



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

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

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

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



# **CITY OF ATASCADERO**

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

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### **AGENDA**

**Wednesday, April 16, 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 – March 19, 2025, Regular Meeting Minutes**

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

#### **B. BUSINESS ITEMS:**

##### **1. 2025 California Mid-State Fair Sponsorship Renewal**

- Fiscal Impact: Up to \$3,750.
- Recommendations: ATBID Advisory Board provide staff direction on renewal of the 2025 California Mid-State Fair shared sponsorship opportunity with the City. [CMSF/ City]

##### **2. 2024 Event Recap for the Garagiste Festival**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board:
  1. Receive and file recap of marketing results from the November 2024 Garagiste Festival. [Garagiste]
  2. Discuss and provide staff direction for renewal of an event sponsorship program for 2025. [City]

##### **3. Visit SLO CAL Co-Op Opportunities for 2025-2026**

- Fiscal Impact: Up to \$45,000.
- Recommendation: ATBID Advisory Board review and provide staff directions on the FY2025-2026 Visit SLO CAL Co-Op program. [SLO CAL]

**4. Budget Ad Hoc Committee Report for FY2025-2027 Budget Preparation**

- Fiscal Impact: FY2025-2026 \$503,680; FY2026-2027 \$546,340.
- Recommendation: ATBID Advisory Board review and approve draft budget for fiscal years 2025-2026 and 2026-2027. [City/ Budget Ad Hoc Committee]

**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. TMD Terms for Atascadero up for renewal (Special Meeting – April 23<sup>rd</sup> or April 30<sup>th</sup>).
2. Event Sponsorship Renewal and ROI Criteria (May 2025).
3. ATBID Annual Budget Assessment (May 2025).
4. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (May 2025).
5. DRIVE Workshop 2025 Event Recap (May 2025).
6. Quarterly Marketing Recap (May 2025).
7. Welcome Center Location Update/ Opportunity (June 2025).
8. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (August 2025).
9. County update from incoming Supervisor Moreno (August 2025).

**G. ADJOURNMENT:**



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

## DRAFT MEETING MINUTES

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

**CALL TO ORDER:**

Chairperson Harden called the meeting to order at 1:04 P.M.

**ROLL CALL:**

Present: Board Members Clint Pearce, Vice Chairperson Tom O'Malley and Chairperson Harden

Vacant: None

Absent: Board Members Jeffrey Lemus and Amar Sohi

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: Mike Zappas, Matthew Corning, and Amanda Wittstrom Higgins. (Exhibits A & B)

*Chairperson Harden closed public comment.*

*1:19 Board Member Amar Sohi arrived.*

**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]

**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 & 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]

Andres Nuno from En Fuego Events presented the return on investment item to bring in higher level talent to increase hotel stays for both Friday and Saturday night. Andres 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:** Pearce

**SECOND BY:** Sohi

**1. Approve sponsorship renewal up to \$25,0000.**

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

ABSENT (1): Lemus

VACANT (0)

***Passed 4-0***

**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]

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 Advisory Board Appointed Board Member Pearce and Chairperson Harden as the new Ad Hoc Committee.**

### **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]

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: Mary Verdin with Verdin Marketing.

*Chairperson Harden closed public comment.*

**MOTION BY:** O'Malley

**SECOND BY:** Pearce

#### **1. Approve the Verdin Marketing Ink Marketing proposal for FY25-26 and FY26-27.**

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

ABSENT (1): Lemus

VACANT (0)

***Passed 4-0***

### **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]

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.*

**MOTION BY:** O'Malley

**SECOND BY:** Sohi

#### **1. The Advisory Board agrees to support \$15,000 towards marketing and request each board members vote on the name change for the rebranding project to be reported to City Council.**

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

ABSENT (1): Lemus

VACANT (0)

***Passed 4-0***

*Vice Chairperson O'Malley left at 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. 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].

Ashlee Akers with Verdin Marketing 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. Budget Ad Hoc Committee Report**

- 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].

Community Services & Promotions Director Terrie Banish provided a brief update of the oral report.

**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 & 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:**

Recommend staff direction if there is an opportunity from the California Welcome Center on a location in Atascadero.

**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:**

Chairperson Harden adjourned the meeting at 3:18 P.M.

