event Sponsorship Requirements Checklist

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

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

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



**Event Support Application Form**

**Requesting Organization:** At Her Table x Muse Markets - Women’s Week Sunken Garden Festival

**Contact:** Candice Custodio **Phone Number:** 310-692-0046

**Email:** athertableSLO@gmail.com **Mailing Address:** PO box 555

**City, State, Zip:** Creston, CA 93432

**Name of Event:** At Her Table x Muse Markets - Women’s Week Sunken Garden Festival

**Event Description:** Send-off Celebration of Women’s Week. AT HER TABLE + MUSE MARKETS collaboration to feature all local, female-founded brands, businesses, artists, designers, makers, chefs, bakers, musicians for a ONE-DAY festival at the Sunken Gardens in Atascadero.  
This event is designed to showcase + champion all the amazing female entrepreneurs in our county and more specifically, in Atascadero!  
This event hosts 70+ businesses and includes live music by female musicians. We are looking to include a beer garden with local female-founded wineries + breweries.

**Event Dates/Times:** This is an inclusive event and presented in collaboration with local retailers Sunday, March 9th from 11am till 4pm and restaurants.

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

**Venue Name:** Sunken Gardens

**Venue Location:** Atascadero  
athertable.com

**Event Website:** themakeshiftmuse.com - themusemarkets.com (starting january 11th)

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

Yes  No

**Total Anticipated Attendees:** 2500 **Portion from Outside SLO County:** 20% %

**Is this the first year the event will take place?**  Yes  No **first time at Sunken Gardens, but 4th annual event**

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

attendance numbers: \_\_\_\_\_

Last year we hosted the event on Entrada Ave and saw about 1500-2000 people throughout the duration of the event.

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

This event is free to attend, we host RSVP tickets to secure/gauge attendance.

Crowd Control Safety Plan Details:

We plan this event in accordance to all city requirements. For this event, we will see a steady flow of attendance and do not anticipate a huge surge/crowd.

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

We have been in contact/discussion with Terrie Banish re; the planning of this event

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




This event is broadcasted and marketed to a wide audience pool from San Francisco all the way to Los Angeles

Throughout the marketing + advertising of this event, there is a huge push towards highlighting all what makes Atascadero amazing.

Our marketing is geared towards drawing as much traction as possible to Atascadero. Since this is a super curated and hyper local line-up of vendors - we have people traveling from the bay and LA to attend, shop, and stay.

This event will be planned closely with local brick + mortar + restaurants in mind.

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

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

**Additional details about eligible event tier qualification:**

This countywide event is scheduled for March 1-9 , 2025 . We are working with businesses in Atascadero to feature Atascadero businesses as much as possible on March 7,8, and 9. Currently we are planning events with Marin's Vineyard on Entrada, Kula Vineyards, Carbon 6 Winery, and are in talks to possibly sponsor the art hop on March 7 in the evening. Either way we plan to draw in at least 4500 people for the entirety of the week with 2500 of those being just the festival itself. We are looking to increase out of town visitors from to 20% to 25% working with the Atascadero hotels to offer special pricing packages and doing targeted ads outside of the Central Coast. While the event as a whole will draw in 4500 people each individual event is slotted to bring in less than 750 attendees due to capacity limitations in each venue's building.

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

\$15,000 and/or in-kind marketing support in form of social media share, promotion of individual events/the event as a whole, ad space in public spaces in Atascadero.

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

<b>Event Item</b>	<b>Amount</b>
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
Permitting & Insurance	\$1350
DJ	\$600
Marketing/ Content Creation	\$3000
Coordination/Staffing	\$8000
Misc	\$500
Trash	\$300

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

<b>Income Source</b>	<b>Amount</b>
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>
Soliciting from Atascadero	\$15000 fiscal sponsorshop or in-kind advertising support
Harvey's Honey Nuts	\$1200 donation of portable restrooms
Sunfall Films	\$1500 in-kind social photography services donation
Sun Day Carwash	\$2000 in-kind entertainment sponsorship

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

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
Print advertising	Flyers, ads, 55 days prior to the festival	\$500
Digital Advertising	Social Media Ads, 55 days	\$1000
Local advertising	publications	\$0-200
Email Marketing	55 days, newsletters, etc	\$0-200
Social Media	Targeted Content, 55 days	\$1500

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

- Organizations in and outside of the County (i.e. Mujeres de Accion, Rotary International, Adam Montiel, Edible SLO, Women's Business Center, New Times SLO, KSBY, publications, event promoters, women's focused social media accounts
- 

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

- We will include Atascadero's branding on our flyers, website, do a dedicated post on our social media channels, a thank you post on our blog portion of the website, and include a callout to the support in any reference to the event.
-



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

- We will promote atascadero's lodging page on our website, in a post on social media, and in any reference to staying in town to enjoy the festival as well as the week long event as a whole. -
- -

— -

---

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

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

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

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

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

**Applicant Signature** \_\_\_\_\_  \_\_\_\_\_ **Date** 1.6.25

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



# CITY OF ATASCADERO

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

Item B2

1/15/25

### Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity Follow Up

#### 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 Includes the following highlighted answers to questions from December 4, 2024, ATBID meeting:**

- **Reserved table for 8** at the gala on April 5, 2025, for the Tourism Partner award recipient.
  - *TBID Board table cost is \$100 each & complimentary to the nominated Tourism Partner.*
- **Opportunity to select the *Tourism Partner of the Year***
  - *Chamber would coordinate a survey to membership base to elect their Tourism Partner of the Year;*
  - *Finalists would be presented to the ATBID Advisory Board & ATBID Advisory Board to selects the winner based on criteria provided by the Chamber.*
- 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](mailto:info@atascaderochamber.org)

[www.atascaderochamber.org](http://www.atascaderochamber.org)



# **CITY OF ATASCADERO**

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

Item B3

1/15/25

### **Quarterly Marketing Report**

#### **RECOMMENDATION:**

ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2024.

#### **DISCUSSION:**

Verdin's marketing quarterly performance report can be found in the stat summary (Attachment 1).

Quarter 2 (October – December 2024) stat summary highlights campaign performance, success metrics and areas to optimize to amplify results. The Atascadero brand campaign was deployed using Google Search, Social Media, YouTube, Pinterest and the Sojern travel platform. These tactics generated more than half of the quarters website visits and supported follower growth on the Visit Atascadero social channels.

Videos were the primary asset used in social media which resulted in a 4.8% increase in views on Instagram and a 54% increase in views on Facebook. The e-newsletter platform issued an update that dramatically affected the open rate; however, the click-rate is strong and exceeds industry benchmarks which will now be the primary KPI for that channel. The Visit Atascadero website traffic increased by 80% YOY, with the majority of traffic being directed to the "Things to do" page.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENT:**

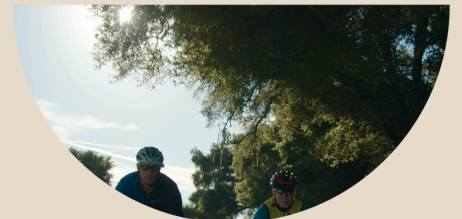
1. ATBID Stat Summary – Q2 FY24-25

January 2025

# Marketing Report

Visit Atascadero  
FY25 | Q2 (Oct-Dec)

Prepared by: Ashlee Akers  
Chief Strategy Officer





---

# Performance Summary

This quarter's paid media campaign leveraged Google Search, YouTube, Meta, Pinterest, and Sojern delivering strong results across all platforms.

Adjustments to creative assets, copy, and regular optimizations significantly enhanced campaign performance. The YouTube campaign delivered almost 450,000 impressions with over a 70% completion rate. In Q3, keywords and search terms will be analyzed for additional opportunities to enhance Google Search. Another optimization will be adding a vertical video for YouTube to maximize our ability to serve ads across multiple devices. The Meta campaign delivered over 582,000 impressions and over 11,000 clicks to the Visit Atascadero website. Creative was updated in November moving from video to carousels which increased engagement. Overall, both video and carousel images met and surpassed industry benchmark CTR. Pinterest typically has a lower CTR and VCR compared to other platforms, however this channel delivered 1,200 clicks. Static images will be added in rotation to see if that increases performance. Sojern was a new tactic that was added to the media mix in 2024, generating 324 confirmed travelers to Atascadero and 14 confirmed hotel stays.

For owned channels, there have been a few updates that we will be taking into consideration next quarter. Mailchimp, our email marketing platform, issued an update that dramatically affected the open rate. The click-rate is strong and exceeds industry benchmarks which will now be the primary KPI for that channel. Social media had a large increase in engagement. Video views increased by almost 5% on Instagram and 54% on Facebook. Travel Now stories increased significantly in interaction rate, CTR, and completion rate. This reflects viewers being interested in our content.

Earned media garnered great coverage this quarter from Visit California and SLO CAL following our ongoing content submissions. Web users increased this quarter, primarily coming from organic search and our "Things to Do" page continues to be a top performer.

3

# Paid Media Results

Channel	Creative	Impressions	Clicks/ Conversions	CTR	VCR
YouTube	All In Video (15 and 30 second)	445,966	10,867	2.4%	70.3%
Google Search	Atascadero Ad Copy & Keywords	107,217	2,074	1.9%	N/A
Oct Meta: IG & FB	All In Video	136,952	3,308	2.4%	2.7%
Nov/Dec Meta: FB & IG	Wine Down	180,470	4,173	2.3%	N/A
	Family Affair	148,175	2,212	1.5%	
	Disc Days	116,966	1,615	1.4%	
Social Media Boosts	Variety	287,391	8,505	3.0%	N/A
Pinterest	All In & MidWeek Stay	426,090	1,281	0.3%	3.9%
Sojern Display	All In Campaign	691,745	1,303	0.2%	N/A
Sojern Native	All In Campaign	605,459	1,311	0.2%	N/A

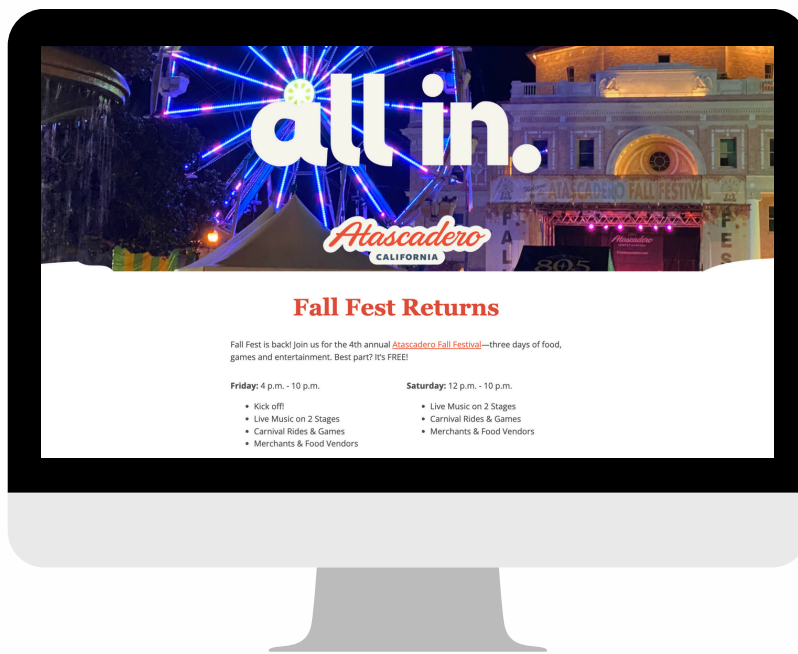
### Total Campaign Summary

- Impressions: 3,146,431
- Clicks: 36,649
- Avg. CTR: 1.16%

# Email Marketing Report

Verdin developed and deployed three monthly e-newsletters in Q2. They included highlights of upcoming local events, seasonal content and a call to action encouraging viewers to book a stay in Atascadero. MailChimp has recently updated its reporting dashboard to exclude opens that are viewed in a preview mode which has reduced the open rate significantly. Optimizations are being made and the click rate continues to outperform the industry average. Below are the results:

