



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

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) meeting will be in-person only and members of the public wanting to participate may attend the meeting in-person.

HOW TO SUBMIT PUBLIC COMMENT:

Individuals wishing to provide public comment may attend the meeting in the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to ATBID@atascadero.org. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 10:00 am the day of the meeting. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

AMERICAN DISABILITY ACT ACCOMMODATIONS:

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

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

www.atascadero.org/agendas

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



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

AGENDA

Wednesday, March 19, 2025, at 1:00 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Harden, SpringHill Suites by Marriott
Vice Chairperson, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express & Suites
Board Member Jeffrey Lemus, The Carlton
Board Member, Clint Pearce, Madonna Enterprises

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 – February 19, 2025, Regular Meeting Minutes**
 - Recommendation:** ATBID Advisory Board approve the February 19, 2025, Regular Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

- 1. 2025 Atascadero Fall Festival Event Update & Renewal Request**
 - Fiscal Impact:** Up to \$20,000.
 - Recommendations:** ATBID Advisory Board provide staff direction on the sponsorship renewal request for the November 2025 Fall Fest Event for additional return on investment options and event budget reduction. [En Fuego Events]
- 2. 2025-2027 Budget Preparation**
 - Fiscal Impact:** None.
 - Recommendation:** ATBID Advisory Board review process for preparation of the budgets for fiscal years 2025-2026 and 2026-2027. [City]
- 3. Destination Marketing Services Contract Ad Hoc Committee Report**
 - Fiscal Impact (Varied):** \$265,000 FY 25-26 and \$295,000 FY 26-27.
 - Recommendation:** ATBID Advisory Board discuss and approve the recommendation from the Ad Hoc Destination Marketing Services Contract to approve the Verdin Ink Marketing proposal. [Ad Hoc Committee/ City]

4. Charles Paddock Zoo Rebranding – Cost-Sharing Proposal

- Fiscal Impact: Up to \$30,000.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on the opportunity to share in the cost of the Charles Paddock Zoo’s Rebranding Project. [City]

5. Budget Reports and Performance Metrics

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

C. COMMITTEE REPORTS:

1. Website Ad Hoc Committee Report Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on next steps following the oral report to the Board [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 2025-2027 Budget Preparation report to the Board [City].

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]

E. BOARD MEMBER COMMENTS:

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

1. California Mid-State Fair Sponsorship Renewal (April 2025).
2. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (April 2025).
3. Garagiste Festival Final Event Reporting (April 2025).
4. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (April 2025).
5. Quarterly Marketing Recap (April 2025).
6. Event Sponsorship renewal criteria and return on investment for City Tourism (April 2025).
7. ATBID Annual Budget Assessment (May 2025).
8. County update from incoming Supervisor Moreno (May 2025).

G. ADJOURNMENT:



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

DRAFT MEETING MINUTES

**Wednesday, February 19, 2025, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:32 P.M.

ROLL CALL:

Present: Board Members Clint Pearce and Amar Sohi, Vice Chairperson Tom O’Malley and Chairperson Harden

Vacant: None

Absent: Board Member Jeffrey Lemus

Staff Present: City Manager Jim R. Lewis and Ashley Zamora Recreation Coordinator

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 – January 15, 2025, Special Meeting Minutes

- Recommendation: ATBID Advisory Board approve the January 15, 2025, Regular Meeting Draft Action Minutes. [City]

MOTION BY: O’Malley

SECOND BY: Pearce

1. Approve Consent Calendar.

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

B. BUSINESS ITEMS:**1. 2024 Atascadero Fall Festival Event Update & 2025 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$20,000.
- Recommendations: ATBID Advisory Board:
 1. Receive and file recap of marketing results from the November 2024, Fall Fest Event.
 2. Provide staff direction on sponsorship request for the Nov 14-16, 2025, Fall Fest Event. [En Fuego Events]

Andres Nuno from En Fuego Events presented the item and answered questions from the Advisory Board. Community Services & Promotions Director Terrie Banish also 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 marketing results from the November 2024, Fall Festival Event were received and filed.

There was consensus among the Board Members present to direct staff to bring this item back to the March 19 meeting and for Andres to provide more of a plan to drive hotel stays. The Board also suggested bringing in a larger headline band.

2. Central Coast Craft Beer Festival 2025 Event Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Craft Beer Consortium's event update for the Central Coast Craft Beer Festival to be held on March 22, 2025. [En Fuego Events]

Andres Nuno from En Fuego Events 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 marketing update of the March 2025, Central Coast Craft Beer Festival were received and filed.

3. Tourism Exchange Lodging Forecast – Atascadero

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Tourism Exchange Lodging Forecast Co-op results for Atascadero and SLO County. [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: Kevin Kroecker from Home 2 Suites.

Chairperson Harden closed public comment.

The Board received and filed the Tourism Exchange Lodging Forecast Co-op results for Atascadero and SLO County.

4. ATBID Advisory Board Review Monthly Meeting Times

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction to move meeting times on the 3rd Wednesday of the month from 2:30 -4:30 pm to 1:00 pm – 3:00 pm [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.

Board Members present approved moving meeting times on the 3rd Wednesday of the month from 2:30-4:30 pm to 1:00pm- 3:00pm.

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 Board received and filed the Budget Reports and Performance Metrics.

C. COMMITTEE REPORTS:

1. Destination Marketing Services Contract Ad Hoc Committee Report

- Fiscal Impact: Up to \$265,000 Year 1 and up to \$295,000 Year 2.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on next steps following the oral report to the Board [City].

Community Services & Promotions Director Terrie Banish provided a brief recap of the oral report and advised on next steps.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

2. 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].

Marketing Consultant Ashlee Akers provided a brief recap of the recent Visit Atascadero website refresh meeting, new website will be launching soon and advised on next steps.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

3. 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 [City].

Community Services & Promotions Director Terrie Banish provided a brief recap of the oral report and advised on next steps.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

D. UPDATES:

1. Visit SLO CAL Board and Marketing Committee Updates – Community Services & Promotions Director Terrie Banish, Marketing Consultant Ashlee Akers provided brief updates.
2. Marketing Update- None
3. City Business and Administrative Update- Community Services & Promotions Director Terrie Banish provided a brief update.

E. BOARD MEMBER COMMENTS:

None.

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

1. Destination Marketing Services RFP Contract Review (March 2025).
2. County update from incoming Supervisor Moreno (March/ April 2025).
3. Jump on the School Bus Fair Transportation Renewal (March 2025).
4. Bring back Vacation Rental/ Short Term Rental discussion for compliance (April 2025).
5. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (April 2025)

G. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:20 P.M.

MINUTES PREPARED BY:

Ashley Zamora
Recreation Coordinator



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B1

3/19/25

2025 Atascadero Fall Festival Event Update & Renewal Request

RECOMMENDATIONS:

ATBID Advisory Board provide staff direction on the sponsorship renewal request for the November 2025 Fall Festival for additional return on investment options and event budget reduction.

DISCUSSION:

The Atascadero Fall Festival was held in the Sunken Gardens on November 15 through November 17, 2024, with a variety of musical entertainment, from local community entertainment to local bands like The Molly Ringwald Project. The event included carnival rides, games, food vendors, a craft beer event on Saturday, merchandise vendors, and more. The event created a fantastic backdrop shared among many across social media. Even though the weather was not favorable, this family-fun event still did its magic to create many memories for those who attended.

En Fuego Events was asked to work on improving the event for 2025 that would focus on driving lodging stays in an effort to continue the event sponsorship program with ATBID. In 2024, the event had mixed results from the lodging community as it was too focused on the local community.

The event organizer will provide an oral presentation on a plan to increase overnight stays during the Atascadero Fall Festival. To do this, the festival has invested in the following:

- Saturday Headliner bringing back reggae artist, Pato Banton.
- Working on a second headliner option for Friday night
- Created a Hotel "Stay & Play" Package working with Verdin and Visit SLO Cal to highlight the FREE Pato Banton concert as the focus point of the Fall Fest.

Event sponsorship history: 2021 awarded \$5,000 sponsorship. 2022 awarded \$20,000 sponsorship (\$10,000 request and increased due to a multi-day event). \$10,000 paid 2021/22; \$10,000 paid 2022/23; 2023 awarded \$20,000 sponsorship; 2024 awarded \$20,000 sponsorship.

FISCAL IMPACT:

Up to \$20,000.

ATTACHMENT:

1. Event Support Application – Atascadero Fall Fest 2025



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

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

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

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

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

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

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
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 Hanna Meisinger at hmeis@bigredmktg.com in 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 third 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.



Event Support Application Form

Requesting Organization: ___ En Fuego Events _____

Contact: ___ Andres Nuno ___ **Phone Number:** ___ 805-448-7070 ___

Email: ___ andres@enfuegoevents.com ___ **Mailing Address:** 1072 Casitas Pass Rd. #232

City, State, Zip: ___ Carpinteria, CA 93013 _____

Name of Event: ___ Atascadero Fall Festival 2025 _____

Event Description: _____ The Atascadero Fall Festival is a 3-day, free admission event that is "Fun for the Whole Family." It features carnival games and rides, 40+ bands on 2 stages, and over 60 street faire and food vendors.

Event Dates/Times: _____ Friday, Nov. 14th – Sunday, Nov. 16th, 2025 ___ Friday: 4-10 pm
/ Saturday & Sunday: 12 pm – 10 pm _____

Is event located in Atascadero? Yes

Venue Name: ___ Sunken Gardens _____

Venue Location: ___ Downtown Atascadero _____

Event Website: ___ www.AtascaderoFallFest.com _____

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

Yes

Total Anticipated Attendees: ___ 20,000 over 3 days _____

Portion From Outside SLO County: ___ 35 %

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

If this event has taken place previously, please provide historical data including attendance numbers: ____ We had our best turnout in 2024 with over 20,000 guests over 3 days, including our highest number of vendors. This has quickly become a can't miss event in San Luis Obispo County and we are looking forward to exploring NEW ways to market this event to make it even bigger in 2025!

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

____ This is a free admission event. _____

Crowd Control Safety Plan Details: ____ We will work with a licensed and insured security company that has worked large events in California.

Will the event require an ABC Permit? Yes

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

Describe how the event supports Visit Atascadero's mission and goals: The Atascadero Fall Festival is able to attract guests from all over California to join us at a free admission, 3-day event that includes a little bit of something for everyone. The Atascadero Fall Festival is an event that locals, and travelers, enjoyed and will mark on their calendars for years to come.

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



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

Total Support =
Up to \$10,000

X

Additional details about eligible event tier qualification:

_____ In 2024, we topped 20,000 guests and the Atascadero Fall Fest was a must visit event. The entire community was proud of the Atascadero Fall Festival and the we saw an increase of local businesses and nonprofit groups participating this year. We believe that the Atascadero Fall Fest has already left a lasting impression and will continue to grow in popularity.