**MINUTES PREPARED BY:**

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Ashley Zamora  
Recreation Coordinator

Exhibit A: DRIVE Event Workbook  
Exhibit B: DRIVE Event Postcard





# **CITY OF ATASCADERO**

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

**Item B1**

**4/16/25**

### **2025 California Mid-State Fair Sponsorship Renewal**

#### **RECOMMENDATION:**

ATBID Advisory Board provide staff direction on renewal of the 2025 California Mid-State Fair shared sponsorship opportunity with the City.

#### **DISCUSSION:**

The California Mid-State Fair (CMSF) has provided their annual sponsorship opportunity—similar to the 2024 sponsorship in which ATBID and the City participated. The Fair attracts many visitors to the area during the short, two-and-a-half-week timeframe, where families experience a variety of carnival rides, live entertainment, local bands, concerts, contests, awards, food, merchants, and the renowned livestock program.

The sponsorship will continue to be at the \$7,500 level and provides the opportunity to have the VIP passes/parking, access to sponsor concert reception area, concert and fair admission ticketing program for Visit Atascadero promotions, sponsor tie-in with branded Visit Atascadero glasses for the distilled spirits awards, sponsor tie-in with Visit Atascadero on Fair's Instagram promotion, along with sponsor mention and local business tie-in to the apple pie judging, as well as signage presence and announcements throughout the fair. The ticketing program can be offered to hotel employees in addition to City employees with the option to purchase concert tickets. The City would like to continue sharing this sponsorship expense with the ATBID as it is a program that benefits both tourism and the community.

There will be an oral presentation at the ATBID meeting by a representative from the CMSF to review the sponsorship proposal and answer questions.

#### **FISCAL IMPACT:**

Up to \$3,750.

#### **ATTACHMENT:**

1. Mid-State Fair Sponsorship Proposal 2025
2. Mid-State Fair Final Results 2024

**CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447**  
**ROB BONESO [SPONSOR@MIDSTATEFAIR.COM](mailto:SPONSOR@MIDSTATEFAIR.COM) 805-538-9165**

**SPONSORSHIP DETAILS (not official agreement)**

**CITY OF ATASCADERO/VISIT ATASCADERO**  
**6500 PALMA AVENUE, ATASCADERO, CA 93422**  
**TERRIE BANISH – (805) 235-2539 – [tbanish@atascadero.org](mailto:tbanish@atascadero.org)**

**Scope of Work**

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

**Contractor agrees to:**

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than JUNE 1, 2025**.
- 2.) Term of this agreement is **JAN 1, 2025 – DEC 31, 2025**.
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

**In exchange for the above, State agrees to provide the Contractor with the following:**

- 1.) Advertising & Exposure
  - a. Business Listing in Official Daily Schedule.
  - b. Business Logo/Link on CMSF Website ([www.midstatefair.com](http://www.midstatefair.com)).
  - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
    - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
  - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
  - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
  - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
  - d. **Access** to our outdoor Sponsor Reception Area, which features light appetizers, complimentary water/soda, and a full no-host bar (concert ticket required).
  - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
  - a. Contractor to be sponsor of **Wine Industry Awards & Tasting** taking place on FRI 7/19/24 and as such shall receive: Name/logo on all marketing and promotional materials... Custom plastic glasses to be used at event... and opportunity to have one (1) celebrity judge at event.
  - b. Contractor to be sponsor of **Get Crafty Awards & Tasting** taking place on SUN 7/21/24 and as such shall receive: Name/logo on all marketing and promotional materials... Custom plastic glasses to be used at event... and opportunity to have one (1) celebrity judge at event.
  - c. Contractor and State shall engage in **Two (2) “Social Media” Posts/Contests** during the month of July.



**TUESDAY, AUGUST 6, 2024  
FOR IMMEDIATE RELEASE**

## **FUN TIMES AT THE 2024 CALIFORNIA MID-STATE FAIR!**

**PASO ROBLES (CA)** – The 78<sup>th</sup> annual California Mid-State Fair returned for 12 full days of fun July 17-28 with a theme of “Wide Open Spaces!” In addition to the usual attractions of 4-H and FFA exhibitors, carnival rides, exhibits, food, and shopping, there was a multitude of live music, highlighted by two sold-out concerts featuring Latin superstar Carin León and country music sensation Jelly Roll.

CEO Colleen Bojorquez said, “On behalf of the Staff and the Board of Directors, we are thrilled with the results of the 2024 California Mid-State Fair. The support from the community to celebrate the traditions of San Luis Obispo County and to see the staff’s hard work is truly inspiring. We couldn’t do it without you.”