Channel	Messages	Type	Sent ↓	Deliveries	Open rate	Click rate
✉	<a href="#">December E-Newsletter 2024</a> The Ultimate Atascadero Holiday Gui...	Regular	12/5/2024	3,626	17.2%	6.6%
✉	<a href="#">November E-Newsletter 2024</a> Countdown to the Holidays Begins 🎄...	Regular	11/5/2024	3,542	16.7%	7.3%
✉	<a href="#">October E-Newsletter 2024</a> Welcome to Spooky Season 🎃	Regular	10/10/2024	3,500	16.1%	4.5%

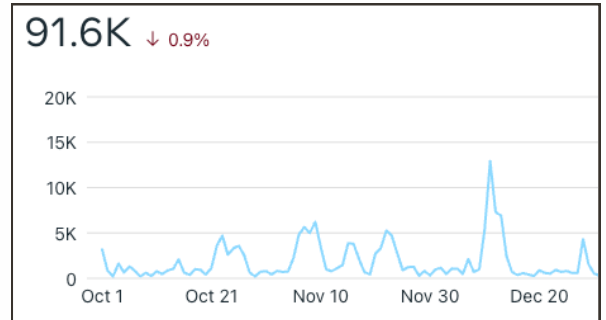


# Social Media Performance

FACEBOOK REACH



INSTAGRAM REACH



Post Content	Total Engagements	Likes	Comments	Shares	Saves
Congratulations to @emeraldbee94.xol You've won two free tickets to The Haunt! Thank you to all who entered. --- THIS...	712	219	468	20	5
COUPLES GIVEAWAY! Win a holiday getaway to Atascadero for two, complete with tickets to Christmas at the Ranch and...	629	270	343	11	5
FAMILY GIVEAWAY! Win a holiday getaway to Atascadero for your family of four, complete with tickets to Christmas at...	487	182	280	14	11

VIDEO VIEWS

68K

+4.8%

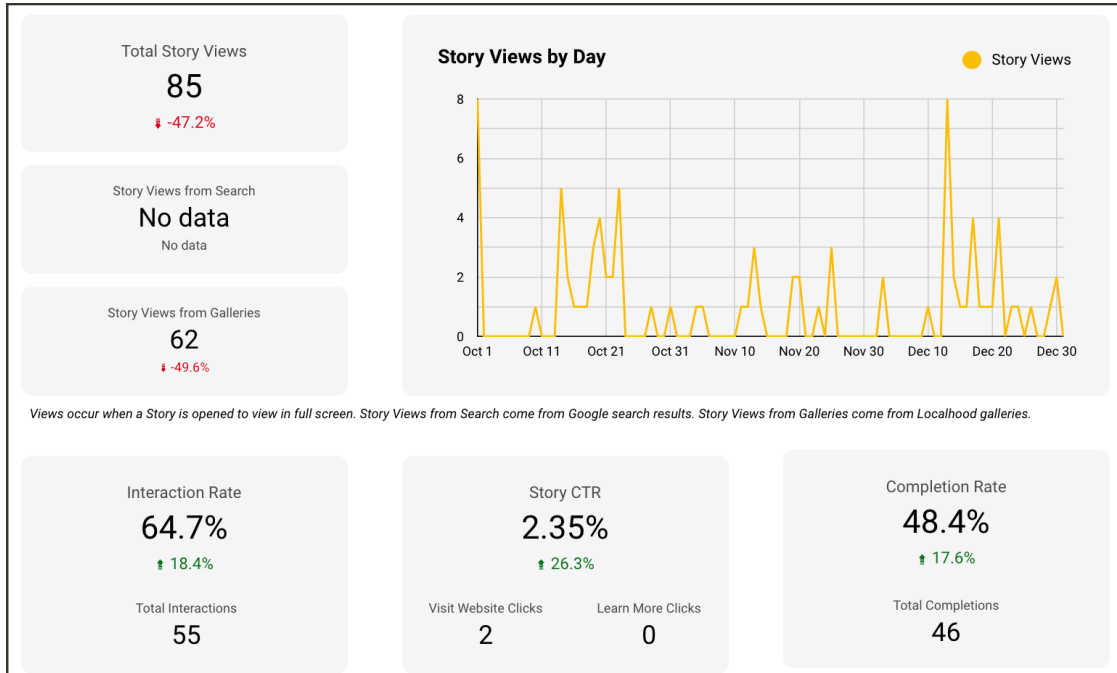
Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
It's almost time for one of Atascadero's most fun events of any season: the Atascadero Fall Festival. Coming t...	3,500	175	13	30	1,133	2,149
You bring the cocoa, and we'll bring the snow! Play in over 70 tons of snow downtown for Winter Wonderland on...	3,016	181	24	22	1,337	1,452
Arts and culture are thriving in Atascadero! Be sure to join in for the next A-Town Art Hop arts walk on Nov. 1...	1,071	127	1	7	624	312

VIDEO VIEWS

37K

+54%

# Visit California Travel Now Partnership



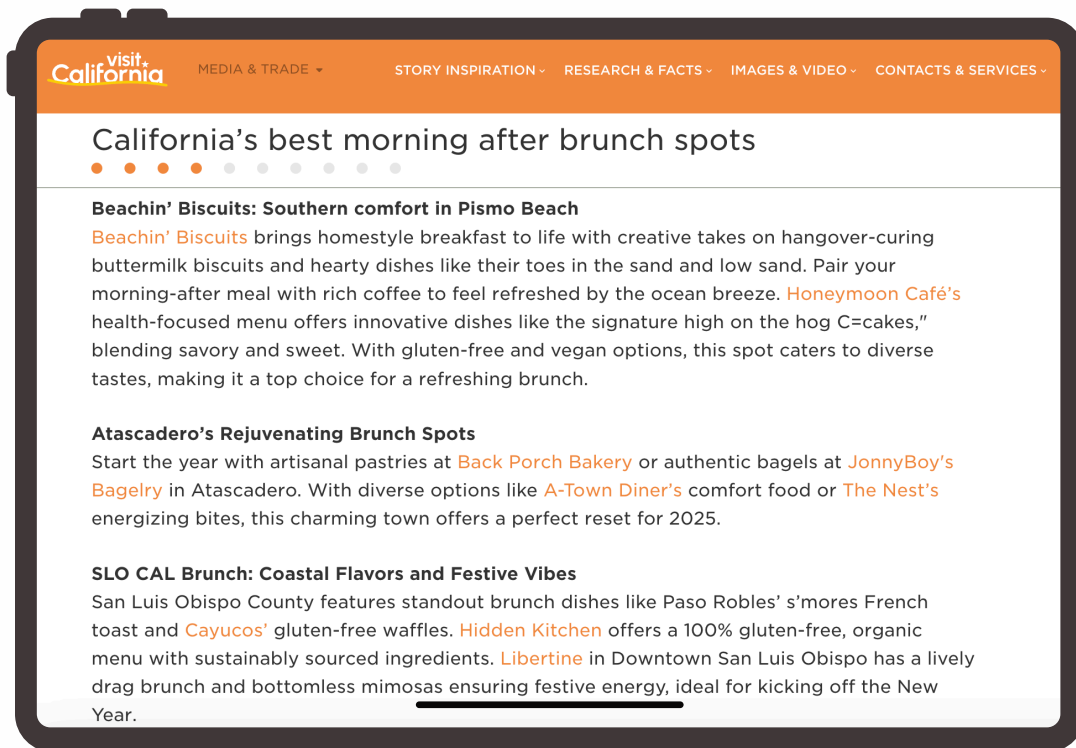
# Partnerships & PR

## Visit California/SLO CAL Submissions:

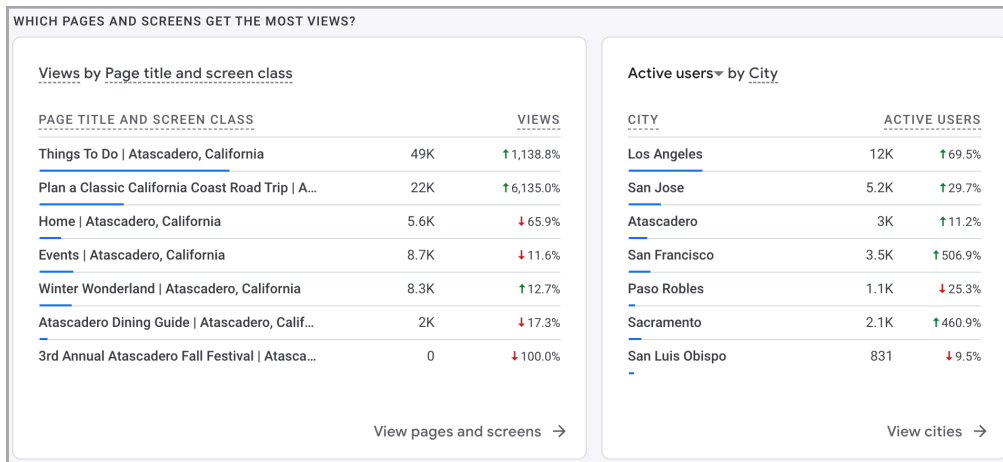
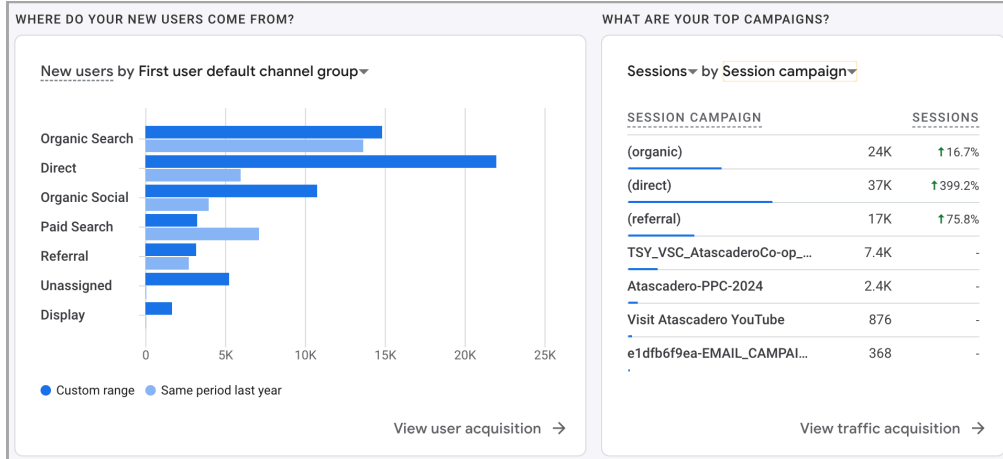
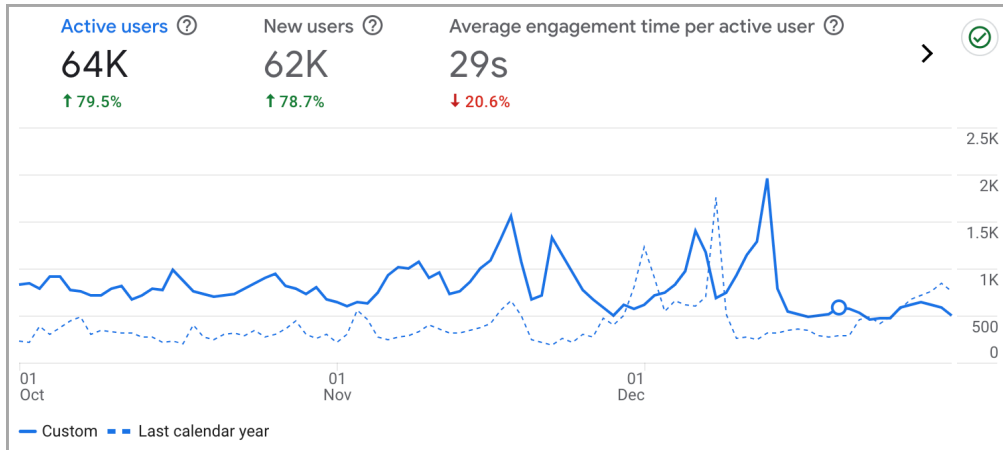
- The Morning After: Brunch to Give You Life
- Dry Bars to Visit Beyond Dry January
- California Calendar