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

We have received \$20,000 in funding from ATBID for the past several years and it was a tremendous help in putting the Fall Fest on. In 2024, with the event growing, as well as inflation, our budget increased to over \$150,000. This signature event has already become one of the top events not only in San Luis Obispo County, but throughout the Central Coast.

We were recently named 2024 Best of North SLO County “Best Family-Friendly Event” by the Paso Robles Press, Atascadero News, Paso Robles Magazine and Atascadero Magazine.

We are also hoping to work with Visit SLO Cal to come up with creative ways

With the increase in our budget, and to continue to keep this a free admission event, we would not be able to put on the Atascadero Fall Fest without the \$20,000 funding from ATBID.

We continue to promise to give the City of Atascadero this exclusive event that will not be duplicated by En Fuego Events anywhere in San Luis Obispo County.

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

Event Item	Amount
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>
New Times	\$2,500
Atascadero News / Paso Robles Press	
American General Media	\$2,500
Social Media	\$1,000
Banners & Posters	\$1,000
Television	\$750
Streaming Advertising	\$1,000

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

Income Source	Amount
Visit Atascadero	\$20,000

SpringHill Suites	\$1,500 + Trade
Holiday Inn Express	Trade
The Carlton	Trade
Firestone Walker Brewing Co.	In-Kind Donation
Cali Squeeze Seltzer	In-Kind Donation
Wild Fields Brewhouse	In-Kind Donation
Ruby Cellars	In-Kind Donation
Topa Topa Brewing Co.	In-Kind Donation
Figueroa Mountain Brewing Co.	In-Kind Donation

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
New Times	Print / Weekly	\$2,000
Atascadero News / Paso Robles Press	Print / Weekly	\$1,000
American General Media	2 Weeks	\$1,000
Visit SLO Cal	NA	Sponsorship
Streaming	4 Weeks	\$1,000
Social Media	8 Weeks	\$1,000
Television	4 Weeks	

Please share your intended public relations outreach.

_____ We will send out several Press Releases that include information about the overall event, our entertainment schedule and other happenings.

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

_____ All marketing material will include the Visit Atascadero logo, including posters, social media content and we will continue to call our main stage the Visit Atascadero Main Stage and have your banner hanging on it. This is the premier banner location that the Atascadero Fall Fest has to offer.

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

_____ We have 3 lodging partners in place for 2025, The Holiday Inn Express, SpringHill Suites and The Carlton. _____

Additional Details: _____ Our footprint will stay the same in 2025 with the same amount of rides, vendors and stages. We are excited to work together to increase overnight stays.

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always

pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.

- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

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

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

You must acknowledge and agree to the rules and regulations on Page 10.

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 _____ **Andres Nuño** _____ **Date** 2/12/25



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B2

3/19/25

2025-2027 Budget Preparation

RECOMMENDATIONS:

ATBID Advisory Board review process for preparation of the budgets for fiscal years 2025-2026 and 2026-2027.

DISCUSSION:

The City of Atascadero has a comprehensive approach to budget development and adopts a two-year financial budget. Public engagement is an important part of this process. The Advisory Board may make recommendations to staff on the preparation of the two-year budget for the Atascadero Tourism Business Improvement District. As the City's elected governing board, the City Council makes the final decisions on adoption of the two-year budget.

The process begins in January when the Council reviews the City's audited financial statements for the most recently closed fiscal year. The Council then holds a Strategic Planning or Goal Setting workshop in February. With input from the community, the Council identifies the goals and priorities for the next two years. These priorities form the basis of the draft budget.

During February and March, detailed budgets are developed, including the budget for the Atascadero Tourism Business Improvement District. The budget is reviewed in detail at well-publicized, publicly held Finance Committee meeting in May. The public is encourage to attend this meeting and provide input.

Once all the input is incorporated into the draft citywide budget, the City Council reviews and adopts the budget at their publicly held meeting in June.

FISCAL IMPACT:

None

ATTACHMENT:

1. FY 25-27 Budget Manual for ATBID
2. FY 25-27 235 TBID Budget Worksheet

City of Atascadero

Budget Manual



Fiscal Years

2025-2026 & 2026-2027

BUDGET MANUAL **GENERAL INFORMATION**

DUE APRIL 17, 2025

This is general information on the budget worksheets. For specific information, please see additional information in the sections below.

- Budget preparation is done in Excel. To ensure that we have consistency in numbers, all portions of your department budgets are completed in Excel, even those with narratives and descriptions.
- **Blue font** means please fill-in/update these cells.
- **Red font** means that is a formula. Please don't change.
- All expenses in the Operations section will subtotal and total automatically. Please do not enter numbers on the total line because this is a formula.

- **“2024-2025 ESTIMATED”**

Please enter what you believe your estimated **actual costs will be for the full fiscal year (all 12 months from July 2024 through June 2025)**. Remember all goods or services that you receive in the current year will be charged to the current year, no matter when we receive and pay the invoice.

- **“2025-2026 REQUESTED” and “2026-2027 REQUESTED”**

Please enter the amounts that you are requesting for the 2025-2026 and 2026-2027 fiscal years.

- **“2027-2028 PROJECTED”, “2028-2029 PROJECTED”, “2029-2030 PROJECTED” “2030-2031 PROJECTED”, and “2031-2032 PROJECTED”.**

Please enter the amounts that you are projecting for the 2027-2028 through 2031-2032 fiscal years. **You are not committing to these numbers and they will not be used for the next budget cycle.** They are an extra planning tool to help ensure sustainability. Please be as realistic as possible. Numbers that are overly conservative or overly inflated will not really help us get an idea of what the future holds. If you know of mandatory increases, enter them in the appropriate areas of the worksheet.

- Revenue estimates are toward the bottom of the worksheet and include a formula to determine fund balance amount so you can plan accordingly.

OTHER FUNDS
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND	TYPE
235	Special Revenue

DESCRIPTION

This fund accounts for the revenues and expenses associated with the Atascadero Tourism Business Improvement District (ATBID). On June 1, 2013, the City established ATBID for the purpose of funding tourism promotion and increasing stays at the lodging businesses in Atascadero. A two percent (2%) assessment is placed on the nightly rent of all occupied rooms or spaces for all transient occupancies in Atascadero.

ACTIVITY DETAIL

OBJECT	EXPENSE	2022-2023	2023-2024	2024-2025	2024-2025	2025-2026	2026-2027
NUMBER	CLASSIFICATION	ACTUAL	ACTUAL	BUDGETED	ESTIMATED	REQUESTED	REQUESTED
<u>OPERATIONS</u>							
6050000	Office Expense	\$ -	\$ (5)	\$ 250			
6070000	Advertising	126,556	142,357	180,000			
6500000	Contract Services	163,051	220,803	175,000			
6600000	Professional Development	-	475	8,000			
6900000	Administration	4,353	4,202	4,220	4,480	5,180	5,340
	Total Operations	293,960	367,832	367,470	4,480	5,180	5,340
<u>SPECIAL PROJECTS</u>							
7805029	Opportunities Fund	-	-	65,000			
	Zoo and Lake Park Projects	-	-	-			
	Total Special Projects and Purchases	-	-	65,000	-	-	-
ACTIVITY TOTAL		\$ 293,960	\$ 367,832	\$ 432,470	\$ 4,480	\$ 5,180	\$ 5,340

OTHER FUNDS
Atascadero Tourism Business Improvement District (ATBID) Fund

FUND		TYPE
235		Special Revenue

DETAIL BACKUP

<u>OBJECT NUMBER</u>	<u>EXPENSE CLASSIFICATION</u>	<u>DESCRIPTION</u>	<u>BASIS</u>	<u>2025-2026 AMOUNT</u>	<u>2026-2027 AMOUNT</u>
6050000	Office Expense	Copies, postage, general supplies	Estimated	\$ -	\$ -
6070000	Advertising	Brochures, magazines, media and online advertisements, trade show materials	Estimated	-	-
6500000	Contract Services	Professional services including marketing, promotions, public relations, attendance at trade shows, event transportation of lodging guests, contract administration services	Estimated	-	-
6600000	Professional Development	Central Coast Tourism Council local chapter dues	Estimated	-	-
6900000	Administration	Administration of fund by City staff	Estimated	5,180	5,340
7805029	Opportunities Fund	Funding for the ATBID Board to be able to take swift action when opportunities or emergencies arise, and allows Board to leverage funds, participate in regional programs or solve priority issues	Estimated	-	-



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

3/19/25

Destination Marketing Services Contract Ad Hoc Committee Recommendation

RECOMMENDATION:

ATBID Advisory Board to discuss and approve the recommendation from the Ad Hoc Destination Marketing Services Contract to approve the Verdin Ink Marketing proposal.

DISCUSSION:

In 2013, the lodging businesses in Atascadero requested the establishment of the “Atascadero Tourism Business Improvement District” (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989. Tourism promotions and marketing programs, to promote the City as a tourism destination, are funded by the levied assessments against Lodging Businesses within the ATBID.

In March of 2015, the Council awarded a contract to Verdin Marketing Ink (Verdin), a local marketing company located in San Luis Obispo, for ATBID public relations and marketing services. In December of 2019, the Council awarded the contract again to Verdin to continue marketing and public relations services. At that time, there were no proposals submitted.

On January 27, 2025, a Request for Proposal (RFP) was issued to solicit destination marketing services with a submission deadline of February 10, 2025. The allocated budget in the Request for Proposal was estimated to be up to \$265,000 for the first 12-month contract and not to exceed \$295,000 for each 12-month annual renewal including all services, content creation costs, and hard costs related to advertising. There were seven proposals submitted including Verdin Marketing Ink. An Ad Hoc Committee assigned by the ATBID Board met on February 25th to review the following seven proposals:

1. Bigtop Collective
2. Glint
3. JayRay
4. Segal Communications
5. Stripe theory
6. The Foundry
7. Verdin Marketing Ink

After thorough review, the Ad Hoc Committee selected two finalists, Verdin Marketing Ink as their number one choice and JayRay as their second choice. JayRay was a second choice given their location out of the area and due to the distance, would be more difficult to work with. Verdin Marketing Ink has a proven track record with Visit Atascadero, plus they are located in the county, provide exceptional customer service, creative ideas and consistent performance results. If the new contract with Verdin was to begin FY 25/26. The contract will have the option for up to four one-year extensions mutually agreed upon by the ATBID Advisory Council, but not extend past June 30, 2030. At that time, the ATBID Advisory Board will go back out for a request for proposal.

FISCAL IMPACT:

\$265,000 for FY25/26; and not to exceed up to \$295,000 for each year following the contract timeframe up to five years.