### **LIVESTOCK AUCTIONS**

Revenue from the 2024 livestock auctions raised \$2,607,587 on 797 animals (unofficial). Of that, \$801,750 came from the Replacement Heifer Sale and \$1,798,406 came from the Junior Livestock Auction. The Small Animal Auction brought in \$7,431.

### **MICHELOB ULTRA CONCERT SERIES**

Concerts and shows in the Chumash Main Grandstand Arena saw just over 95,000 guests attending performances, an increase from last year’s total of over 91,000 ticket buyers. This year, the biggest attractions were sold-out shows from Carin León, Jelly Roll, the Country Rodeo Finals and Monster Truck Madness, plus packed houses for Zac Brown Band and Nickelback.

### **INDUSTRIAL ARTS AUCTION**

This year’s auction brought in a stunning \$296,600, the most ever raised in a single year! Thanks to the generous support from the community, over \$1.3 million has been brought in since the auction began over 24 years ago.

### **OVERALL ATTENDANCE**

Total overall attendance topped 335,000 (unofficial) which was a 2% increase over last year’s Fair. While official ticket counts will take several weeks to calculate, the Fair wishes to sincerely thank all those who participated in, and/or attended the 2024 Fair!

**(more...)**

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446

MAILING: PO Box 8, Paso Robles, CA 93447

[www.midstatefair.com](http://www.midstatefair.com)



### **CARNIVAL**

Helm and Sons Amusements, Inc. of Colton, California generated \$1,710,585 in total revenue, a 2% increase from 2023... and that included a completely FREE day of rides on Opening Day!

### **EXHIBITS**

The Still Exhibits program featured a total number of 1,191 exhibitors.

Top Adult Exhibitor: Larry Stallings

Top Youth Exhibitor: Aymie Evenson

Top 4-H Exhibitor: Sophie Pittman

Top Special Stars Exhibitor: Jacob Hanson

### **CONCESSIONS**

Over 55 food and beverage (non-alcoholic) vendors reported gross revenues of just over \$3.3 million dollars.

### **SPONSORSHIPS**

The Fair once again received generous support from businesses and individuals in the form of corporate sponsorships. Over 100 total sponsors gave over \$1.4 million dollars in cash and in-kind donations.

### **CENTRAL COAST COMPETITIONS**

Central Coast Wine Competition:

- Winery of the Year – Eberle Winery, Paso Robles
- Best of Show/Best of White – Eberle Winery, Paso Robles, 2023 Viognier
- Best Dessert – Glunz Family Winery & Cellars, Paso Robles, CA, Mission Angelica
- Best Red – Volatus, Paso Robles, CA, 2022 Tannat
- Best Rosé – Delicato Family Wines, Monterey, CA, 2023 Sofia Rosé

Central Coast Olive Oil Competition:

- Producer of the Year – Calivirgin
- Best of Show Robust – Ola (Lindsay)
- Best of Show Medium – Toothacre Ranch (Ramona)
- Best of Show Delicate – Cobram Estate (Woodland)
- Best of Show Flavored – Calivirgin (Lodi)
- Best of Label – Single Bottle: Toothacre Ranch
- Best of Label – Series: Boccabella Farms
- Best of Packaging – Single Bottle: Bearbird Ranch
- Best of Packaging – Series of Bottles: Ola

**(more...)**

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#### California Crafts Spirits:

- Best of Show/Best of Class Gin – Griffo, Petaluma, CA, Scott Street Gin
- Best of Class Agave – Catedral De Mi Padre, Paso Robles, CA, Ensemble Mexicano
- Best of Class Liqueur – Griffo, Petaluma, CA, Cold Brew Coffee Liqueur
- Best of Class Vodka – Golden Eagle Vodka, Lake Forest, CA, Golden Eagle Vodka

#### Get Crafty Golden Shaker Winners:

- People's Choice – Templeton Mercantile with Tin City Vodka
- Mixologist Choice – Templeton Mercantile with Tin City Vodka
- Distillers Choice – Luna Red with Bixby Gin

#### San Luis Obispo County Wine Industry Awards:

- Wine Grape Grower of the Year – Niels and Bimmer Udsen, Castoro Cellars
- Winemaker of the Year – McPrice Myers, McPrice Myers Wines
- Wine Industry Person of the Year – Molly Scott, JUSTIN Vineyards & Winery
- Posthumous Lifetime Achievement Award – Mike English, Tin City