## Coverage:

- [Trendy California Thrift Shops](#) | Visit California
- [Alternative Ways to Explore California](#) | Visit California
- [California's Best Morning After Brunch Spots](#) | Visit California
- [Travel On Any Budget in SLOCAL: Coast, Culture & Cuisine at Every Price Point](#) | VisitSLO CAL



# Website Results







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

Item B4

1/15/25

**Atascadero Tourism Business Improvement District (ATBID)**  
**Lodging Owner Nomination Process for Board Members**

**RECOMMENDATION:**

ATBID Advisory Board discuss and provide staff direction regarding current lodging owners nomination process and makeup of the Board for 2-Year Terms.

**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.

In April 2024, the Lodging Owners held their annual nomination process to vote in the new Board for the two year term seats to be appointed, which ended in a tie with two candidates, Jeffrey Lemus, The Carlton and Sarah Maggelet, Templeton Vacation Rentals. The tie vote was brought before Council to make a final decision to appoint a Board Member, in which Jeffrey Lemus with The Carlton was appointed. In the event there is a clear winner, the ATBID will make a recommendation to City Council to appoint the winning candidate to the new 2-Year Term.

The lodging owner tie vote brought forward an opportunity to look at the nomination process, as well as the current makeup of the ATBID Board members. Currently, four seats represent hotel properties in the commercial zoning district and one seat from the short-term properties. Ordinance 568, Section 3-16.07 and Resolution No. 2013-008 are attached as a reference for this discussion. Following is the current 2-Year Board Terms:

**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
Clint Pearce	Home 2 Suites		X



**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. Ordinance 568
2. Resolution No. 2013-008

**ORDINANCE NO. 568**

**AN ORDINANCE OF THE CITY COUNCIL OF  
THE CITY OF ATASCADERO ADDING CHAPTER 16 TO TITLE 3  
OF THE ATASCADERO MUNICIPAL CODE ESTABLISHING  
THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT  
(ATBID)**

**WHEREAS**, the City Council adopted Resolution No. 2013-004 declaring its intention to establish the Atascadero Tourism Business Improvement District (ATBID), and declaring its intention to levy an assessment on lodging businesses within such District, and fixing the time and place of a public hearing on the formation of the district on April 9<sup>th</sup>, 2013; and,

**WHEREAS**, a duly noticed public hearing on the formation of the Atascadero Tourism Business Improvement District or “ATBID” was held on April 9<sup>th</sup>, 2013, on or about 6:00 p.m. in the City Council Chambers of the City of Atascadero pursuant to the Parking and Business Improvement Area Law of 1989, California Streets and Highways Code section 36500 and following (“BID Law”); and,

**WHEREAS**, at the conclusion of the public hearing, the number of protests were counted and it was determined that there was no majority protest within the meaning of the BID Law; and,

**WHEREAS**, the public interest, convenience, and necessity require the establishment of the proposed ATBID; and,

**WHEREAS**, Lodging Businesses (as defined below) operating within the ATBID will benefit by the expenditure of funds raised by the assessments 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; and,

**WHEREAS**, this ordinance is intended to provide a supplemental source of funding for the promotion of tourism in the District and it is not intended to replace the 1% of transient occupancy tax revenue currently used by the City of Atascadero for the promotion of tourism; and,

**WHEREAS**, this ordinance is not subject to the California Environmental Quality Act (“CEQA”) because it is not a “project” under CEQA since it only establishes a government funding mechanism and does not involve any commitment to any specific project which may result in a potentially significant impact on the environment. (Title 14 Cal. Code Regs. § 15378(b)(4).)

**NOW THEREFORE THE CITY COUNCIL OF THE CITY OF ATASCADERO  
HEREBY ORDAINS AS FOLLOWS:**

**SECTION 1.** Title 3 of the Atascadero Municipal Code is amended to add Chapter 16, as set forth below:

**“CHAPTER 16 ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT”**

**3-16.01 Establishment of the ATBID.** A business improvement area to be designated as the Atascadero Tourism Business Improvement District (“ATBID”) is hereby established pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code section 36500 and following) (the “BID Law”).

**3-16.02 Boundaries of the ATBID.** The boundaries of the Atascadero Tourism Business Improvement District are the same boundaries as the corporate boundaries of the City.

**3-16.03 Definitions.** The following words and phrases used in this ordinance will have the meaning set forth in this section:

A. “Lodging Business” has the same meaning as “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this Code.

B. “Occupancy” has the same meaning as in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this Code.

C. “Operator” has the same meaning as in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this Code.

D. “Rent” has the same meaning as in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this Code.

E. “Tax Administrator” means the City Finance Director.

F. “Transient” has the same meaning as in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this Code.

G. “Transient Occupancy Tax” has the same meaning as in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of this code.

**3-16.04 Assessment.**

- (a) Assessment. Each Lodging Business will collect and remit to the City an ATBID assessment equal to two percent (2%) of the rent charged by the Business per occupied room or space per night for transient occupancies.

- (b) New Lodging Business Subject to Assessment. Any new Lodging Business established within the boundaries of the ATBID subsequent to its formation will be required to collect and remit the applicable ATBID assessment.
- (c) Exemptions. No assessment will be imposed on a Lodging Business for any rent paid by a transient who is exempt by law from paying any transient occupancy taxes as provided in section 3-3.04 of this code.
- (d) Extended Stays. No assessment will be imposed on any Lodging Business for any rent paid by a person who is not deemed a “transient” (as defined in Section 3-3.02 of this code) when such person’s stay is longer than 30 consecutive calendar days.
- (e) Payment of Assessments. Each Lodging Business must remit the assessment at the time the Business pays its transient occupancy taxes to the City and must complete and provide such form detailing the applicable rent received and assessment as may be required by the City. The assessment will not be included in gross room rental revenue for the purpose of determining the amount of transient occupancy taxes due.
- (f) Payment Prerequisite to Business License and Penalties and Procedures for Unpaid Assessments.

1. No business license or tax certificate will be issued under Chapter 5 of this code unless the ATBID assessment payment is current.

2. Penalties and interest will be assessed upon any unpaid assessment in manner specified in Section 3-3.08 of this code until such time as the current assessment is paid in full; provided, however, that if there is concurrently a delinquency of the transient occupancy tax as well as the assessment, a single penalty of \$200 will be imposed under Section 3-3.08(a) in addition to the 10% penalty on the amount of the unpaid assessment.

- (g) City Administrative Fee. City will retain one percent (1%) of the collected assessments as and for its administrative fees and costs.

**3-16.05 Use of Assessment Revenues.** The services to be funded by the assessments against Lodging Businesses include tourism promotions and marketing programs to promote the City as a tourism destination and such other tourism related projects, programs, and activities that are directed at increasing transient stays at Lodging Businesses in the ATBID and for such other tourism, branding and marketing purposes as the City and the ATBID Advisory Board may determine.

**3-16.06 Establishment of ATBID Fund.** There is created a special fund designated as the “Atascadero Tourism Business Improvement District Fund” into which all revenues derived from the ATBID assessments under this ordinance will be placed. Such funds may only be used only for the purposes specified in this ordinance and the approved annual reports.

**3-16.07 Advisory Board.** The City Council will appoint an Advisory Board for the ATBID under the following procedures:

- (a) The ATBID Advisory Board will be comprised of five members.
- (b) Membership on the ATBID Advisory Board is limited to Lodging Business owners or employees or other representatives holding the written consent of the 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 appointment, and remain fully paid during the term of that representative's membership on the Board.
- (c) ATBID Advisory Board members will serve staggered terms with three members serving three-year terms and two members serving two-year terms.
- (d) The ATBID Advisory Board will be appointed by the City Council, following a nomination process facilitated by the Lodging Businesses. Each February, the then current Advisory Board will mail a letter to each Lodging Business in the ATBID announcing the ATBID Advisory Board seats that are scheduled to become vacant as of July 1 of that calendar year and requesting nominations for the Board from such Lodging Businesses.
- (e) The City Council will appoint the ATBID Advisory Board members who will serve at the pleasure of the City Council. The Council may, by majority vote, remove any Advisory Board member with or without cause.

**3-16.08 Advisory Board Meetings.** The Advisory Board will meet no less than quarterly.

**3-16.09 Reports.** The ATBID Advisory Board will prepare, or cause to be prepared, and file an annual report with the City regarding the activities and finances of the ATBID. The report must, among other things, itemize the following: (1) proposed activities, programs and projects for the fiscal year; (2) the approximate cost of such activities programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The report must meet the requirements of California Streets and Highways Code section 36533. The City Council will review each report, and may approve the report as filed or modify any portion of the report and approve it as modified.

**3-16.10 City Manager Authority.** The City Manager may, by contract, authorize expenditures to be made in accordance with the annual ATBID program and budget as recommended by the Advisory Board and approved by the City Council.

**3-16.11 Annual Resolution of Intent to Levy Assessment.** After approving the annual report, the City will adopt an annual resolution of intention to levy the ATBID assessment for that fiscal year, and publish a notice of and hold a public hearing on the proposed annual assessment in accordance with the BID Law.”

**SECTION 2. Effective Date of Initial Assessments.** The assessments imposed by this ordinance for the first year of the ATBID will be due and payable beginning on June 1, 2013.

**SECTION 3. Severability.** If any action, section, clause, or phrase of this ordinance is, for any reason, held by a court of competent jurisdiction to be invalid, such decision will not affect the validity of the remaining portions of this ordinance. The City Council of the City of Atascadero declares that it would have passed and does hereby pass this section and each sentence, section, clause, and phrase hereof, irrespective of the fact that any one or more sections, sentences, clauses, or phrases to be declared invalid or unconstitutional.

**SECTION 4. Certification and Publication.** The City Clerk is directed to certify the adoption of this ordinance and cause the same to be published in the manner required by law.