ATTACHMENTS:

1. Verdin Marketing Ink proposal



PROPOSAL FOR Destination Marketing Services

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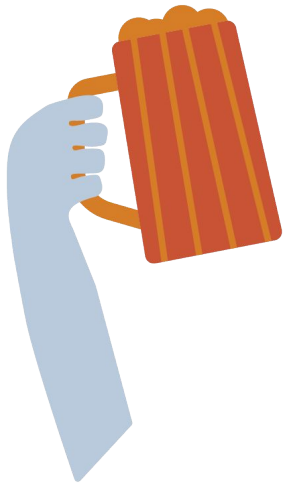
Let’s Talk About You 5

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Sharing stories, building community. Cheers to the next chapter of Atascadero.



It feels like just yesterday we were sitting down together for the first time, sharing stories and dreams for Atascadero. Ten years and countless memories later, our partnership has blossomed into something truly special. We've watched our Atascadero community grow and thrive, and we're incredibly proud to have played a part in sharing your unique story with the world.

As we look ahead to the next decade, we're filled with excitement for what's to come. We see new opportunities to connect with travelers on a deeper level, inviting them to become part of the Atascadero family. Imagine showcasing the hidden gems that only a local would know, or creating experiences that foster genuine connections between visitors and residents.

Our team is passionate about bringing these ideas to life. We're not just marketers; we're storytellers, community builders, and passionate advocates for the destinations we represent. We believe in the power of genuine connection, and we're committed to sharing the authentic spirit of Atascadero.

We're confident that together, we can make the next 10 years even more extraordinary. Let's continue to build a welcoming neighborhood where visitors feel like they belong, and where memories are made that last a lifetime.

A handwritten signature in black ink, appearing to read 'Mary Verdin'.

Mary Verdin
President & CEO
mary@verdinmarketing.com | (805) 541-9005
P.O. Box 3060, San Luis Obispo, CA 93403
DBE Firm No. 42625, WBE Firm No. 16000106

WELCOME TO OUR FAVORITE CITY WHERE THE FUN NEVER ENDS!

We believe music makes the world go 'round (and brings neighbors together!), so to celebrate the last ten years (and our love for Atascadero!), we've cooked up a catchy little tune. **SCAN THE QR CODE** to give it a listen and see what we love about this city.



Scan or click here to see the video!

Let's Talk About You

FRONT PORCH HOSPITALITY



Right Next Door to Everything You Love

So What's the Story?

Atascadero has created a foundation of authentic connections with visitors through its genuine charm. Together, we'll leverage the power of community to showcase Atascadero as a destination that feels like home, even before travelers arrive.

Forget the typical tourist traps and impersonal itineraries. We're focused on authentic experiences, hidden gems, and the friendly faces that make Atascadero truly special. We'll build a sense of belonging and encourage visitors to embrace the "neighborly" spirit, fostering a deeper connection with the city and its people.

Get ready to discover the heart and soul of Atascadero, where every visitor is treated like a cherished neighbor. Let's roll out the welcome mat and share the magic of this extraordinary community.



Neighborly Networks

Paid Media Recommendations

We've seen great success with our paid media efforts over the past 10 years, and now it's time to amplify our reach and welcome even more visitors to the neighborhood. Here's how we'll do it:

- **Targeted Social Ads:** We'll continue to use platforms like Facebook, Instagram, and Pinterest to connect with potential visitors who are interested in travel, California destinations, and small-town charm.
- **Influencer Marketing:** We'll partner with travel influencers and bloggers who resonate with our target audience. They'll experience Atascadero firsthand and share their authentic stories.
- **Search Engine Marketing:** We'll stay top of mind by investing in Google Ads, ensuring Atascadero appears prominently in search results for relevant keywords.
- **Strategic Partnerships:** We'll tap into partner programs with SLO CAL, Central Coast Tourism Council and Visit California to extend the reach of our message.

New Ideas for Reaching New Audiences:

- **Podcast Opportunities:** Let's partner with travel and lifestyle podcasts that align with our target audience. We can sponsor episodes or create engaging "front porch chats" that highlight the unique stories and experiences Atascadero offers.
- **Packages with a punch:** With a variety of OTAs offering unique packages this could be an area we explore to build out content and test paid media creatives.

Roll Out the Welcome Mat

Owned Media Recommendations

Think of your owned media channels as your home – your website is the inviting doorstep, your social media is the lively living room, and your emails are the thoughtful conversations shared over the backyard fence. By keeping these spaces vibrant and engaging, we'll invite visitors to experience the genuine warmth and spirit of Atascadero.

Social Media:

- **Roll the Video:** Video is king in this space so we will direct our efforts to creating more reel content focused on key pillars such as family gatherings, hidden gems, history nods and community events.
- **Nature's Neighbors:** This social media campaign would highlight all the cool outdoorsy activities. Videos could profile favorite hikes, new or rare animals at the zoo, and niche interests like birdwatching at the lake. This campaign could be expanded beyond social media with specific branding, signage at popular trailheads, a fully built-out section on the website and printed collateral like trail maps.
- **History Class:** Recently, "edutainment" content has seen a major surge on social media. This is a perfect opportunity for history-rich Atascadero. We would produce a series of videos diving into local history, potentially partnering with the Historical Society.
- **Atascadero Obscura:** Atascadero is full of spots that are a little quirky and off the beaten path, in addition to the main highlights like the zoo. Why is that weird monolith statue on top of a local mountain? What do you get at a shop called "Green Omen Apothecary"? Why are open container laws more lenient in Atascadero than elsewhere? This video series would dive deep into the obscure nooks and crannies that set Atascadero apart.

Email Marketing:

- **Content That Clicks:** Our email newsletters are like those great backyard chats with neighbors, full of the best recs and must-know updates. But the conversation doesn't stop there. With eye-catching visuals and engaging, to-the-point copy, we'll make it effortless to click through and explore more, just like following up on a great tip from a friend next door.
- **Keeping in Touch:** Just like a good neighbor knows when to check in, we'll use automated customer journeys to send the right message at the right time. Whether it's a warm welcome or a thoughtful farewell, we'll keep our subscribers feeling right at home.

Your Private Tour Guide

Website Recommendations

With a new website launched, it's important to continue weaving in new content that supports strong SEO and gives visitors a taste of what Atascadero has to offer. This next evolution allows for quick updates and efficient landing pages that are perfect stopping points from our paid media platforms.

Website:

- **Neighborhood Guide:** Just like swapping weekend plans with a neighbor, we'll make it easier for visitors to map out their perfect trip by adding curated itineraries helping them discover the best of Atascadero.
- **SEO Savvy:** We'll continue to optimize the website content with relevant keywords, ensuring Atascadero remains a top choice in online travel searches. This will build on our existing SEO efforts and drive even more qualified traffic to your site.
- **Blogs:** Sure, every destination in California has similar features but what you can't get is the genuine hospitality you feel right when you arrive to Atascadero. We can use our website blog to share local experiences, hidden gems, historical stories and fun facts that keep the visitor engaged.



Neighborhood News

Earned Media Recommendations

Just like a backyard bonfire, we'll use public relations to share the stories that make Atascadero special. We'll build on our strong relationships with media and influencers, inviting them to experience the genuine spirit and unique character of our destination firsthand.

- **Neighborly Scoop: Media Relations:** We'll continue to nurture our relationships with travel journalists and publications, sharing compelling stories about Atascadero's hidden gems, friendly locals, and unique experiences.
- **Welcome to the Block Party: Press Trips:** We'll reimagine the existing cornhole tournament into a lively block party for media and influencers. Picture a chili cook-off, cake walk, local music and more.
- **Neighborhood Potluck: Content Partnerships:** We'll collaborate with complementary businesses and organizations to create co-branded content and cross-promote each other, just like sharing a delicious potluck meal with neighbors. This will expand our reach and introduce Atascadero to new audiences.

New Ideas for Amplifying Our Voice:

- **Community Cookbook: Local Storyteller Program:** We'll create a "Community Cookbook" featuring stories from Atascadero residents, business owners, and community leaders. This collection of personal narratives will provide compelling content for media pitches and social media sharing, showcasing the diverse voices that make up our town.
- **Neighborhood Watch: Proactive Media Monitoring:** We'll keep a close eye on media coverage and online conversations about Atascadero, just like a neighborhood watch. This will allow us to proactively address any questions or concerns, and capitalize on opportunities to share positive stories about our community.

Case Studies

OPEN HOUSE



CASE STUDY

Visit Atascadero

A 10 year partnership that has established a unique brand and increased TOT and RevPar.



Visit Atascadero

Where We Started

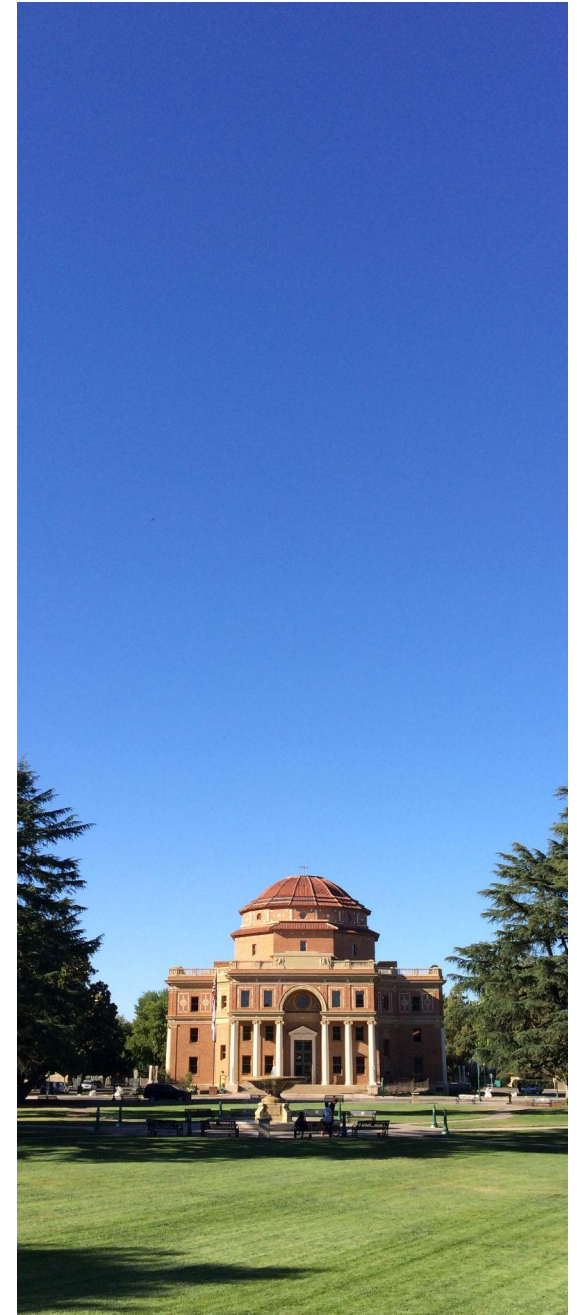
When people think San Luis Obispo County, or SLO CAL as we know it, they think rolling vineyards and crashing waves. They don't think "Atascadero." This inland town needed a refresh to obtain "top of mind" space in comparison to its neighboring communities of Paso Robles and San Luis Obispo. We joined Visit Atascadero in 2015 to solve this issue.