#### Agriculture Awards:

- Agriculturalist of the Year – Brian Talley
- Cattle Woman of the Year – Vicki Janssen
- Cattleman of the Year – Aaron Lazanoff

#### **COUNTRY RODEO FINALS WINNERS**

**The Country Rodeo Finals All-Around Cowboy was Danny Leslie.** Other winners:

- TEAM PENNING
  - MATHEW HAMMOND, BRIAN EVANS, RYAN BOGNUDA
- BARRELS
  - KATELYN HURL
- RANCH ROPE & BRAND
  - PAT BOYLE, LANE KARNEY, JOE ROTH, LIAM ROTH
- MIXED RIBBON ROPING
  - GARRETT DAVIS, CLAIRE JOHNSEN
- MATCH ROPING
  - DUGAN KELLY, DANNY LESLIE
- DOUBLE MUGGING
  - EDGAR MACHADO, PETER RINCON
- LADIES BREAKAWAY ROPING
  - LILLY THOMPSON

**The weekend All-Around winner was Tristan Schmidt, Ladies All-Around was Mattie Work and Cathie Twisselman (tied) and the Top Hand went to Danny Leslie.**

**(more...)**

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**MISS CALIFORNIA MID-STATE FAIR**

The California Mid-State Fair announced that 18-year-old Megan Pagnini of Paso Robles was crowned the 2024 Miss California Mid-State Fair Queen. 18-year-old Ashlee Holt of Paso Robles was the 1st Runner Up, 21-year-old Logan Rutherford of Paso Robles was 2nd Runner Up. 18-year-old Vanessa Pinedo of Paso Robles won the Talent Competition with her Folklorico dance to "Son de la Negra." 17-year-old Hailey Terrell of Templeton won the Interview Competition.

***The 2024 California Mid-State Fair runs July 16-27, 2025.***

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For more information, please contact [publicity@midstatefair.com](mailto:publicity@midstatefair.com)

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[www.midstatefair.com](http://www.midstatefair.com)



# **CITY OF ATASCADERO**

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

**Item B2**

**4/16/25**

## **2024 Event Recap for the Garagiste Festival**

### **RECOMMENDATIONS:**

ATBID Advisory Board:

1. Receive and file recap of marketing results from the November 2024 Garagiste Festival.
2. Discuss and provide staff direction for renewal of an event sponsorship program for 2025.

### **DISCUSSION:**

The Garagiste Festival celebrated the 13th annual event, kicking off with the event at the Pavilion on the Lake on Friday, November 8. The event continued Saturday at the Paso Robles Event Center. This recap will provide an overview of the promotions that went into the event and how Atascadero was featured with the goal to encourage overnight stays.

As the Garagiste Festival team recaps the success of their recent event, they are also looking forward to planning their 14th annual event in November and discussing how the ATBID can continue to be involved in event sponsorship in 2025.

### **FISCAL IMPACT:**

None.

### **ATTACHMENTS:**

1. 2024 Garagiste Festival Event Recap





## 13<sup>th</sup> Anniversary Paso Garagiste Festival Post-Game Report

Hi Terrie and all at Visit Atascadero,

The 13<sup>th</sup> Annual Garagiste Festival was another successful event and banner year for out of area attendance, which was 74% with representation from 19 states.

55% of attendees were new to the Garagiste Festival and 15% made their first trip to Paso/Atascadero for the event.

Since our inception we have prioritized attracting tourism, beginning with our choice of the 2<sup>nd</sup> Saturday in November as our annual event date, which was an “off” weekend in the area before Garagiste, but has now become a must-visit weekend for hundreds of wine travelers.

Our long-term mission to support emerging wineries and establish the Paso/Atascadero area as the acknowledged home of the Garagiste micro-winery movement has paid dividends by giving wine tourists a reason to come to the area all year round.

For example, more than 70% of the wineries in Tin City began by pouring at the Garagiste Festival before they had tasting rooms. We have given these wineries a launching pad to reach dedicated wine consumers and help them establish a base from which to grow, and we continue to do so with many new wineries at every event.

We believe that the Festival is an integral component in the growth of wine tourism in Paso and Atascadero – especially with Atascadero now boasting a growing number of new tasting rooms, mostly from exactly the kind of wineries that our audience loves to discover.