**SECTION 5.** A summary of this ordinance, approved by the City Attorney, together with the ayes and noes, shall be published twice; at least five days prior to its final passage in the Atascadero News, a newspaper published and circulated in the City of Atascadero, and; before the expiration of fifteen (15) days after its final passage in the Atascadero News, a newspaper published and circulated in the City of Atascadero. A copy of the full text of the ordinance shall be on file in the City Clerk's office on and after the date following introduction and passage and shall be available to any interested member of the public.

INTRODUCED at a regular meeting of the City Council held on April 9, 2013, and PASSED and ADOPTED by the City Council of the City of Atascadero, State of California, on April 23, 2013, by the following roll call vote:

- AYES: Council Members Fonzi, Kelley and Moreno
- NOES: None
- ABSTAIN: Mayor Pro Tem Sturtevant and Mayor O'Malley
- ABSENT: None

CITY OF ATASCADERO

By: Bob Kelley  
Council Member Bob Kelley

ATTEST:

Marcia McClure Torgerson  
Marcia McClure Torgerson, C.M.C., City Clerk

APPROVED AS TO FORM:

Brian A. Pierik  
Brian A. Pierik, City Attorney

**RESOLUTION NO. 2013-008**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO APPOINTING THE INITIAL ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AND ESTABLISHING THE RULES AND PROCEDURES FOR THE DISTRICT**

**WHEREAS**, the City has formed a parking and business improvement district known as the “Atascadero Tourism Business Improvement District” or “ATBID” pursuant to California Streets and Highways Code Section 36500 and following under Ordinance No. 568 (ATBID Ordinance), which was adopted by the Atascadero City Council on April 23, 2013.

**WHEREAS**, unless otherwise defined in this Resolution, all capitalized terms will have the meaning ascribed to such terms in the ATBID Ordinance; and,

**WHEREAS**, the City Council desires to appoint the members of the initial ATBID Advisory Board and establish rules and procedures for the operation of the ATBID.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Atascadero:

**SECTION 1. Establishment of Initial Advisory Board.** The ATBID Advisory Board for FY 2013/2014 will be comprised of the following members to each serve two- or three-year staggered terms, as indicated, and until their successors are duly selected and seated:

<b>Name</b>	<b>Term</b>
Amar Sohi, Holiday Inn Express and Suites	Three year
Jiten Patel, Best Western Plus Colony Inn	Three year
Deana Alexander, The Carlton Hotel	Three year
Bhikhu Patel, Rancho Tee Motel	Two year
Sohem Bhakta, Super 8 Motel	Two year

**SECTION 2. Advisory Board Nomination Process.** Beginning in 2015, each Advisory Board will be appointed by the following process:

a. In February of each year, the ATBID will mail a letter to all owners of Lodging Businesses located in the ATBID. The letter will include an announcement of a meeting to be held at the City Council Chambers for the purpose of making nomination for the ATBID Advisory Board seats that are vacant or are scheduled to become vacant as of July 1 of the same year.

b. Membership on the Advisory Board is eligible to representatives of Lodging Businesses within the ATBID area who have fully paid their ATBID assessment at the time of the appointment, and remain fully paid during the term of their membership on the Board.



c. At the noticed meeting, the ATBID will facilitate a nomination process whereby any business owners meeting the qualification established in (b) above may be nominated for a seat on the Board.

d. At the same meeting, the ATBID will facilitate an election by secret written ballot received, mailed, or cast at that meeting. All ATBID Lodging Business members in attendance at the meeting will be eligible to vote. If an ATBID Lodging Business member is unable to attend, a proxy with a signed statement from the member will be allowed to participate on the member's behalf.

e. The persons receiving the most votes will be deemed to have won the nomination. The nominee's names will be forwarded to the City Clerk no later than April 30<sup>th</sup> of the same year as a recommendation to the City Council for filling board vacancies.

f. The City Council will appoint the five (5)-member ATBID Advisory Board. The ATBID Advisory Board will meet quarterly or more frequently. The ATBID Board Members will serve at the pleasure of the City Council and may be removed at any time by the City Council.

g. If the City Clerk does not receive nominations of potential Board Members by April 30<sup>th</sup> of any applicable year, the open positions on the ATBID Advisory Board will be appointed by the process set forth for appointing boards and commissions in Chapter 2-2.08 of the Municipal Code.

**SECTION 3. Authorized Expenditures.** The Advisory Board will recommend the expenditure of ATBID assessment revenues in accordance with the ATBID program and budget approved by the City Council, and in compliance with all City purchasing regulations, or as otherwise set by ordinance.

**SECTION 4. Preparation and Adoption of Annual Report and Resolution of Intention to Levy Proposed Assessment.** California Streets and Highways Code section 36533 requires the Advisory Board to prepare and file with the City an annual report regarding the ATBID. The report, among other things, is required to itemize improvements and activities in the fiscal year, the cost of those activities, the amount of surplus or deficit revenues carried over from a previous fiscal year, and contributions other than assessments, the amount of any contributions to made from sources other than the assessment levied on Lodging Businesses. The City Council will approve the report as filed or modify any portion and approve it as modified. Pursuant to California Streets and Highways Code sections 36534 and 36535, after approving the annual report, the City will adopt an annual resolution of intention to levy the assessment for that fiscal year, publish a notice, and hold a public hearing on the assessment.

**SECTION 5. Protest Procedures.** Pursuant to California Streets and Highways Code, Sections 36524 and 36525, the following rules and procedures regarding the filing of protests and a majority protest will apply to public hearings on the annual report and assessment:



a. At the annual public hearing to hear such protests, testimony of all interested persons for or against any changes to the extent of the District, or the furnishing of specified types of improvements or activities will be heard. A protest may be made in writing or orally by any interested person. Any protest pertaining to the regularity or sufficiency of the proceeding must be in writing and must clearly set forth the irregularity or defect to which the objection is made.

b. Every written protest must be filed with the City Clerk on or before the public hearing date. The City Council may waive any irregularity in the form or content of any written protest, and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

c. Each written protest must contain a description of the business in which the person subscribing the protest is interested, sufficient to identify the business and if a person subscribing is not shown on the official records of the City as the owner of the business, the protest must contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this requirement will not be counted in determining a majority protest.

d. If written protests are received from the owners of businesses in the ATBID or in any new areas proposed to be included in the ATBID, which will pay fifty percent (50%) or more of the assessments proposed to be levied and such protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment, as contained in the resolution of intention, will be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activities within the area, those types of improvements or activities will be eliminated for the applicable period.

**SECTION 6. Approval of Annual Assessment.** Following the hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by the Council. The adoption of the resolution will constitute the continuation of the levy for the fiscal year referred to in the report.

**SECTION 7. CEQA Compliance.** This Resolution is exempt from provisions of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines, Section 15320, in that it causes a modification of the rules and procedures for an established subsidiary district within the Atascadero city boundaries.

On motion by Council Member Moreno and seconded by Council Member Fonzi, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

AYES: Council Members Fonzi, Kelley, Moreno and Sturtevant

NOES: None

ABSENT: None

ABSTAINED: Mayor O'Malley


ADOPTED: May 14, 2013

CITY OF ATASCADERO




\_\_\_\_\_  
Brian Sturtevant, Mayor Pro Tem

ATTEST:

  
\_\_\_\_\_  
Marcia McClure Torgerson, C.M.C., City Clerk

APPROVED AS TO FORM:


  
\_\_\_\_\_  
Brian A. Pierik, City Attorney

**CERTIFICATION**

I, **Marcia McClure Torgerson, C.M.C.**, City Clerk of the City of Atascadero, hereby certify that the foregoing is a true and correct copy of Ordinance No. 568, adopted by the Atascadero City Council at a regular meeting thereof held on April 23, 2013, and that it has been duly published pursuant to State Law.

**DATED:**

5-2-13

  
**Marcia McClure Torgerson, C.M.C.**  
City Clerk  
City of Atascadero, California



# CITY OF ATASCADERO

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

Item B5

1/15/25

### Destination Marketing Services Contract Extension & Request for Proposal Criteria

#### RECOMMENDATIONS:

ATBID Advisory Board:

1. Extend the current Verdin Destination Marketing Services contract from March 10, 2025, to June 30, 2025, to allow for the completion of the FY 24-25 budget cycle.
2. Review and provide staff direction to approve “Request for Proposal” investment amounts and move forward with the RFP process.
3. Assign an Ad Hoc Committee to review proposals.

#### DISCUSSION:

Since 2015, Verdin Marketing is the agency of record for the Atascadero Business Improvement District (ATBID), which is in its second 5-year contract term. The current contract, March 10, 2020 – March 10, 2025, is designed as a two-year contract with three, one-year extensions that started March 10, 2020 until March 10, 2025.

The request for the four-month extension, will allow for the current budget to be completed and continue progress with the Visit Atascadero website that is currently undergoing a remodel through the agency. It will also allow the ATBID to complete a full budget year without disruptions in the current Marketing plan and align appropriately to a fiscal year.

Every five years, the City’s Purchasing Policy requires that we go out with a “Request for Proposal” or RFP to see what interested marketing agencies, including Verdin, that would like to submit their interest in being the marketing agency of record for the Tourism Board. As we work on the timeline for the RFP, we would recommend increasing the investment level as follows:

- FY 25-26: \$265,000 (\$108k paid media, \$20k photo/video hard costs, \$137k, all marketing tactics, i.e., social, email, website content, PR, reporting)
- FY 26-27: \$295,000 (\$118k paid media, \$25k photo/video hard costs, \$152k, would include the above plus robust PR strategy)

The dollar amounts would assist with covering the production of assets with video/photography that tells the destination story best so being able to invest more in assets is critical moving forward. It would allow for a robust proactive PR plan, currently we function in a more reactive space relying on SLO CAL and Visit California to help share our content. If we had more budget in this area we could host our own media in-market. Website content will be a must after we launch the new site.

The current site did a great job as we relaunched the brand in 2015 but now it needs to continue evolving to include content people want like blogs, itineraries, resources, etc.

The RFP would be sent out early February with resume's/ interest due by end of February and an Ad Hoc Committee assigned to review the resumes in March to present at the April ATBID Meeting.

**FISCAL IMPACT:**

Up to \$79,508 to complete current budget year 24-25.