What We Did

- Created a new brand and various advertising campaigns
- Deployed paid media to reach new audiences and encourage visitation to the destination
- Collaboration with county and regional partners to extend reach and leverage resources to support the Atascadero brand
- Reactive public relations activities including FAM tours and journalist hosting
- Developed a robust email marketing program and executed social media strategies on multiple platforms
- Ongoing website support and optimizations to increase traffic

What Happened

- **133% Increase in Transient Occupancy Tax**
- **107% increase in social media video views**
- **33% increase in average open rate for the monthly e-newsletter**
- **127% increase in website sessions**
- **Earned multiple Awards for various campaigns**



Visit Atascadero

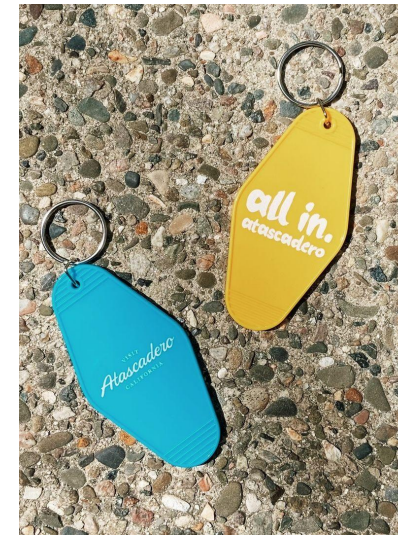
MEDIA KIT



PRINT ADS



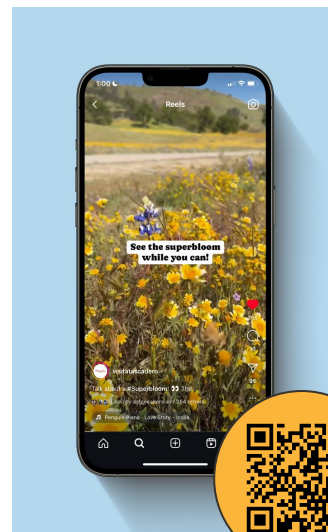
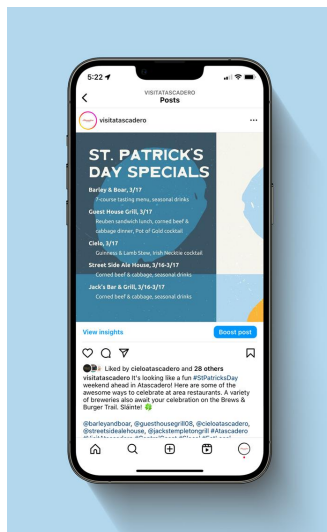
RETRO HOTEL KEYCHAIN



SOCIAL MEDIA SERIES - Click image to view video



SOCIAL MEDIA TEMPLATES AND REELS



DIGITAL ADS - Click image to view video



CASE STUDY

Visit the Santa Ynez Valley

This case study demonstrates our strategic approach within in the social media landscape and ways to leverage that content to support website blogs.



Visit the Santa Ynez Valley

Where We Started

To boost Visit the Santa Ynez Valley's social media presence, we focused on research, creating a brand tone guide and developing a content strategy. We identified key platforms, curated monthly content calendars and grew their asset library using CrowdRiff. Initially, we aimed to maintain a consistent posting schedule, tailor messaging, monitor platforms and increase engagement. Our efforts have expanded to include a monthly blog and California Now Travel Stories for broader social media use.

What We Did

- Conducted comprehensive research and created a brand tone guide and strategy for all social media content creation
- Identified the most impactful social platforms and curated monthly content calendars that highlighted the unique charm of each of the destination's six towns
- Leveraging CrowdRiff, we have grown their asset library with user-generated photos and videos
- Expanded services to develop monthly blog and create ongoing California Now Travel Stories for widespread use across all social media platforms

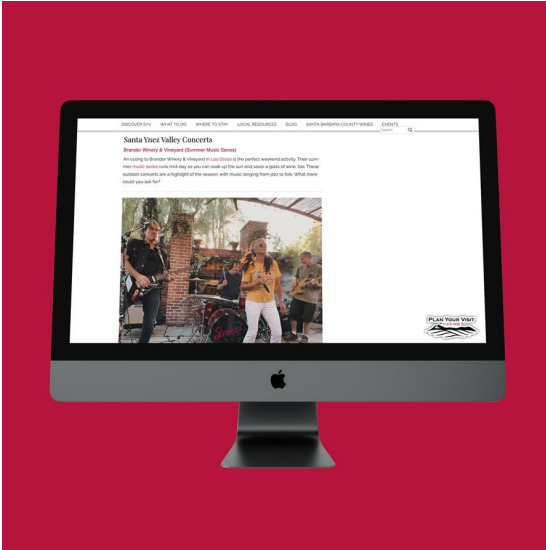
What Happened

- **18,654,116 Social Media Impressions**
- **24% Increase Social Media Followers**
- **11,417 Total Blog Views (Since Jan 2024)**

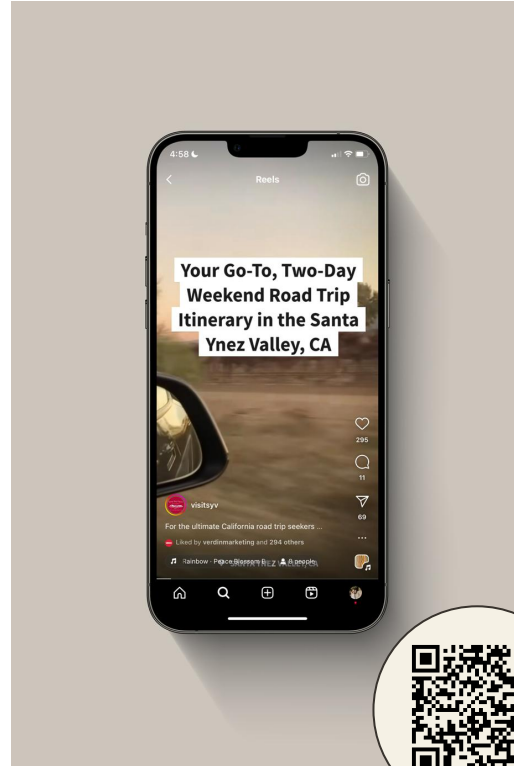


Visit the Santa Ynez Valley

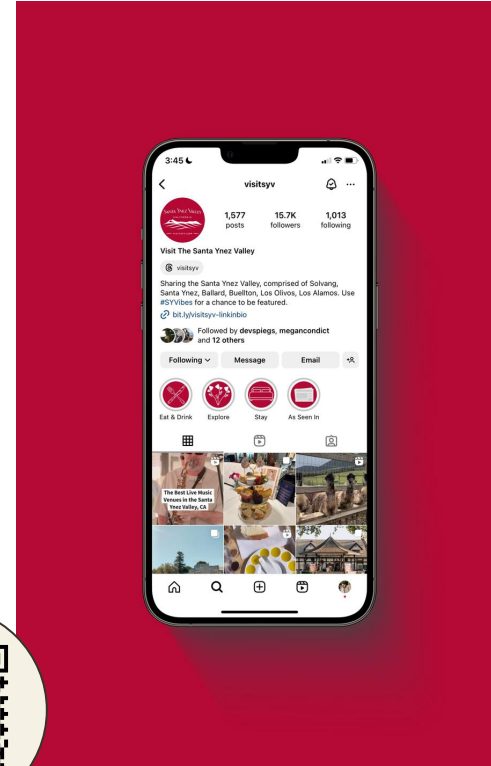
BLOG



SOCIAL STORY - Click image to view video



SOCIAL MEDIA GRID



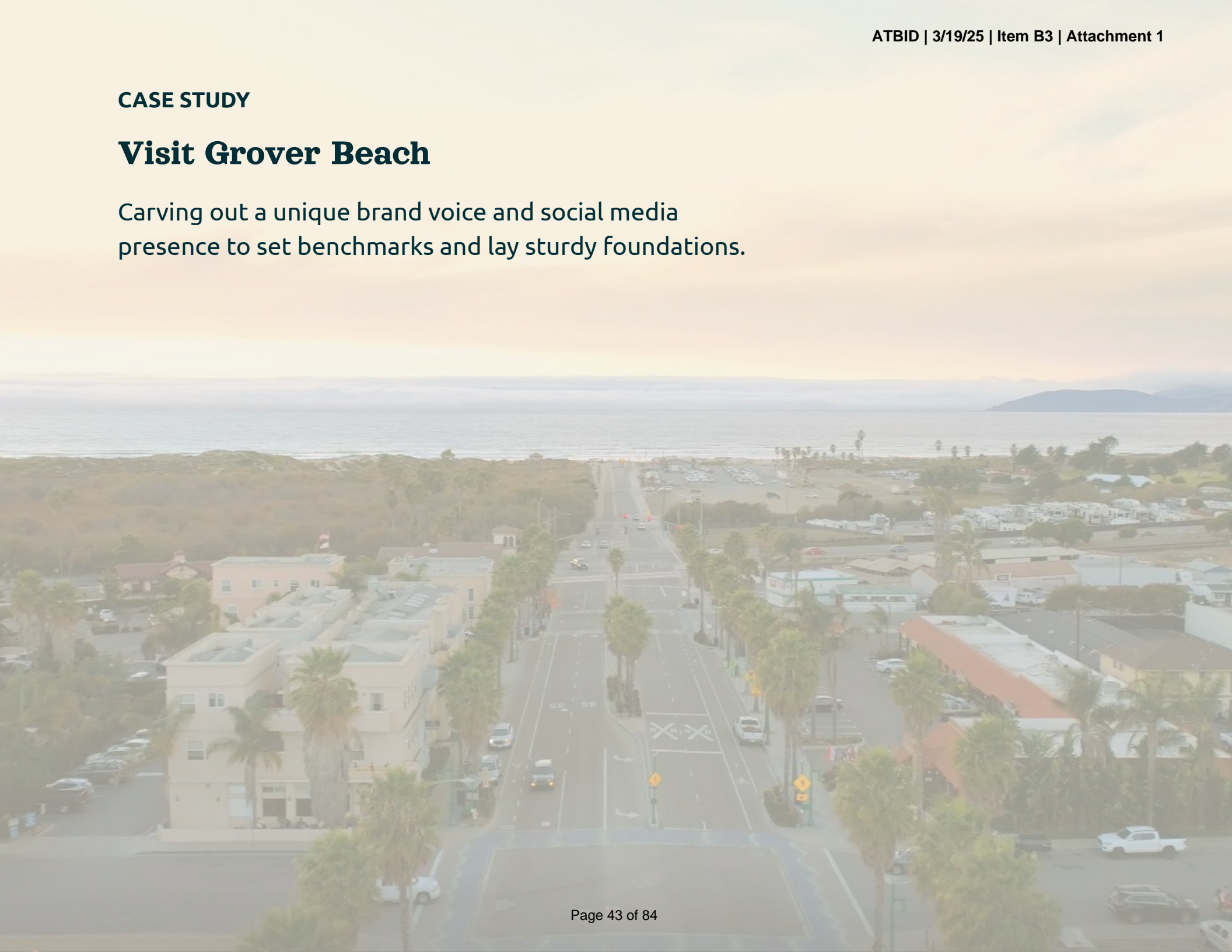
TONE SHEET



CASE STUDY

Visit Grover Beach

Carving out a unique brand voice and social media presence to set benchmarks and lay sturdy foundations.