The Festival is dedicated to boosting both new wineries and new visitors, and frankly we could not do it without your support, which allows us to continue promoting Paso and Atascadero and the Festival outside of SLO County.

Thank you as always for your support!

### **711 Tickets Sold / 74% of attendees from out of SLO County**

Other States: CA / WI / TX / NC / KS / NV / AZ / OH / HI / FL / CO / MD / IN / AL / MS / LA / MN / OR / VA

### **First Time Attending Festival?**

Yes - 55%

No, attended Paso before - 36%

No, but 1st time in Paso - 6%

Overall 62% of attendees were new to Paso event

(continued)





### **How Often Do You Visit Paso?:**

1st Time - 15%  
 1-2x - 37%  
 3-5x - 18%  
 Monthly - 3%

### **Where Staying (62% paid for local accomodations):**

Hotel - 34%  
 Air BnB - 25%  
 With Friends - 8%  
 RV - 3%  
 Live in SLO - 26%  
 Drove up - 4%

### **How Many Nights Stayed?**

1-2 - 36%  
 3-4 days - 30%  
 5-7 - 3%  
 8+ - 1%

### **Age Demos**

21-34 – 6%  
 35-44 – 13%  
 45-54 – 17%  
 55-64 - 31%  
 65-74 – 22%  
 75+ - 6%

### **MEDIA**

Mentions on KSBY and KEYT TV  
 Radio Campaign on Krush FM  
 New Times  
 Paso Robles Press  
 Calendar Listings throughout California

### **PROMO**

E-Blasts to in-house mailing list of 9000+ specifically featuring Atascadero  
 Social Media – Facebook, Twitter, Instagram  
 Multiple LA area promotional mini-tastings  
 Postcards distributed to LA wine shops



# **CITY OF ATASCADERO**

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

**Item B3**

**4/16/25**

### **Visit SLO CAL Co-Op Opportunities for 2025-2026**

#### **RECOMMENDATION:**

ATBID Advisory Board review and provide staff direction on the FY2025-2026 Visit SLO CAL Co-op program.

#### **DISCUSSION:**

Visit SLO CAL's intention for cooperative marketing is to provide unique opportunities for destination partners and tourism businesses to ride the coattails of Visit SLO CAL investment across paid, owned, and earned channels, and amplify their voices within its House of Brands programming. Visit Atascadero is a proud member of Visit SLO CAL. City staff encourages the ATBID Advisory Board to review and endorse co-op opportunities with Visit SLO CAL whenever they are available and mutually beneficial.

Following is a snapshot of the co-op marketing opportunities available to the ATBID Advisory Board as the calendar nears the 2025-2026 fiscal year:

1. Detour-ists Welcome Campaign Production & Media Rotation Co-Op
2. Sojern Media Co-Op
3. Lodging Forecast Report Co-Op
4. Economic Impact Report Co-Op
5. Visitor Profile Study Co-op
6. IPW 2026 Co-Op
7. HotelBeds Co-Op
8. Spartan Race 2025 Co-Op
9. Various Sales FAM Opportunities
10. Los Angeles Media Event Co-Op
11. Phoenix Media Event Co-Op

#### **FISCAL IMPACT:**

Up to \$45,000

#### **ATTACHMENT:**

1. VSC New Brand Campaign Concept Outline
2. FY26 Co-Op One Sheet



## Marketing Committee Post-Retreat New Brand Campaign Overview

Visit SLO CAL's new brand campaign concept is planned for production in fall 2025 with debut in early 2026. This overview document is intended to be a resource and an aid for you as you are sharing this campaign with your board and stakeholders. The following notes highlight ethnographic research findings that uncovered the key strategic insight at the foundation of the campaign development and provide an overview of the concept itself.

### INITIAL RESEARCH:

To refine and enhance our brand storytelling, Visit SLO CAL conducted in-depth on-the-ground interviews with a diverse range of visitors across the region. The discussions revealed emotional responses, motivations and perceptions of the SLO CAL experience.

### What did we learn?

#### SLO CAL's pace sets it apart — inspiring a unique style of exploration.

- Visitors consistently appreciated SLO CAL's more intentional pace and reaffirmed our tagline, "Life's Too Beautiful to Rush":
  - *"If you want to slow down and just **take life in and be in the moment**, I think this is a place to do that."*
  - *"It allows us to do a ton of things in one day, because there's no rush, there's no traffic. You can really **bounce between** areas really quickly."*
  - *"**We go off script a lot**. Like 'hey, that's kind of cool. Let's go over there'."*
  - *"It's easy to take everything in. You don't feel rushed. There's always **something new around every corner**."*

### What does it mean?

#### Strategic Insight: SLO CAL Spontaneity

The unique pace encourages travelers to be spontaneous, offering the freedom to go off script and embrace the unexpected.