**ATTACHMENT:**

1. Verdin Destination Marketing Services Budget 24-25



# Marketing Budget

Visit Atascadero | Budget: \$247,000

## Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$24,000	\$1,973	\$2,996	\$2,016	\$1,991	\$1,535	\$1,474	\$2,018	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$0
Creative Development	\$40,000	\$2,731	\$6,525	\$1,931	\$3,465	\$4,188	\$1,007	\$5,294	\$3,000	\$3,000	\$3,000	\$3,000	\$2,861	\$40,000	\$0
Photo/Video Asset Development	\$15,000	-	-	-	-	\$7,322	-	\$6,000	\$1,678	-	-	-	-	\$15,000	\$0
Website Blog and Updates	\$12,000	-	\$1,004	\$1,540	\$1,128	\$930	\$55	\$1,500	\$1,500	\$1,345	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Social Media	\$23,600	\$2,320	\$1,981	\$1,981	\$1,981	\$1,981	\$1,981	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,475	\$23,600	\$0
Email Marketing	\$14,400	\$1,196	\$1,198	\$1,181	\$1,231	\$1,198	\$1,198	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,198	\$14,400	\$0
Public Relations	\$8,000	\$629	\$714	\$660	\$677	\$682	\$653	\$675	\$350	\$350	\$350	\$350	\$1,911	\$8,000	\$0
Media Planning	\$6,000	\$500	\$1,004	\$743	\$248	\$264	\$215	\$500	\$500	\$500	\$500	\$500	\$529	\$6,000	\$0
Media Buy	\$104,000	\$3,749	\$1,499	\$7,599	\$13,107	\$11,776	\$7,800	\$8,530	\$11,800	\$11,800	\$11,800	\$10,000	\$4,500	\$103,959	\$41

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$247,000	\$13,097	\$16,919	\$17,650	\$23,826	\$29,875	\$14,381	\$27,696	\$24,008	\$22,175	\$21,830	\$20,030	\$15,473	\$246,960	
Added Value			\$2,739	\$297		\$677								\$3,713	

## Added Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Mid-State Fair Hard Costs	\$700	\$682												\$682	\$18
Spartan Swag	\$1,400			\$1,399										\$1,399	\$1
Groundwork - New Website	\$2,500			\$2,500										\$2,500	\$0
Get Working - New Website	\$20,000				\$6,699	\$3,795	\$2,360	\$7,147						\$20,000	\$0
Website Hosting - one year	\$600								\$600					\$600	\$0
SLO CAL Asset Renewal	\$7,750			\$7,750										\$7,750	\$0
SLO CAL HotelBeds Co-Op	\$4,666				\$4,666									\$4,666	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$37,616	\$682	\$0	\$11,649	\$11,365	\$3,795	\$2,360	\$7,147	\$600	\$0	\$0	\$0	\$0	\$37,597	
Added Value														\$0	



# **CITY OF ATASCADERO**

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

**Item B6**

**1/15/25**

### **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 November 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. In addition, the Marketing Budget spreadsheet update is also included.

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 01-08-2025
4. Marketing Budget Update 24-25
5. SLOCAL Monthly STR Report 11-2024
6. SLOCAL Monthly Community Performance Report 10-2024

expdctl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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
<b>Total Office Expense</b>	<b>250.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>
0000.6070000 Advertising						
0000.6070000 Advertising	180,000.00	0.00	0.00	0.00	180,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
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						



expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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				

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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		0.00		
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-7,912.68	
10/31/2024 ap IN 12111 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180154		6,699.00		0.00		
10/31/2024 po LI 12111 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180154					-6,699.00	
10/31/2024 ap IN 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040		13,420.11		0.00		
10/31/2024 po LI 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040					-13,420.11	
11/30/2024 ap IN 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313		19,411.35		0.00		

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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)					
11/30/2024 po LI 12164				-19,411.35		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 180313						
0000.6077025 Digital Media Advertising	0.00	54,489.59	54,489.59	72,715.41	-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				20,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2024 po PO 02667				50,000.00		
Line Description: FY 24/25 DESTINATION MARKETING						
Vendor: 00406 VISIT SLO CAL Check # 0						
7/1/2024 ap IN 230255		3,750.00				
Line Description: 2024 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673						
8/22/2024 ap IN 5460 082224		700.00				
Line Description: SLO CAL SUMMIT - CONFERENCE RE						
Vendor: 05498 U.S. BANK Check # 179481						
9/1/2024 ap IN 1		7,500.00				
Line Description: VISIT ATASCADERO SPONSORSHIP O						
Vendor: 09459 AGM COMMUNITY PARTNERS Check # 179494						

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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>
0000.6077060 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		
10/30/2024 ap IN 483 Line Description: WELCOME CENTER PISMO BEACH TV Vendor: 09478 SOUTH COUNTY CHAMBERS Check # 179895		2,500.00				
10/31/2024 ap IN 12112 Line Description: SLO CAL HOTEL BED CO-OP Vendor: 06479 VERDIN Check # 180040		4,666.00				
11/14/2024 ap IN 373588 Line Description: LEGAL AD - TBID Vendor: 00348 NEW TIMES Check # 180267		234.00				

expdctl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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>
0000.6077060 Advertising	(Continued)					
11/28/2024 ap IN 374071 Line Description: ADS - TBID Vendor: 00348 NEW TIMES Check # 180267		234.00				
0000.6077060 Advertising	0.00	48,518.14	48,518.14	68,815.86	-117,334.00	0.00
<b>Total Advertising</b>	<b>180,000.00</b>	<b>103,007.73</b>	<b>103,007.73</b>	<b>141,531.27</b>	<b>-64,539.00</b>	<b>135.86</b>
0000.6400000 Operating Supplies						
<b>Total Operating Supplies</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
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		
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				

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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)					
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				
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		

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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)					
10/31/2024 ap IN 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040		10,406.00				
10/31/2024 po LI 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040				-10,406.00		
11/30/2024 ap IN 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313		10,463.17				
11/30/2024 po LI 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313				-10,463.17		
0000.6501125 Promotions Consultants	0.00	57,178.67	57,178.67	42,821.33	-100,000.00	0.00
0000.6502913 Web Consulting	0.00	0.00	0.00	0.00	0.00	0.00
10/3/2024 ap IN 18076 Line Description: WEB DEVELOPMENT - VISITATASCAD Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179648		7,487.50				
0000.6502913 Web Consulting	0.00	7,487.50	7,487.50	0.00	-7,487.50	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 je GJ JE25 07-12 Line Description: ATBID Admin Service Fee-July		2,291.67				
8/1/2024 je GJ JE25 08-04 Line Description: ATBID Admin Service Fee-August		2,291.67				

expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509010 Other Professional Services	(Continued)					
9/1/2024 je GJ JE25 09-07		2,291.67				
Line Description: ATBID Admin Service Fee- Sept						
0000.6509010 Other Professional Services	0.00	6,875.01	6,875.01	0.00	-6,875.01	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 ap IN 909		20,000.00				
Line Description: ATASCADERO FALL FESTIVAL GRANT						
Vendor: 08621 EN FUEGO EVENTS Check # 178683						
7/21/2024 ap IN 07212024		8,640.00				
Line Description: MID-STATE FAIR TRANSPORTATION						
Vendor: 09414 SIERRA BRAVO ENTERPRISES, LLC Check # 178977						
9/6/2024 ap IN 14651		5,000.00				
Line Description: SPARTAN CO-OP						
Vendor: 00406 VISIT SLO CAL Check # 179421						
9/27/2024 je GJ JE25 09-02		10,000.00				
Line Description: ATBID Sponsorship-Grd lights						
11/8/2024 ap IN 24PR10		7,500.00				
Line Description: NOVEMBER 2024 EVENT SPONSORSHI						
Vendor: 07251 GARAGISTE EVENTS, INC. Check # 179971						
0000.6509032 Additional Promotional Services	0.00	51,140.00	51,140.00	0.00	-51,140.00	0.00
<b>Total Contract Services</b>	175,000.00	122,681.18	122,681.18	42,821.33	9,497.49	94.57
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
<b>Total Professional Development</b>	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6740000 Business Development						



expdetl.rpt  
 01/08/2025 3:23PM  
 Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO  
 07/01/2024 through 11/30/2024

235 Atascadero Tourism Bus Improv Dist  
 635 Atascadero Tourism Bus Improv Dist Fund  
 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 Business Development		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	225,688.91	225,688.91	184,352.60	-42,571.51	111.59
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	225,688.91	225,688.91	184,352.60	22,428.49	94.81
<b>Grand Total</b>	<b>432,470.00</b>	<b>225,688.91</b>	<b>225,688.91</b>	<b>184,352.60</b>	<b>22,428.49</b>	<b>94.81</b>

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	2024-2025	2023-2024	
					through 06/30/2024	through 11/30/2024		
<b>REVENUES</b>								
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,591	\$ 126,566	\$ 422,400	
45920.0003	Assessment Penalties	-	933	3,904	657	150	-	
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>126,716</u>	<u>442,190</u>	
<b>EXPENSES</b>								
6050000	Office Expense	-	264	-	(5)	-	250	
6070000	Advertising	43,142	127,366	126,556	142,357	103,008	180,000	
6400000	Operating Supplies	-	-	-	-	-	-	
6500000	Contract Services **	106,295	143,436	163,051	220,803	127,265	175,000	
6600000	Professional Development	-	731	-	475	-	8,000	
6900000	Administration	2,774	4,106	4,353	4,202	1,267	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>231,539</u>	<u>432,470</u>	
<b>NET INCOME/(LOSS)</b>		127,103	123,341	144,311	83,150	(104,823)	9,720	
<b>BEGINNING AVAILABLE BALANCE</b>		<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>751,572</u>	<u>657,990</u>	
<b>ENDING AVAILABLE BALANCE</b>		<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 751,572</u>	<u>\$ 646,749</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
Garagiste Events	7,500
Web Consulting	7,488
Destination Marketing Services	57,179
Administrative Services Fee	11,458
	<u>\$ 127,265</u>

City of Atascadero  
 Tourism Report  
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,201.07	\$ 601,266.76	\$ 2,097,036.57
Fiscal Year 2025*	\$ 630,627.42				\$ 630,627.42

\* 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.



# Marketing Budget

Visit Atascadero | Budget: \$247,000

## Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$24,000	\$1,973	\$2,996	\$2,016	\$1,991	\$1,535	\$1,474	\$2,018	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$0
Creative Development	\$40,000	\$2,731	\$6,525	\$1,931	\$3,465	\$4,188	\$1,007	\$5,294	\$3,000	\$3,000	\$3,000	\$3,000	\$2,861	\$40,000	\$0
Photo/Video Asset Development	\$15,000	-	-	-	-	\$7,322	-	\$6,000	\$1,678	-	-	-	-	\$15,000	\$0
Website Blog and Updates	\$12,000	-	\$1,004	\$1,540	\$1,128	\$930	\$55	\$1,500	\$1,500	\$1,345	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Social Media	\$23,600	\$2,320	\$1,981	\$1,981	\$1,981	\$1,981	\$1,981	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,475	\$23,600	\$0
Email Marketing	\$14,400	\$1,196	\$1,198	\$1,181	\$1,231	\$1,198	\$1,198	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,198	\$14,400	\$0
Public Relations	\$8,000	\$629	\$714	\$660	\$677	\$682	\$653	\$675	\$350	\$350	\$350	\$350	\$1,911	\$8,000	\$0
Media Planning	\$6,000	\$500	\$1,004	\$743	\$248	\$264	\$215	\$500	\$500	\$500	\$500	\$500	\$529	\$6,000	\$0
Media Buy	\$104,000	\$3,749	\$1,499	\$7,599	\$13,107	\$11,776	\$7,800	\$8,530	\$11,800	\$11,800	\$11,800	\$10,000	\$4,500	\$103,959	\$41

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$247,000	\$13,097	\$16,919	\$17,650	\$23,826	\$29,875	\$14,381	\$27,696	\$24,008	\$22,175	\$21,830	\$20,030	\$15,473	\$246,960	
Added Value			\$2,739	\$297		\$677								\$3,713	

## Added Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Proj. Jan	Proj. Feb	Proj. Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Mid-State Fair Hard Costs	\$700	\$682												\$682	\$18
Spartan Swag	\$1,400			\$1,399										\$1,399	\$1
Groundwork - New Website	\$2,500			\$2,500										\$2,500	\$0
Get Working - New Website	\$20,000				\$6,699	\$3,795	\$2,360	\$7,147						\$20,000	\$0
Website Hosting - one year	\$600								\$600					\$600	\$0
SLO CAL Asset Renewal	\$7,750			\$7,750										\$7,750	\$0
SLO CAL HotelBeds Co-Op	\$4,666				\$4,666									\$4,666	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$37,616	\$682	\$0	\$11,649	\$11,365	\$3,795	\$2,360	\$7,147	\$600	\$0	\$0	\$0	\$0	\$37,597	
Added Value														\$0	