Visit Grover Beach

Where We Started

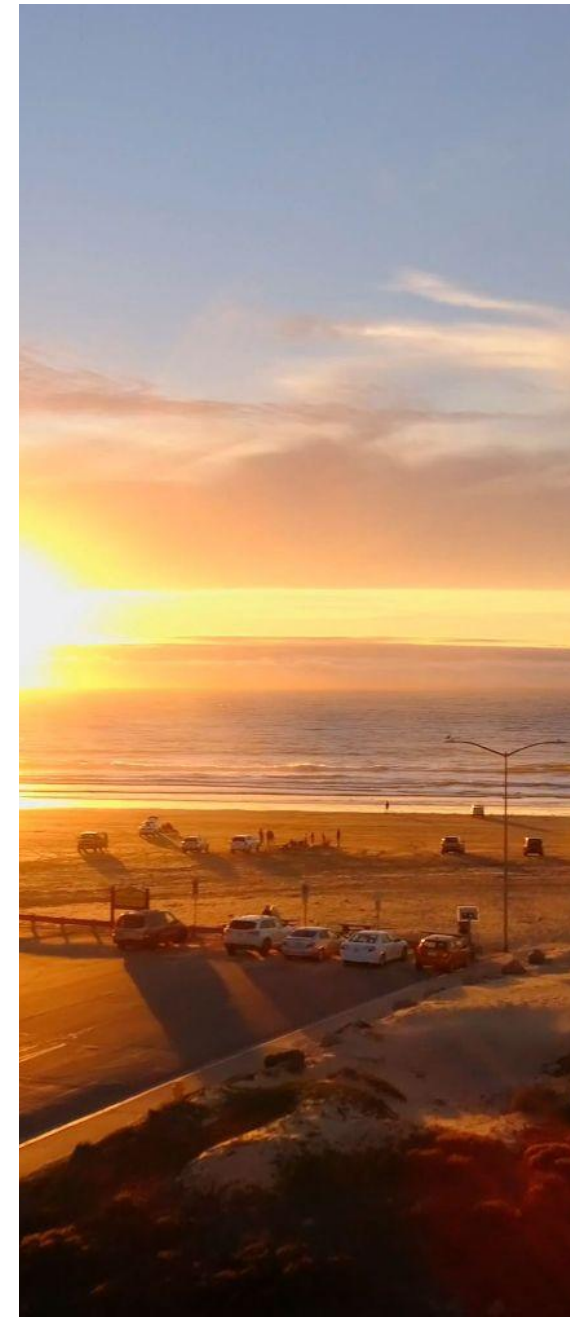
Visit Grover Beach had recently undergone a rebrand, and they were ready to launch that brand onto a larger stage. Since they were still in the infancy of the brand's public adoption, we focused on building strong foundational platforms that would carry the destination into the public eye. We focused on asset sourcing and brand voice development, building trust with our audiences, and setting fresh benchmarks for KIPs.

What We Did

- Created a brand tone guide and strategy for all social media content creation
- Curated monthly content calendars that highlight the destination's offerings and personality
- Regular website updates
- Blog content

What Happened

- **174.7% Increase in Engagements**
- **302% Increase in Impressions**
- **44.3% Increase in Followers**



Visit Grover Beach

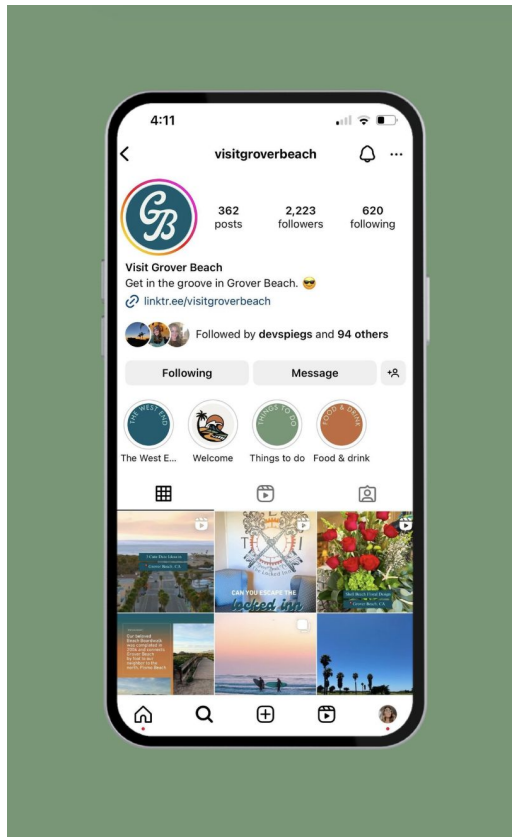
BLOG - Click image to view blog



TONE SHEET



SOCIAL MEDIA GRID



SOCIAL STORY - Click image to view video

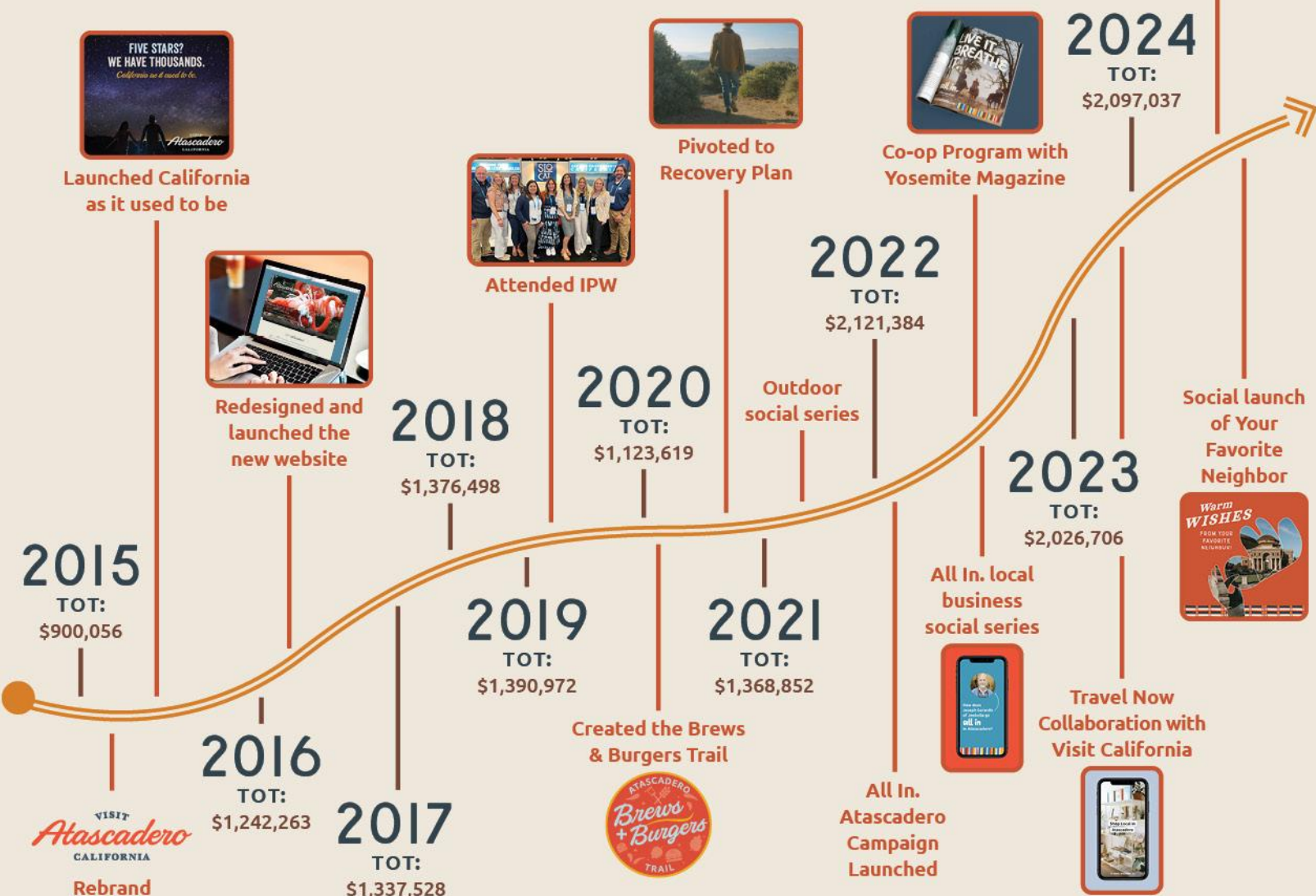


Who We Are

FRIENDS ON THE BLOCK

Visit Atascadero + Verdin: OUR JOURNEY TOGETHER

For 10 years, Visit Atascadero and Verdin have been on a path to make Atascadero everyone's favorite neighbor. We've journeyed from a city unsure how to showcase its charms to a destination attracting families, food lovers, and outdoor enthusiasts. **Get ready for a tour of our neighborhood and some of our most successful marketing collaborations!**



In the last year:

(FISCAL YEAR 2024)

- 13,272,509 Media Impressions
- 1.5% Average Click-Thru Rate
- 215,404 Paid Media Website Clicks
Up 588% YOY
- 278,906 Website Sessions
Up 127% YOY
- 14,645 Followers
- 72,297 Social Engagements
- 774,375 People Reached
- 11% Follower Growth
- 52.7% E-newsletter Average Open Rate
Up 33% YOY



- 8 PHOTO/VIDEO SHOTS
- 10 CAMPAIGNS
- 12 AWARDS

What Sets Us Apart

Integrity-Based Marketing

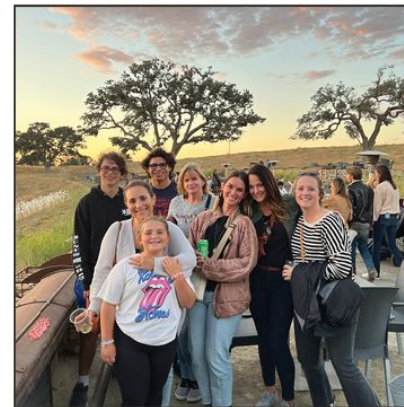
Integrity is a principle that has guided our agency since its founding. Verdin believes in detailed and transparent reporting, and we will include as much detail on our invoicing as you want to see. We don't feign perfection in situations where improvements can be made. Instead, we make recommendations and constantly improve outreach efforts so results keep getting better.