- Spontaneity is associated with a sense of adventure, discovery, playfulness, and fun that unfolds organically.
- Unplanned discoveries and spontaneous moments bring joy and deepen the experience.

**CONCEPT:****New Brand Campaign Concept Overview**

In SLO CAL, travel isn't about checking boxes or following rigid itineraries. Its welcoming people, stunning landscapes and relaxed pace provide the freedom to follow your own path, making spontaneity practically effortless.

Which means getting sidetracked and veering from the plan aren't obstacles, they're opportunities. To chase a whim, discover a view or stumble into a hidden gem following the insider tip of a friendly local.

This place inspires—and enables—a new kind of travel and a new kind traveler inside all of us.

Because sometimes the best moments are the ones you never saw coming.

[LINK TO NEW BRAND CAMPAIGN CONCEPT VIDEO\\*](#)

*\*Please note: this video is for internal use only and is not for distribution or public consumption in any way.*



## FY 26 Co-Op Partner Opportunities

Visit SLO CAL is offering the following cooperative marketing opportunities for partners to collaborate and invest in for FY 26. This is intended to be a comprehensive list of offerings; however additional opportunities may be offered throughout the year. Please review the list and fill out the interest form at the end.

### Detour-ists Welcome Campaign Production & Media Rotation Co-Op

- Investment Level: \$10,000
- Destination specific assets :15s video, :06s video, stills, b-roll (drone)
- Assets included in VSC's media mix
- Inclusion in VSC's Content DAM Pilot Program

### Sojern Media Co-Op

- Flight Duration: 3 months
- Available Products: Display, Native Video
- Investment Level:
  - \$5,000 minimum can select 2 products
  - \$10,000 investment can select 2 – 3 products
  - \$15,000 maximum
- 100% match from Sojern and 100% match from VSC

### Lodging Forecast Report Co-Op

- Investment Level: \$4,000 - \$7,000 depending on number of participating destinations (*cost is an estimate based on FY 25 rates*)
- Includes:
  - Lodging performance indicators (e.g. supply, demand, occupancy, ADR, RevPAR) with monthly, quarterly and annual estimates looking through 2027

### Economic Impact Report Co-Op

- Investment Level: \$6,000 – \$9,000 depending on number of participating destinations (*cost is an estimate based on FY 25 rates*)
- Economic Impact Study on 2025 Calendar Year
  - Annual Visitation with visitation trend over the past 5 years
  - Visitor Spending by Industry for 2025
  - Economic Impacts for 2025

### Visitor Profile Study Co-Op

- Investment Level:
  - \$5,000 (2 questions)

- \$8,000 (4 questions)
  - Plus \$2,000 for each additional question beyond 4
- Destination specific standard questions with a single selection or “select all that apply” response from survey takers
- Survey to occur in Q1 of FY 26

#### **IPW 2026 Co-Op**

- Investment Level: \$7,500 (*cost is an estimate based on FY 25 rates*)
- Attendance at show May 17 – 21, 2026 in Fort Lauderdale, FL
- Participation in VSC's shared booth

#### **HotelBeds Co-Op**

- Investment Range: \$5,000 – \$6,000 (*cost is an estimate based on FY 25 rates and number of participating partners*)
- Continuation of 6-month digital marketing campaign in partnership with Hotelbeds and Visit California

#### **Spartan Race 2025 Co-Op**

- Investment Level: \$5,000
- Event Details: Santa Margarita Ranch, November 8 – 9, 2025
- VSC is looking to secure a minimum of 4 co-op partners in FY 26

#### **Various Sales FAM Opportunities**

- Suggested Investment Level: \$1,500 – \$2,500+
- Opportunities Hosting support may include Meeting Planner FAM in Summer 2025, Travel Trade Reverse Mission, Travel Trade Agent FAMs and other misc. opportunities

#### **Los Angeles Media Event Co-Op**

- Investment Level: \$500 (*not including travel expenses*)
- Connecting Visit SLO CAL and co-opting destination partners with top tier media and vetted influencers from SLO CAL's top fly/drive market
- Dates TBD

#### **Phoenix Media Event Co-Op**

- Investment Level: \$500 (*not including travel expenses*)
- Connecting Visit SLO CAL and co-opting destination partners with top tier media and vetted influencers from one of SLO CAL's premium fly/drive markets
- Dates TBD

**FY 26 Co-Op Participation Interest Form**

Please mark the interest box for the program(s) your organization is considering for FY 26. This form is intended to gauge interest levels only for planning purposes. Separate co-op commitment forms will be collected from participating partners once final commitments are made.