**November 2024**

	Current Month - November 2024 vs November 2023												Year to Date - November 2024 vs November 2023												Participation				
	Occ %		ADR		RevPAR		Percent Change from November 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms		
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
Arroyo Grande, CA+	58.8		128.52		75.54							64.1		141.80		90.93										7	4	438	371
Atascadero, CA+	61.1	60.6	143.55	138.69	87.74	83.99	0.9	3.5	4.5	-8.2	-12.2	-11.3	64.0	65.0	145.01	147.71	92.83	96.02	-1.5	-1.8	-3.3	-5.5	-2.2	-3.7	7	5	542	500	
Cambria, CA+	58.6	60.1	203.50	186.74	119.33	112.27	-2.5	9.0	6.3	6.3	0.0	-2.5	64.0	62.0	212.28	213.69	135.90	132.56	3.2	-0.7	2.5	2.6	0.0	3.2	21	12	750	433	
Morro Bay, CA+	57.7	54.6	139.22	129.22	80.28	70.61	5.5	7.7	13.7	13.6	-0.1	5.4	63.2	62.1	153.05	150.57	96.73	93.48	1.8	1.6	3.5	5.7	2.2	4.0	31	7	966	306	
Paso Robles, CA+	65.6	63.6	198.27	196.96	130.14	125.32	3.2	0.7	3.8	5.9	1.9	5.2	65.9	70.8	201.42	199.12	132.81	141.03	-6.9	1.2	-5.8	-4.1	1.9	-5.1	23	13	1465	1076	
Pismo Beach, CA+	60.1	60.3	210.56	205.52	126.50	123.86	-0.3	2.5	2.1	1.7	-0.5	-0.8	65.9	65.6	235.62	239.74	155.22	157.29	0.4	-1.7	-1.3	-2.5	-1.2	-0.8	30	18	2112	1657	
San Luis Obispo, CA+	66.8	62.6	171.03	165.42	114.16	103.48	6.7	3.4	10.3	6.5	-3.5	3.0	69.8	68.8	180.80	181.45	126.18	124.75	1.5	-0.4	1.1	0.7	-0.5	1.0	38	21	2432	1675	
San Simeon, CA+	49.9	50.1	126.09	122.72	62.93	61.47	-0.4	2.8	2.4	2.4	0.0	-0.4	57.4	57.1	139.26	142.26	79.96	81.21	0.6	-2.1	-1.5	-1.5	0.0	0.6	10	4	601	300	
Five Cities+	59.9	60.7	207.22	199.64	124.22	121.09	-1.2	3.8	2.6	2.2	-0.3	-1.5	65.8	65.9	230.24	229.28	151.45	151.14	-0.2	0.4	0.2	-0.7	-0.9	-1.1	47	26	2954	2221	
North Coast+	55.2	56.1	167.76	157.67	92.57	88.49	-1.7	6.4	4.6	4.6	0.0	-1.7	61.5	60.7	178.95	179.81	110.13	109.13	1.4	-0.5	0.9	0.9	0.0	1.4	40	16	1518	733	
North County+	64.3	62.6	183.33	179.15	117.87	112.15	2.7	2.3	5.1	2.7	-2.3	0.4	65.3	69.0	184.49	183.84	120.54	126.85	-5.3	0.4	-5.0	-4.4	0.6	-4.7	31	18	2034	1576	
South County+	63.0	61.6	190.16	183.90	119.89	113.19	2.4	3.4	5.9	4.0	-1.8	0.6	67.6	67.2	207.01	207.07	140.03	139.22	0.6	-0.0	0.6	-0.1	-0.7	-0.1	84	47	5368	3896	
San Luis Obispo County	61.5	60.2	180.12	173.40	110.85	104.40	2.2	3.9	6.2	4.7	-1.4	0.8	65.8	66.2	192.46	192.17	126.66	127.14	-0.5	0.2	-0.4	-0.4	0.0	-0.5	195	88	10145	6511	

SOURCE: CoStar, STR, LLC. REPUBLICATION OR OTHER REUSE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR, LLC IS STRICTLY PROHIBITED.



# Community Performance Report

San Luis Obispo County, October 2024

## Hotel Performance

San Luis Obispo County hotels in October experienced negative results across the board - room nights decreased 2.3% YOY to 210.3K, in combination with a 1% decrease in supply, leading occupancy of 66.6% to fall 1.3% YOY. ADR decreased 0.6% further drawing revenue down, ending the month -2.9% at \$39.8M. Comp set hotel performance was more positive - all comp set markets reported demand and revenue growth, with exception to SLO County. Napa County led with room nights growth at +5.5%, while Santa Barbara County reported a 6% increase in revenue. California as a whole was more level, with supply (+0.2%) and revenue (+0%) nearly unchanged, and demand up just 1.1%. Among the communities, most reported decreases in supply, demand, and revenue. Exceptions to this were supply growth in Paso Robles (+1.9%), demand growth in Morro Bay (+3.6%), Cambria (+3.1%), North Coast (+1.3%), and San Simeon (+0.3%), and revenue in Cambria (+11.8%), North Coast (+7.9%), Morro Bay (+6.3%), and San Simeon (+3.8%).

## TOT Revenue

TOT for September totaled \$5.4M, down 10.2% from reported TOT for the previous September. All communities reported decreases. Pismo Beach led TOT at \$1.25M, down 11.1% YOY, followed by Unincorporated locations (down 7.7%).

## 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%).



**210.3K**  
Hotel Demand  
▼ -2.3% YOY - Monthly



**\$5,417,311**  
Transient Occupancy Tax  
▼ -10.2% 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, October 2024

Date: October 2024 | Location: Atascadero, CA | % Change YOY: | Report: Monthly | Based On: Fiscal

### Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
63.8%	\$150	\$96	16.8K	10.7K	\$1.6M
▼ -3.3%	▲ 2.7%	▼ -0.7%	▼ -12.2%	▼ -15.1%	▼ -12.7%

YOY

### Transient Occupancy Tax Revenue

September 2024 - Monthly

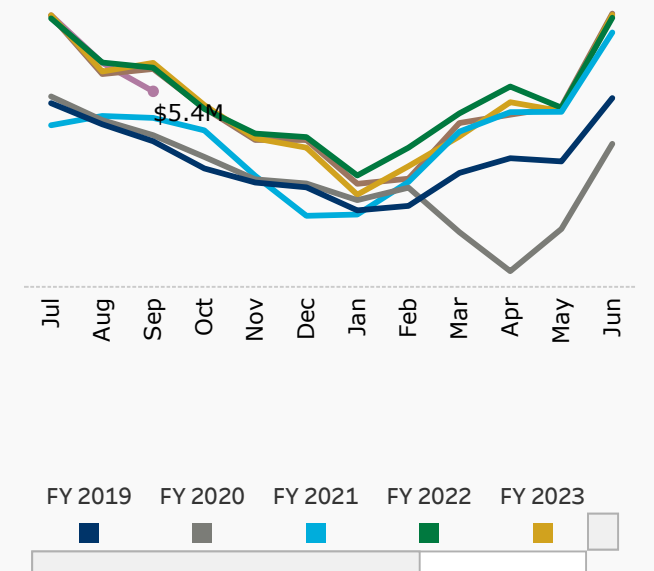
**\$5,417,311**

San Luis Obispo County

▼ -10.2% YOY

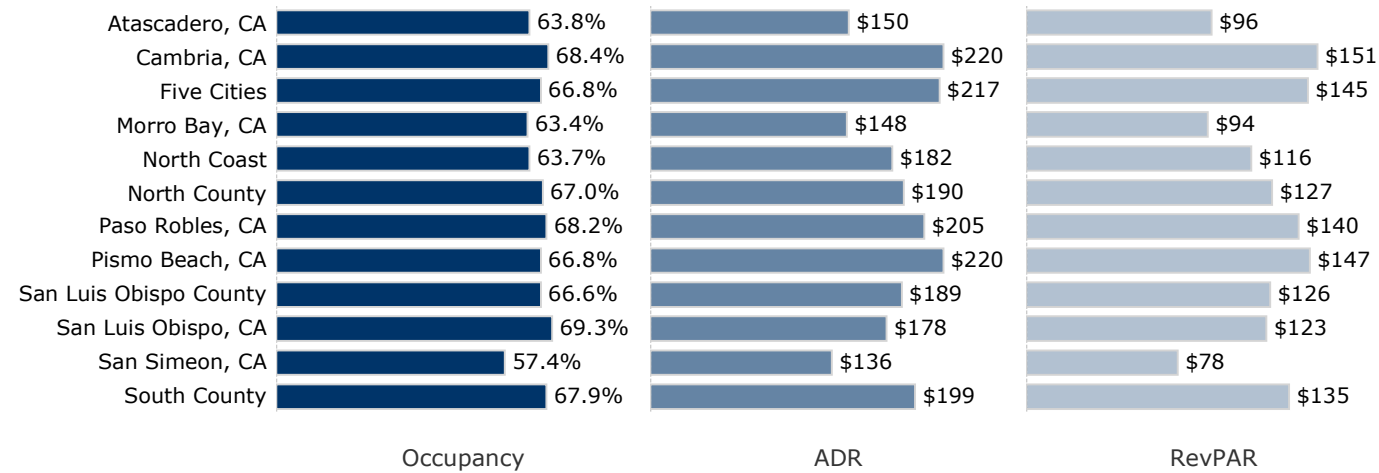
### Transient Occupancy Tax

San Luis Obispo County  
Total - Fiscal Year



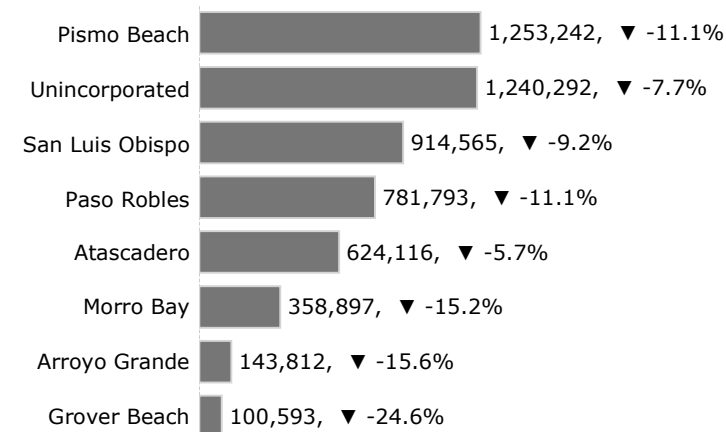
### Hotel Performance by Community

October 2024 - Monthly



### Transient Occupancy Tax

Monthly, % Change YOY



Source: CoStar Group, STR, LLC. Republication or other reuse of this data without the express written permission of STR, LLC is strictly prohibited. ©Visit SLO CAL



# Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, October 2024

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

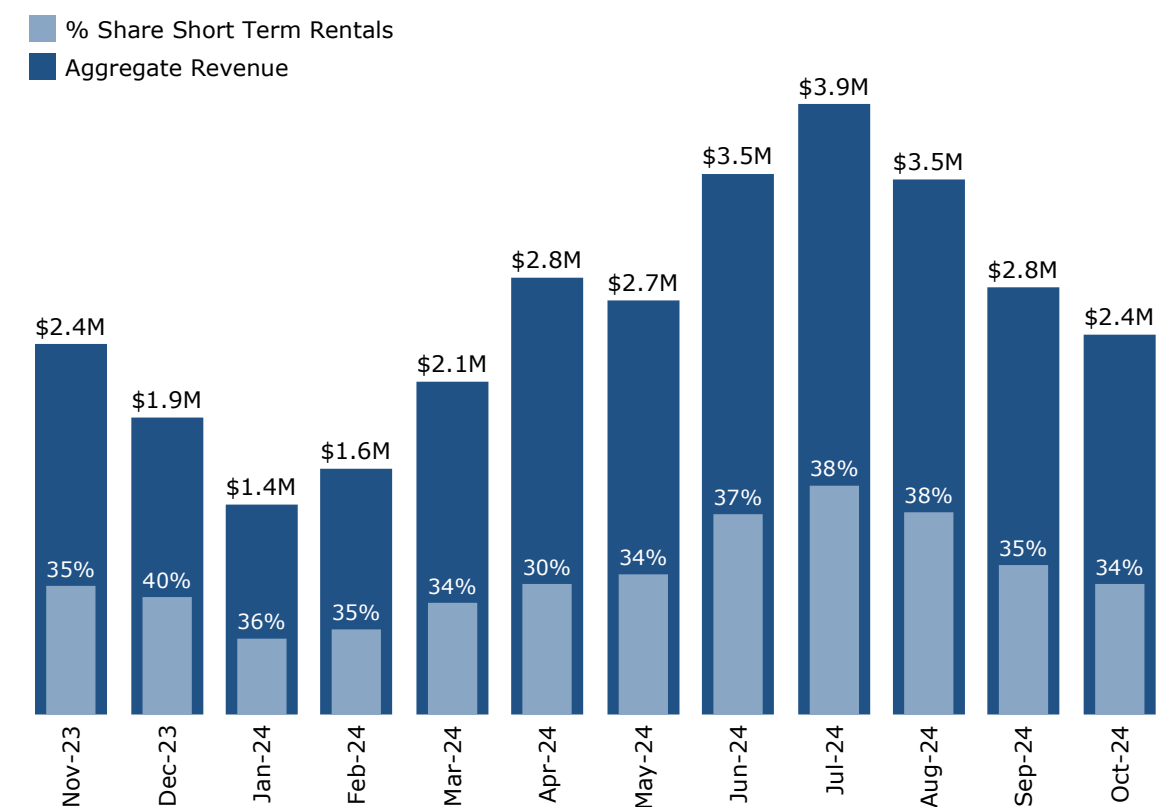
Aggregate Lodging						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	56.2%	\$186.10	\$104.57	23.4K	13.1K	\$2.4M
YOY	▼ -3.5%	▲ 6.8%	▲ 3.0%	▼ -9.4%	▼ -12.5%	▼ -6.6%
YTD Fiscal	62.7%	\$197.40	\$123.71	101.8K	63.8K	\$12.6M
YTD YOY	▼ -0.5%	▲ 2.2%	▲ 1.7%	▼ -0.8%	▼ -1.3%	▲ 0.9%

Hotels: Atascadero, CA						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	63.8%	\$149.58	\$95.51	16.8K	10.7K	\$1.6M
YOY	▼ -3.3%	▲ 2.7%	▼ -0.7%	▼ -12.2%	▼ -15.1%	▼ -12.7%
YTD Fiscal	70.6%	\$154.23	\$108.91	73.6K	52.0K	\$8.0M
YTD YOY	▲ 1.3%	▼ -1.1%	▲ 0.2%	▼ -3.1%	▼ -1.8%	▼ -2.9%

Short Term Rentals: Atascadero						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	36.7%	\$347.94	\$127.63	6.6K	2.4K	\$842.4K
YOY	▲ 0.2%	▲ 7.0%	▲ 9.3%	▼ -1.4%	▲ 0.7%	▲ 7.8%
YTD Fiscal	41.9%	\$387.10	\$162.31	28.2K	11.8K	\$4.6M
YTD YOY	▼ -4.6%	▲ 7.4%	▲ 2.5%	▲ 5.6%	▲ 0.7%	▲ 8.2%

## Lodging Revenue & Contribution

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



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

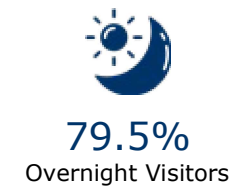




# Monthly Visitation

San Luis Obispo County, October 2024

October 2024      Date      Monthly      Report      Fiscal      Based On



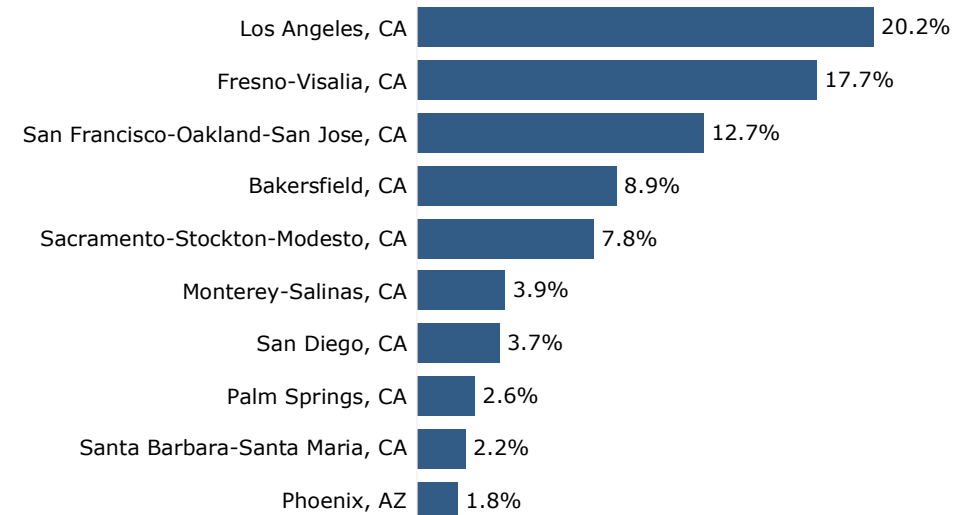
### Top 15 Points of Interest

October 2024 - Monthly

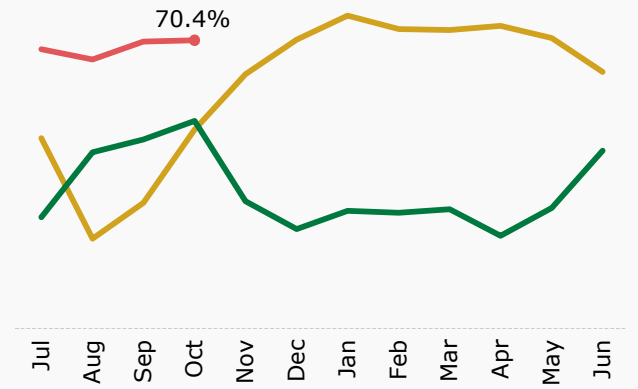
	% Overnight	% Repeat	% Share of Total
San Luis Obispo	79.4%	65.0%	23.2%
City Of Pismo Beach	78.1%	68.7%	21.4%
Pismo Beach	78.1%	68.8%	21.2%
Paso Robles	74.2%	62.4%	17.3%
Morro Bay	79.9%	68.6%	10.9%
Atascadero	73.8%	65.4%	9.6%
46 East Paso Wine Country	63.3%	55.4%	8.9%
Arroyo Grande	79.6%	67.0%	8.0%
Grover Beach	82.5%	68.1%	6.1%
Cambria	81.0%	64.7%	5.3%
Nipomo	75.3%	66.6%	5.0%
Templeton	73.0%	60.0%	4.6%
Avila Beach	81.6%	64.8%	4.4%
46 West Paso Wine Country	79.5%	52.4%	4.0%
Downtown San Luis Obispo			0.0%

### Top 10 Domestic Origin Markets

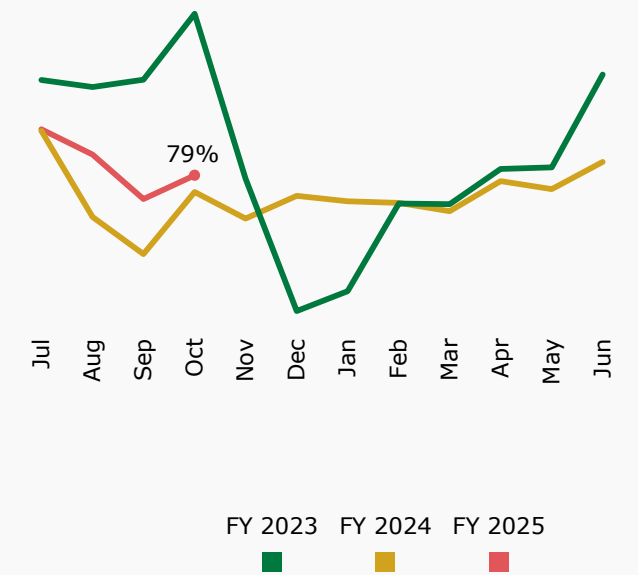
October 2024 - Monthly, % Share of Trips