Creative Rooted in Strategy

Research into the lifestyles, behaviors and desires of your target audience guides our creative team to develop advertising messages that resonate. Our team makes strategic recommendations and works with you to craft campaigns that embody the character of Atascadero and what it promises — and you'll have a lot of fun with us along the way.

Experience & Expertise Working With Clients Who Have Multiple Stakeholders

One of Verdin's strengths as a full-service marketing and advertising firm is positioning organizations as integral members of their communities. We strive to build awareness among a range of audiences through compelling brands. We also enjoy collaborating and building consensus with multiple stakeholders and are dedicated to providing clear communication and information in a way that gets their attention and a positive response.



Our Services

When you hire Verdin, you get access to a team of specialists + a full range of marketing services under one roof. And it's all customized to your goals.

Marketing & Brand Management

- Research
- Identity & Branding
- Marketing Plans
- Image Perception Assessment
- Customer Relationship Management

Advertising

- Strategic Campaign Concepting
- Digital, Print & Broadcast Advertising Creative Development
- Media Strategies
- Media Buying
- Campaign Monitoring & Reporting

Digital Marketing

- Social Media Strategies & Content Development
- Social Media Monitoring & Management
- Blogging
- Search Engine Marketing
- Mobile Marketing

Website Development

- Site Planning
- Writing, Designing & Programming
- Search Engine Optimization
- Ongoing Website Maintenance

Public Relations

- Public Relations Strategies
- Press Release Writing & Distribution
- White Paper Development
- Trade Show Booth Management
- Crisis Communications

Names We Stand Behind



Your Block Party Crew



Mary Verdin

President & Chief Executive Officer

Mary has more than 30 years of marketing experience and an energy that keeps ideas fresh. She participates in discovery and provides ongoing strategic input.



Ashlee Akers

Partner & Chief Strategy Officer

Ashlee participates in strategic planning meetings, oversees and reviews branding and marketing strategies and leads our client work. She will continue to be the main point of contact for Atascadero



Allie Rohlfs

Account Support

Allie uses her strong communication skills and multitasking abilities to keep client work on track and exceed expectations.



Riley Grim

Creative Director

Riley is the helm that steers Verdin's creative team right direction. Her keen eye and strategic mind lead Verdin to produce work that is strikingly distinct.



Devan Spiegel

Account Coordinator

Devan supports our accounts team by maintaining detailed communications with our other departments and keeping client work organized.



Katie Kollmann

Art Director

Katie approaches design work through a lens of thoughtfulness and strategy. Her knowledge of what will work means our designs are as smart as they are stunning.



Jennifer Wright

Content Strategist

With an eclectic background in journalism and retail marketing, Jennifer uses her creativity and writing skills to help tell the stories of Verdin's clients through a range of platforms.

Budget & Scope of Work

THE NEIGHBORHOOD PLAN



Proposed Budget

The following proposed sample budget is in draft form based on details from your RFP. The scope is subject to change based on the final marketing strategy to accommodate Visit Atascadero’s priorities.

Refreshed Marketing Plan Includes hotelier survey, esearch, strategy development and refinement	\$6,000
Account Management Includes ongoing communication, monthly meetings, reporting, budget updates and timeline management	\$26,000
Creative Development Digital ads, graphics, collateral design, social images, and all visual needs	\$40,000
Asset Development Video and photography	\$20,000
Website Updates Blogs, event content, itineraries and landing page development	\$12,000
Social Media Includes development of social assets, planning, posting and monitoring for three platforms	\$24,000
Email Marketing List management, copywriting, image sourcing, layout and monthly implementation	\$15,000
Public Relations Content submissions, media support and reactive PR efforts	\$8,000
Media Planning Paid media strategy, placement, monitoring and reconciliation	\$6,000
Paid Media Hard Costs	<u>\$108,000</u>
Total	\$265,000

Future Opportunities

Below are areas of opportunity as additional resources are available.

<p>Additional Asset Curation Executing quarterly asset gathering to ensure fresh content on all marketing channels</p>	<p>\$5,000</p>
<p>Proactive PR Includes ongoing communication, monthly meetings, reporting, budget updates and timeline management</p>	<p>\$15,000</p>
<p>Extensive Paid Media Coverage Video and photography</p>	<p><u>\$10,000</u></p>
<p>Total</p>	<p>\$30,000</p>

Don't just take it from us...

The team has been incredible! They have been flexible with changing priorities, always meeting deadlines and delivering top notch work in all situations. They listen to feedback and come back with a solution-minded response. It has been a pleasure to work with the team this year.

—Molly Cano, City of San Luis Obispo Former Tourism & Economic Development Manager

The professionalism, enthusiasm, and attention to detail of the Verdin Team is amazing!

—Jocelyn Brennan, Former South County Chambers CEO & Arroyo Grande Tourism Manager

Verdin has been a great partner for Visit the Santa Ynez Valley. Their understanding of our region and audience, coupled with strategic planning and creative execution, has brought great results for our social media presence. They get results, and they're fun to work with!

—Shelby Sim, President & CEO
Visit Santa Ynez Valley

We appreciate your team's willingness to always work with us and come at projects creatively. Ashlee Akers has been a godsend this past year especially, and we're so grateful for all that your team does.

—Brittney Hendricks, VP/Marketing & Communications,
Visit Oxnard

Overall satisfaction rating from our most recent client surveys:
4.7 out of five stars



Areas included in rating:
 Client Service; Creativity; Effectiveness;
 On Time & On Budget; Value



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B4

3/19/25

Charles Paddock Zoo Rebranding - Cost-Sharing Proposal

RECOMMENDATION:

ATBID Advisory Board discuss and provide staff direction on the opportunity to share in the cost of the Charles Paddock Zoo's Rebranding Project.

DISCUSSION:

The purpose of this update is to provide the ATBID Advisory Board with a review of what the Charles Paddock Zoo has been working on including an opportunity to view the initial Zoo logo concepts and draft educational activity book that have been created as part of the Zoo's rebranding project. As part of this process, the ATBID Advisory Board is invited to consider assisting the Charles Paddock Zoo's rebranding efforts.

The Charles Paddock Zoo has been an accredited institution with the Association of Zoos and Aquariums (AZA) for the past 30 years. AZA is a confirmation of the Zoo's commitment to animal welfare, species protection and conservation-mindedness. At the end of the month, City staff will be meeting with the AZA Commission to learn about the next steps for the Zoo's continued accreditation.

As the Zoo continues to work through the AZA accreditation process, staff is focusing on a solid list of priorities including a robust business plan to grow revenue streams by driving traffic to the Zoo and Atascadero Lake Park location as well as reducing costs. One of the key projects is a comprehensive rebranding initiative designed to enhance environmental awareness, promote sustainable practices and conservation efforts and elevate the Zoo's visibility among the Atascadero community, the county and its visitors. The rebrand will ultimately increase awareness for the Zoo, in conjunction with an aggressive marketing and promotions plan. As the rebranding initiative is launched, the Zoo will be working on revenue streams through corporate sponsorships, a new online ticketing program, animal encounters, educational camps and activities. Expansion of the educational camps will be marketed to all schools in the North County and the expanded ambassador program will increase the number of visits to Northern Santa Barbara County, which will only aid in increasing word of mouth and keeping the Zoo top-of-mind.

The rebranding effort of the Charles Paddock Zoo includes a complete makeover and fresh look with a new name and logo focused on the Zoo's Central Coast location. Brand guidelines will accompany the Zoo's new look and new color palette. The campaign will kick off with the Zoo's 70th birthday celebration in June and include educational activity books and placemats which will be distributed to all Atascadero's lodging properties and restaurants. In addition, work is being done on a promotional campaign that will offer guests a discount to the Zoo when they book a stay at an Atascadero lodging property. The activity books and placemats will be provided to the guests at local hotels, and the

placemats will be sent to all North County restaurants. The Zoo's rebranded name will provide a larger footprint and regionalize Atascadero in a manner that will help draw more tourism to the area. The rebrand also includes video creation to be used for education, school outreach efforts and advertising, plus a social media launch and website landing page. The robust campaign will help provide regionalization in a way that has not been done before, and visitor traffic will be increased through the marketing campaign efforts to add top-of-mind awareness of the Zoo and the City, locally and outside of the county.

As part of this item presentation, City staff will be providing an oral report that looks at attendance history and where visitors to the area are coming from. In addition, sample rebrand logo versions, activity book and placemats will be shared. Feedback is encouraged as the City works toward making a final decision on the Zoo's new look!

FISCAL IMPACT:

Up to \$30,000.