Interest	Co-Op Program
	Detour-ists Welcome Campaign Production & Media Rotation Co-Op
	Sojern Media Co-Op
	Lodging Forecast Report Co-Op
	Economic Impact Report Co-Op
	Visitor Profile Study Co-Op
	IPW 2026 Co-Op
	HotelBeds Co-Op
	Spartan Race 2025 Co-Op
	Various Sales FAM Opportunities
	Los Angeles Media Event Co-Op
	Phoenix Media Event Co-Op

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

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

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

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



# **CITY OF ATASCADERO**

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

Item B4

4/16/25

### **Budget Ad Hoc Committee Report for FY2025-2027 Budget Preparation**

#### **RECOMMENDATION:**

ATBID Board review and approve draft budget report for fiscal years 2025-2026 and 2026-2027.

#### **DISCUSSION:**

In the month of April, the Budget Ad Hoc Committee met twice with City staff to review the detailed 2025-2027 budget worksheets for the two-year City budget cycle.

The review from the ATBID Board along with public engagement is an important part of this process. The ATBID 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.

Once approved, the ATBID budget worksheet will be submitted to the City's Finance Department (Administrative Services). From there, each section of the citywide budget is reviewed in detail at one well-publicized, publicly held Finance Committee meeting on May 22<sup>nd</sup> to receive input from the public. 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.

The Ad Hoc Committee has provided input to the 2025-2027 two-year budget worksheet and will be presenting that to the ATBID Board in this meeting.

#### **FISCAL IMPACT:**

FY2025-2026: \$503,680; FY2026-2027: \$546,340

#### **ATTACHMENT:**

1. 25-27 235 TBID Budget Worksheet
2. Visit Atascadero Marketing Budget FY26
3. ATBID Scope of Work 2025-2026



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. Through January 8, 2025, a two percent (2%) assessment was placed on the nightly rent of all occupied rooms or spaces for all transient occupancies in Atascadero and starting January 9, 2025, the assessment increases to two and a half percent (2.5%).

ACTIVITY DETAIL

OBJECT	EXPENSE	2022-2023	2023-2024	2024-2025	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032
NUMBER	CLASSIFICATION	ACTUAL	ACTUAL	BUDGETED	ESTIMATED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	REQUESTED	REQUESTED
OPERATIONS												
6050000	Office Expense	\$ -	\$ (5)	\$ 250	\$ 75	\$ 250	\$ 250	\$ 275	\$ 302	\$ 332	\$ 365	\$ 401
6070000	Advertising	126,556	142,357	180,000	205,221	160,250	174,050	\$ 175,890	\$ 177,648	\$ 179,424	\$ 181,218	\$ 183,030
6500000	Contract Services	163,051	220,803	175,000	275,055	264,500	292,200	\$ 295,122	\$ 298,073	\$ 301,053	\$ 304,063	\$ 307,103
6600000	Professional Development	-	475	8,000	6,477	8,500	9,500	\$ 9,595	\$ 9,690	\$ 9,786	\$ 9,883	\$ 9,981
6900000	Administration	4,353	4,202	4,220	4,480	5,180	5,340	\$ 5,500	\$ 5,650	\$ 5,840	\$ 6,010	\$ 6,180
Total Operations		293,960	367,832	367,470	491,308	438,680	481,340	486,382	491,363	496,435	501,539	506,695
SPECIAL PROJECTS												
8E+06	Opportunities Fund	-	-	65,000	-	65,000	65,000	65,000	65,000	65,000	65,000	65,000
	Zoo and Lake Park Projects	-	-	-	-	-	-	-	-	-	-	-
Total Special Projects and Purchases		-	-	65,000	-	65,000	65,000	65,000	65,000	65,000	65,000	65,000
ACTIVITY TOTAL		\$ 293,960	\$ 367,832	\$ 432,470	\$ 491,308	\$ 503,680	\$ 546,340	\$ 551,382	\$ 556,363	\$ 561,435	\$ 566,539	\$ 571,695