### Share of Repeat Visits to SLO County



### Share of Overnight Visits to SLO County




Source: Azira




# Community Cross-Visitation

Atascadero, October 2024

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

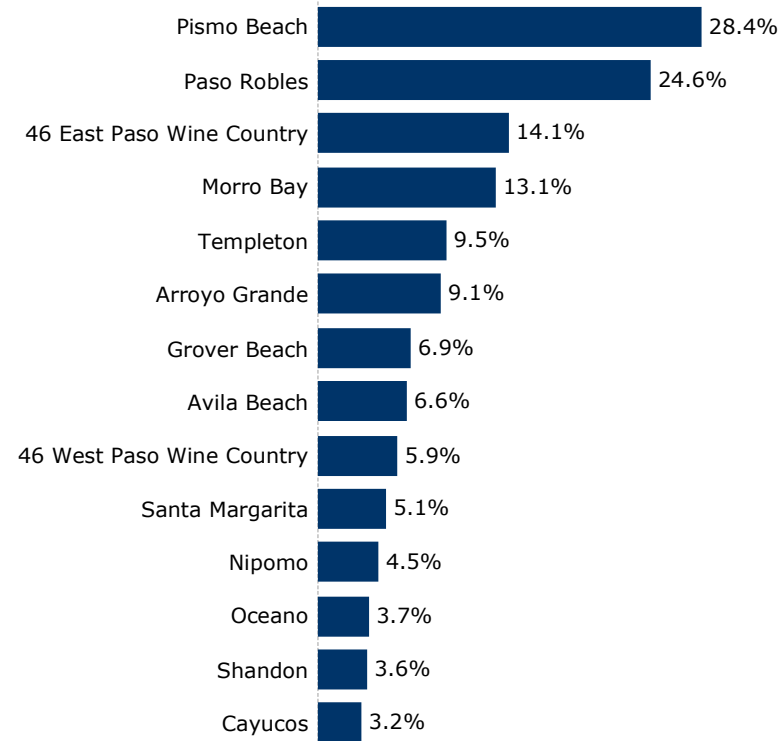


**73.8%**  
Overnight Visitors



**65.4%**  
Repeat Share

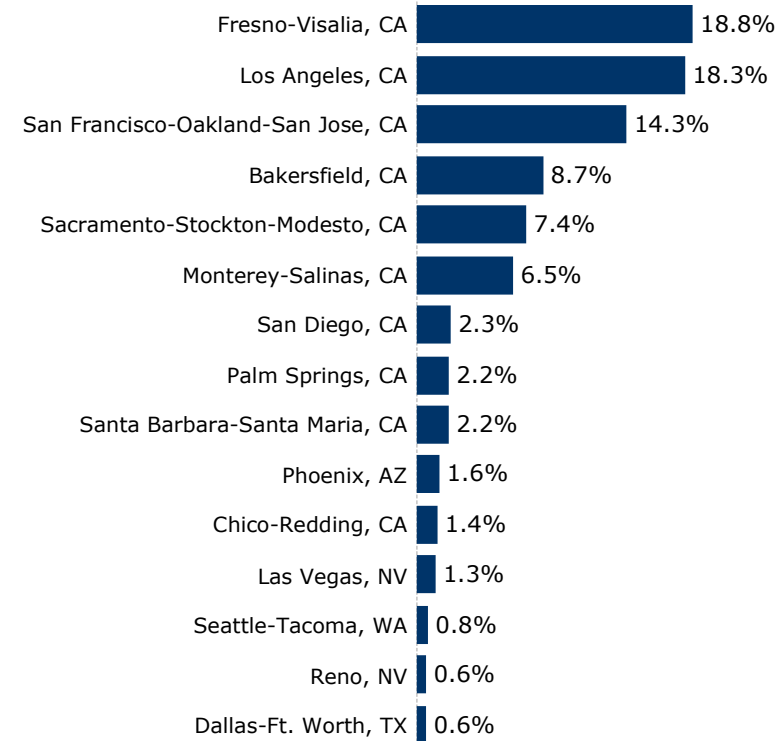
## Top Cross-Visited Communities From Atascadero



Communities visited by those starting their trip in Atascadero

## Top Origin Markets

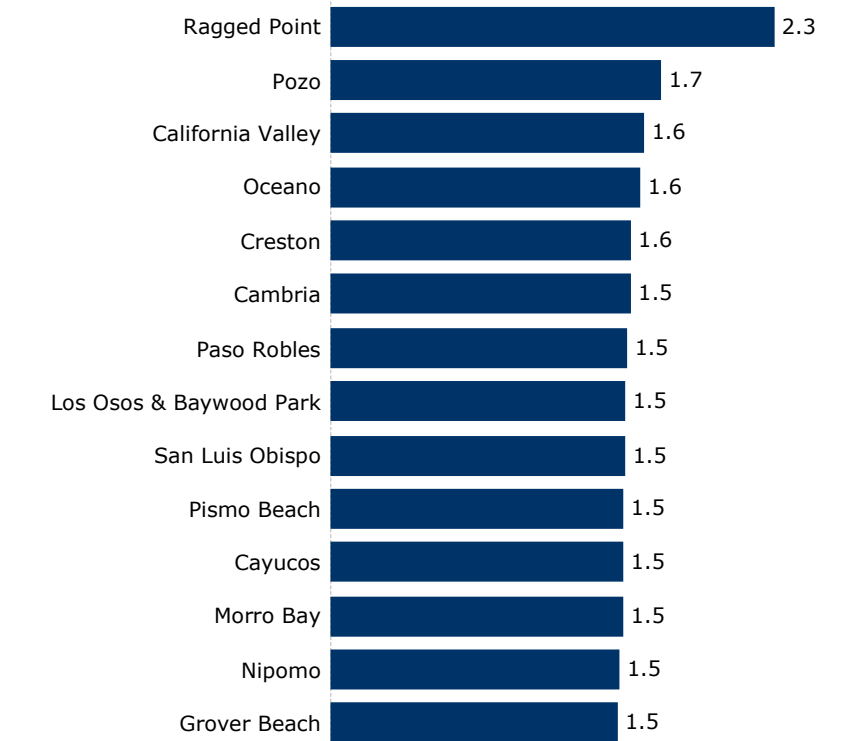
Primary Community Visited: Atascadero



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 October 2024 (Month)



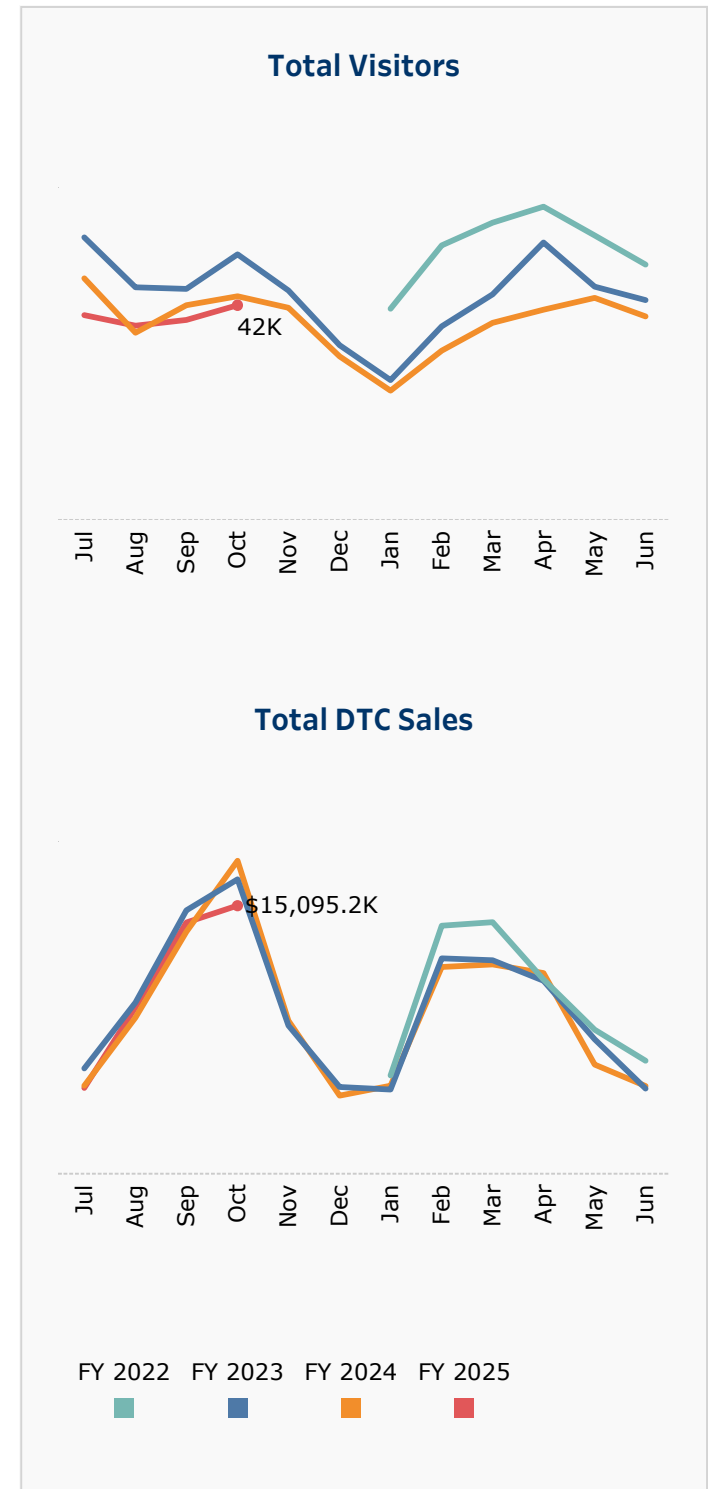
# Community Benchmark Wineries

San Luis Obispo County, October 2024

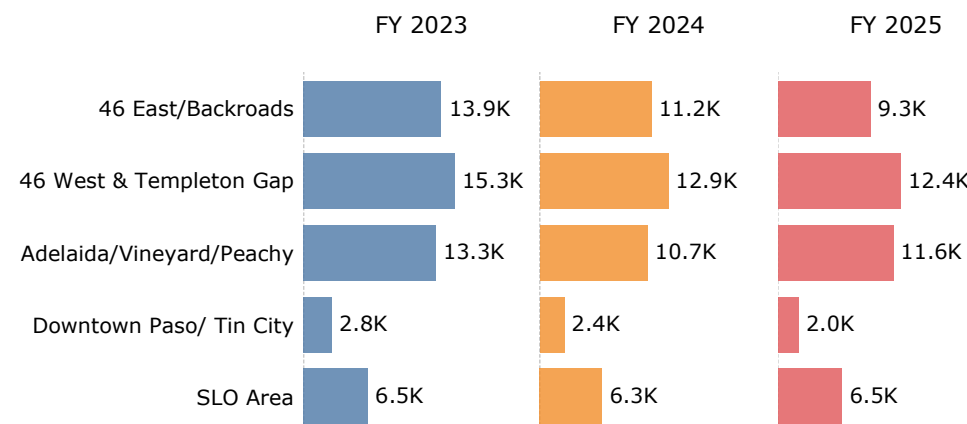
Date	% Change	Report	Based On	Region
October 2024	YOY	Monthly	Fiscal	SLO Region

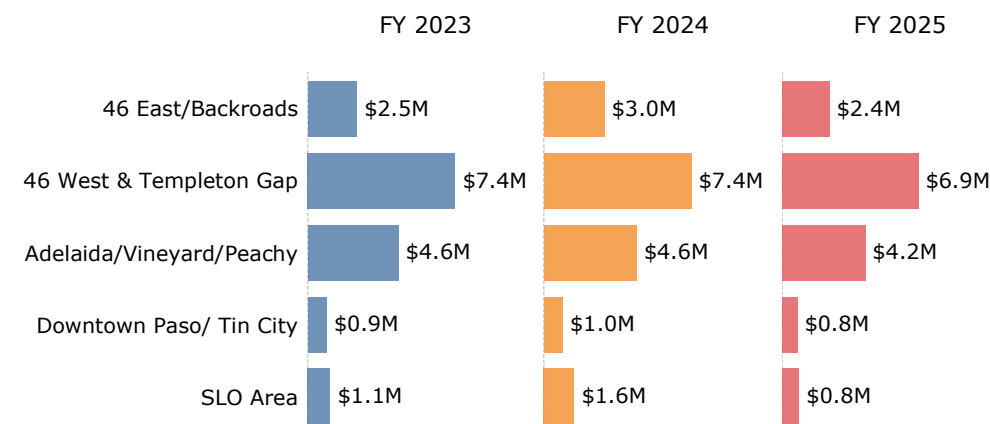
Visitors	Tasting Room Sales	DTC Total Sales	On-Site Event Sales	Avg Visitors	Avg Tasting Room Sales	Avg DTC Total Sales	Avg On-Site Event Sales
0.04M	\$3.8M	\$15.1M	\$0.10M	760	69,517	274,458	3,398
▼ -4.0%	▼ -8.2%	▼ -14.3%	▼ -51.7%	▼ -4.0%	▼ -8.2%	▼ -14.3%	▼ -51.7%
YOY				YOY			



SLO CAL Region Visitation by Year  
October 2024 - Monthly



Average DTC Sales by Region  
October 2024 - Monthly



Source: Community Benchmark