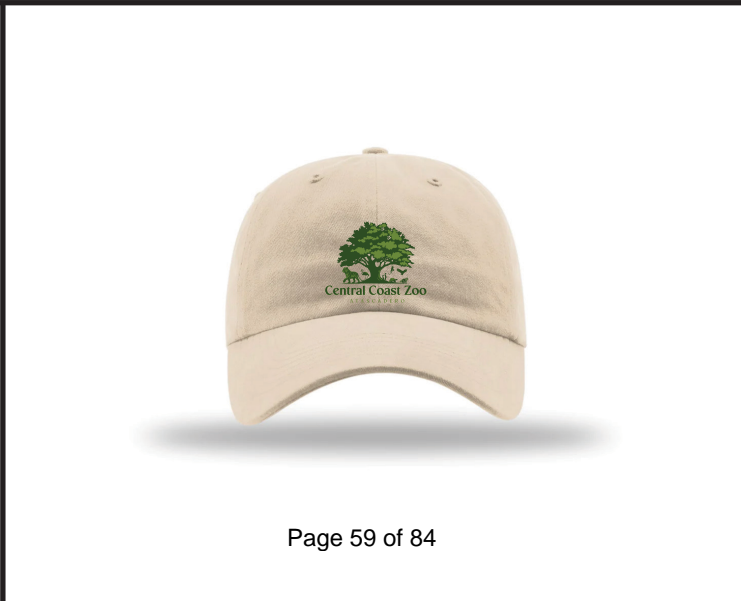
ATTACHMENT:

1. Zoo Rebrand Logo Sets

Central Coast Zoo Logo: Tree (Green)



Central Coast Zoo
ATASCADERO





Unlock the Secrets of the Wild:
Learning and Conservation
at Every Turn



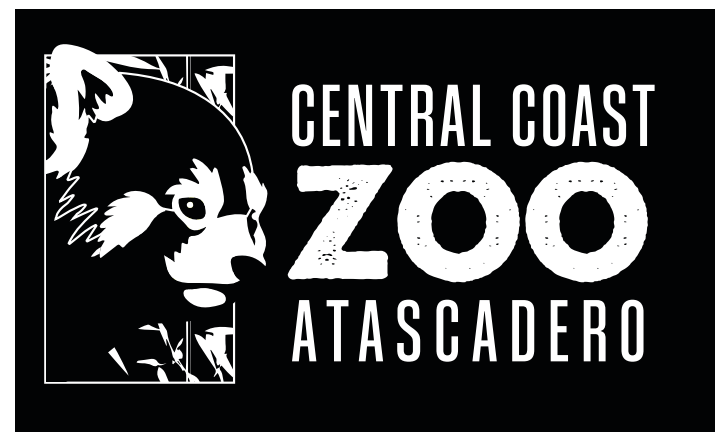
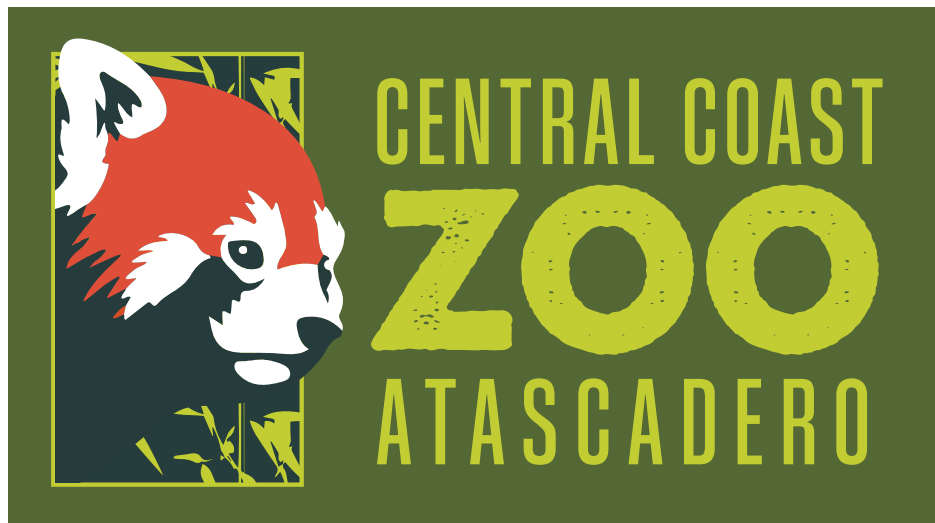


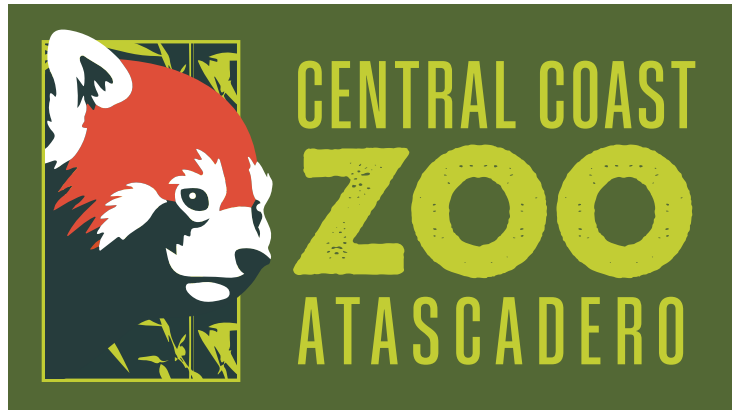
Central Coast Zoo
ATASCADERO





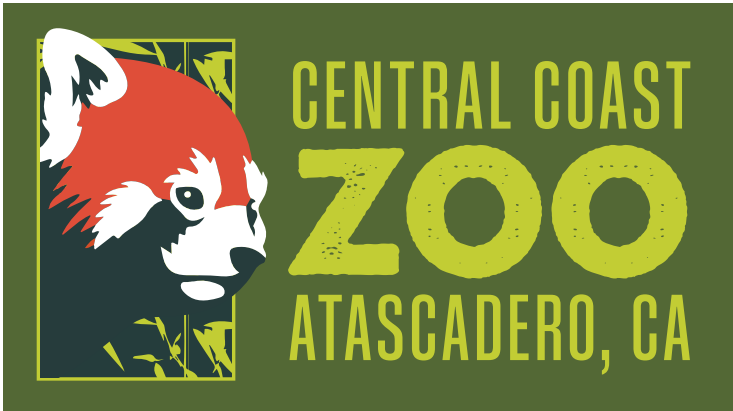
Unlock the Secrets of the Wild:
Learning and Conservation
at Every Turn



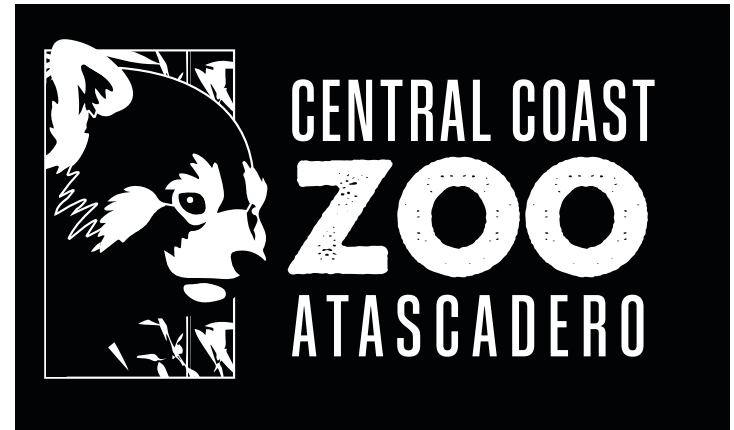
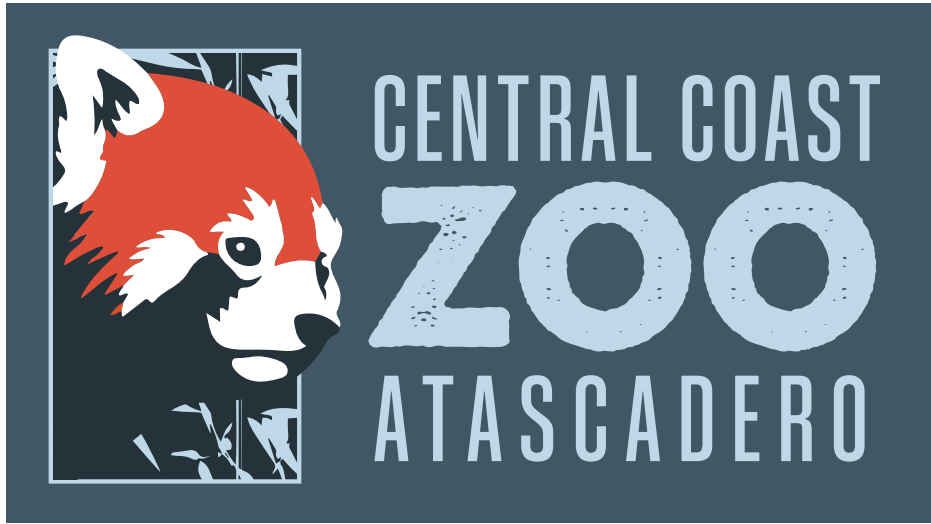


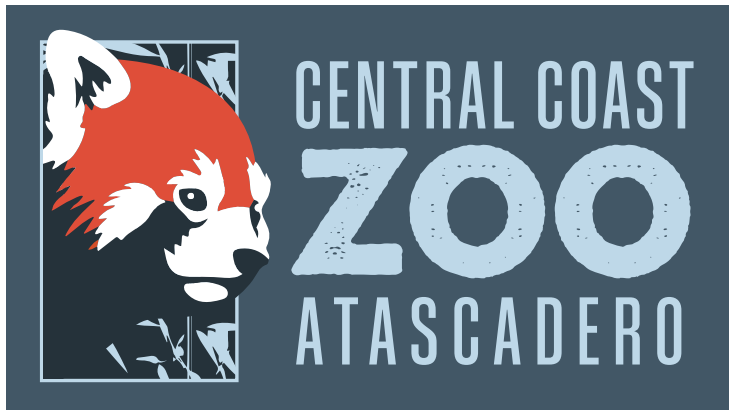
**Unlock the Secrets
of the Wild: Learning
and Conservation
at Every Turn**

Central Coast Zoo Logo: Red Panda (Green) Alternates



Central Coast Zoo Logo: Red Panda (Blue)





**Unlock the Secrets
of the Wild: Learning
and Conservation
at Every Turn**



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B5

3/19/25

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 January 2025 along with the Transient Occupancy Tax (TOT). The new TBID Summary for 24-25 along with the 24-25 Expenditure Detail Report have also been included as attachments to this report.

The STR Report is 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 03-12-2025
4. SLOCAL Monthly STR Report January 2025

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2024 through 01/31/2025

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	180,000.00	0.00	0.00	0.00	180,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656					127,000.00	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/2/2024 ap IN 17543		55.00				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179057						
7/31/2024 ap IN 11965		4,257.89				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						
7/31/2024 po LI 11965					-4,257.89	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						
7/31/2024 po LI 12090					-97.88	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
7/31/2024 ap IN 12089 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		584.30		235		
7/31/2024 po LI 12089 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-584.30	
7/31/2024 ap IN 12090 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		97.88		235		
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				235	-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		235		

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
9/30/2024 ap IN 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		7,912.68				
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-7,912.68		
10/31/2024 ap IN 12111 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180154		6,699.00				
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				
10/31/2024 po LI 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040				-13,420.11		
11/30/2024 po LI 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313				-19,411.35		

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
11/30/2024 ap IN 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313		19,411.35		235		
12/31/2024 ap IN 12193 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659		8,317.54				
12/31/2024 po LI 12193 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659				235	-8,317.54	
12/31/2024 po LI 12188 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659					-2,359.50	
12/31/2024 ap IN 12188 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659		2,359.50		235		
1/31/2025 ap IN 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		9,294.50				
1/31/2025 po LI 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972				235	-9,294.50	
0000.6077025 Digital Media Advertising	0.00	74,461.13	74,461.13		52,743.87	-127,205.00 0.00

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	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 ap IN 230255		3,750.00				
Line Description: 2024 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673						
7/1/2024 po PO 02667				50,000.00		
Line Description: FY 24/25 DESTINATION MARKETING						
Vendor: 00406 VISIT SLO CAL Check # 0						
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						
9/6/2024 ap IN 14649		20,000.00				
Line Description: FY25 MARKETING CO-OPS						
Vendor: 00406 VISIT SLO CAL Check # 179421						
9/18/2024 ap IN 12016		7,750.00				
Line Description: FY25 BRAND ASSET RENEWAL - SLO						
Vendor: 06479 VERDIN Check # 179758						

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
9/30/2024 ap IN 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		1,184.14		0.00		
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		0.00		
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		0.00		
11/28/2024 ap IN 374071 Line Description: ADS - TBID Vendor: 00348 NEW TIMES Check # 180267		234.00				
12/30/2024 ap IN 12156 Line Description: GET WORKING - NEW WEBSITE Vendor: 06479 VERDIN Check # 180523		3,795.00		0.00		

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0000.6077060 Advertising	(Continued)					
1/30/2025 ap IN 376144 Line Description: AD - TBID Vendor: 00348 NEW TIMES Check # 180770		117.00				
1/31/2025 po LI 12221 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972				-1,386.00		
1/31/2025 ap IN 12221 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		1,386.00				
0000.6077060 Advertising	0.00	53,816.14	53,816.14	67,429.86	-121,246.00	0.00
Total Advertising	180,000.00	128,277.27	128,277.27	120,173.73	-68,451.00	138.03
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	175,000.00	0.00	0.00	0.00	175,000.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				100,000.00		
7/31/2024 ap IN 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		8,839.50				

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0000.6501125 Promotions Consultants	(Continued)					
7/31/2024 po LI 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758				-8,839.50		
8/31/2024 ap IN 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		15,018.00				
8/31/2024 po LI 12004 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758				-15,018.00		
9/30/2024 ap IN 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		214.50				
9/30/2024 po LI 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-214.50		
9/30/2024 ap IN 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		9,737.50				
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-9,737.50		

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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
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		
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		
12/31/2024 ap IN 12193 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659		5,862.50				

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0000.6501125 Promotions Consultants	(Continued)					
12/31/2024 po LI 12193 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659				-5,862.50		
1/31/2025 ap IN 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		8,173.14				
1/31/2025 po LI 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972				-8,173.14		
0000.6501125 Promotions Consultants	0.00	71,214.31	71,214.31	28,785.69	-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				
9/1/2024 je GJ JE25 09-07 Line Description: ATBID Admin Service Fee- Sept		2,291.67				

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0000.6509010 Other Professional Services	(Continued)					
11/18/2024 ap IN 948 Line Description: FALL FESTIVAL SPONSORSHIP Vendor: 08621 EN FUEGO EVENTS Check # 180464		2,000.00				
0000.6509010 Other Professional Services	0.00	8,875.01	8,875.01	0.00	-8,875.01	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 Line Description: ATASCADERO FALL FESTIVAL GRANT Vendor: 08621 EN FUEGO EVENTS Check # 178683		20,000.00				
7/21/2024 ap IN 07212024 Line Description: MID-STATE FAIR TRANSPORTATION Vendor: 09414 SIERRA BRAVO ENTERPRISES, LLC Check # 178977		8,640.00				
9/6/2024 ap IN 14651 Line Description: SPARTAN CO-OP Vendor: 00406 VISIT SLO CAL Check # 179421		5,000.00				
9/27/2024 je GJ JE25 09-02 Line Description: ATBID Sponsorship-Grd lights		10,000.00				
11/8/2024 ap IN 24PR10 Line Description: NOVEMBER 2024 EVENT SPONSORSHI Vendor: 07251 GARAGISTE EVENTS, INC. Check # 179971		7,500.00				
1/6/2025 ap IN 42589238 Line Description: 2025 DRIVE SPONSORSHIP Vendor: 09495 FULL CUP SOLUTIONS LLC Check # 180728		3,750.00				
0000.6509032 Additional Promotional Services	0.00	54,890.00	54,890.00	0.00	-54,890.00	0.00

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 Periods: 0 through 7

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2024 through 01/31/2025

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 Contract Services		142,466.82	142,466.82			
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
Total Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6740000 Business Development						
Total Business Development	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	4,220.00	0.00	0.00	0.00	4,220.00	0.00
Total Department Service Charges	4,220.00	0.00	0.00	0.00	4,220.00	0.00
Total Operating Services and Supplies	367,470.00	270,744.09	270,744.09	148,959.42	-52,233.51	114.21
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	270,744.09	270,744.09	148,959.42	12,766.49	97.05
Grand Total	432,470.00	270,744.09	270,744.09	148,959.42	12,766.49	97.05

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								TYPE
235								Special Revenue
		ACTUAL	ACTUAL	ACTUAL	ACTUAL	YTD ACTUAL*	BUDGETED	
		6/30/2021	6/30/2022	6/30/2023	6/30/2024	2024-2025	2024-2025	
		through 01/31/2025						
REVENUES								
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,591	\$ 214,243	\$ 422,400	
45920.0003	Assessment Penalties	-	933	3,904	657	267	-	
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>214,510</u>	<u>442,190</u>	
EXPENSES								
6050000	Office Expense	-	264	-	(5)	-	250	
6070000	Advertising	43,142	127,366	126,556	142,357	128,277	180,000	
6500000	Contract Services **	106,295	143,436	163,051	220,803	151,634	175,000	
6600000	Professional Development	-	731	-	475	-	8,000	
6900000	Administration	2,774	4,106	4,353	4,202	2,145	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>282,056</u>	<u>432,470</u>	
NET INCOME/(LOSS)		127,103	123,341	144,311	83,150	(67,546)	9,720	
BEGINNING AVAILABLE BALANCE		<u>273,667</u>	<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>751,572</u>	<u>657,990</u>	
ENDING AVAILABLE BALANCE		<u>\$ 400,770</u>	<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 751,572</u>	<u>\$ 684,026</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
Drive Sponsorship 2025	3,750
Fall Festival Sponsorship	2,000
Web Consulting	7,488
Destination Marketing Services	71,214
Administrative Services Fee	16,042
	<u>\$ 151,634</u>

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,201.07	\$ 601,950.24	\$ 2,097,720.05
Fiscal Year 2025*	\$ 630,627.42	\$ 454,886.96			\$ 1,085,514.38

* 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.



January 2025

Current Month - January 2025 vs January 2024												
	Occ %		ADR		RevPAR		Percent Change from January 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	49.9	46.2	100.78	96.77	50.31	44.68	8.1	4.1	12.6	12.6	0.0	8.1
Atascadero, CA+	45.3	42.6	105.26	107.10	47.66	45.63	6.3	-1.7	4.5	4.5	0.0	6.3
Cambria, CA+	52.1	47.9	168.17	153.41	87.68	73.55	8.7	9.6	19.2	19.2	0.0	8.7
Morro Bay, CA+	49.9	44.1	114.88	113.32	57.32	49.98	13.1	1.4	14.7	14.9	0.2	13.4
Paso Robles, CA+	53.0	49.9	158.02	155.27	83.82	77.46	6.3	1.8	8.2	8.2	0.0	6.3
Pismo Beach, CA+	54.7	50.8	176.76	162.18	96.67	82.32	7.7	9.0	17.4	19.7	1.9	9.8
San Luis Obispo, CA+	62.4	54.2	144.12	140.24	89.99	76.00	15.2	2.8	18.4	14.3	-3.5	11.2
San Simeon, CA+	42.0	38.4	114.92	103.97	48.32	39.93	9.5	10.5	21.0	21.0	0.0	9.5
Five Cities+	53.9	49.9	173.00	159.56	93.22	79.70	7.9	8.4	17.0	18.6	1.4	9.4
North Coast+	48.5	44.2	143.37	131.41	69.50	58.03	9.8	9.1	19.8	19.8	0.0	9.8
North County+	50.8	47.7	143.31	141.85	72.74	67.62	6.5	1.0	7.6	7.6	0.0	6.5
South County+	57.8	51.9	159.12	150.39	91.92	78.12	11.2	5.8	17.7	16.6	-0.9	10.2
San Luis Obispo County	54.1	49.1	149.05	142.09	80.64	69.71	10.3	4.9	15.7	15.2	-0.4	9.8

Year to Date - January 2025 vs January 2024												
	Occ %		ADR		RevPAR		Percent Change from YTD 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	49.9	46.2	100.78	96.77	50.31	44.68	8.1	4.1	12.6	12.6	0.0	8.1
Atascadero, CA+	45.3	42.6	105.26	107.10	47.66	45.63	6.3	-1.7	4.5	4.5	0.0	6.3
Cambria, CA+	52.1	47.9	168.17	153.41	87.68	73.55	8.7	9.6	19.2	19.2	0.0	8.7
Morro Bay, CA+	49.9	44.1	114.88	113.32	57.32	49.98	13.1	1.4	14.7	14.9	0.2	13.4
Paso Robles, CA+	53.0	49.9	158.02	155.27	83.82	77.46	6.3	1.8	8.2	8.2	0.0	6.3
Pismo Beach, CA+	54.7	50.8	176.76	162.18	96.67	82.32	7.7	9.0	17.4	19.7	1.9	9.8
San Luis Obispo, CA+	62.4	54.2	144.12	140.24	89.99	76.00	15.2	2.8	18.4	14.3	-3.5	11.2
San Simeon, CA+	42.0	38.4	114.92	103.97	48.32	39.93	9.5	10.5	21.0	21.0	0.0	9.5
Five Cities+	53.9	49.9	173.00	159.56	93.22	79.70	7.9	8.4	17.0	18.6	1.4	9.4
North Coast+	48.5	44.2	143.37	131.41	69.50	58.03	9.8	9.1	19.8	19.8	0.0	9.8
North County+	50.8	47.7	143.31	141.85	72.74	67.62	6.5	1.0	7.6	7.6	0.0	6.5
South County+	57.8	51.9	159.12	150.39	91.92	78.12	11.2	5.8	17.7	16.6	-0.9	10.2
San Luis Obispo County	54.1	49.1	149.05	142.09	80.64	69.71	10.3	4.9	15.7	15.2	-0.4	9.8

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
7	4	438	371
8	6	617	575
21	13	750	467
31	9	969	438
23	14	1465	1092
30	18	2112	1657
38	21	2432	1675
10	5	601	348
47	26	2954	2221
40	18	1518	815
32	20	2109	1667
84	47	5368	3896
196	94	10223	6816