DETAIL BACKUP

OBJECT	EXPENSE	DESCRIPTION	BASIS	2025-2026	2026-2027
NUMBER	CLASSIFICATION			AMOUNT	AMOUNT
6050000	Office Expense	Copies, postage, general supplies	Estimated	\$ 250	\$ 250
6070000	Advertising	Brochures, magazines, media and online advertisements, trade show materials	Estimated	160,250	174,050
6500000	Contract Services	Professional services including marketing, promotions, public relations, attendance at trade shows, event transportation of lodging guests, contract administration services	Estimated	264,500	292,200
6600000	Professional Development	Central Coast Tourism Council local chapter dues	Estimated	8,500	9,500
6900000	Administration	Administration of fund by City staff	Estimated	5,180	5,340
8E+06	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	65,000	65,000

\$ - \$ -

Terrie Banish:  
Current expenses \$137,765 plus \$67456

Terrie Banish:  
Verdin: Feb - June Estimate \$47,000 (plus \$71,214),  
  
Website Clever Concepts \$29950 (less \$7488) & Website Verdin \$22,500,  
  
Bovine \$10k, Fall Fest \$20k, Garagiste \$7500, Spartan \$5000, CCCBeer \$5k, MSF Transportation \$8640, Lights \$10k, Drive \$3750, Rebrand \$15k  
  
Admin Services \$27,500 total year.

Terrie Banish:  
Increase to Fall Fest \$25k, Verdin at \$157k; website \$20k, increase Admin services by \$5k to \$32.5k, Garden Lights \$10,000, plus Bovine \$10k, CCCBeer \$5k, Cider \$5k.

Terrie Banish:  
Includes Verdin \$108,000, MSF \$3750, Co-op \$46,500, 2,000 Monopoly (3rd & last year)

Terrie Banish:  
Includes Verdin \$120,300, plus MSF \$3750 plus \$50,000 Co-op

Terrie Banish:  
Increase to Fall Fest by \$5k, Increase to Verdin at \$17,700; increase Admin services by \$5k to \$37.5k, Includes Garden Lights \$10,000, plus Bovine \$10k, CCCBeer \$5k, Cider \$5k, website \$20k.

Revenue-assessments, late fees	435,305	420,248	422,400	447,600	518,350	534,430	549,930	565,330	583,980	600,900	617,730
interest income	2,966	30,735	19,790	21,320	15,220	15,410	-	-	-	-	-
Net change in fund balance	144,311	83,151	9,720	(22,388)	29,890	3,500	(1,452)	8,967	22,545	34,361	46,035
Beginning Fund Balance	524,111	668,422	657,990	751,573	729,185	759,075	762,575	761,123	770,090	792,635	826,996
Ending Fund Balance	668,422	751,573	667,710	729,185	759,075	762,575	761,123	770,090	792,635	826,996	873,031

Terrie Banish:  
Current expenses \$137,765 plus \$67456

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Increase to Fall Fest by \$5k, Increase to Verdin at \$17,700; increase Admin services by \$5k to \$37.5k, Includes Garden Lights \$10,000, plus Bovine \$10k, CCCBeer \$5k, Cider \$5k, website \$20k.

# Marketing Budget



Visit Atascadero | Budget: \$265,000

## Detailed Spending

		Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.		
	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$26,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$3,000	\$3,000	\$26,000	\$0
Creative Developement	\$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	\$20,000	-	\$10,000	-	-	-	-	-	-	\$10,000	-	-	-	\$20,000	\$0
Website Blog and Updates	\$12,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$0
Social Media	\$24,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$0
Email Marketing	\$15,000	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000	\$0
Public Relations	\$14,000	\$2,500	\$500	\$500	\$2,500	\$500	\$500	\$2,500	\$500	\$500	\$2,500	\$500	\$500	\$14,000	\$0
Media Planning	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$0
Media Buy	\$108,000	\$1,500	\$2,500	\$8,000	\$12,000	\$12,000	\$10,500	\$10,500	\$12,000	\$12,000	\$12,000	\$10,000	\$5,000	\$108,000	\$0

## Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$265,000	\$13,481	\$26,275	\$17,181	\$24,715	\$23,438	\$18,757	\$25,044	\$22,250	\$32,250	\$24,250	\$21,250	\$16,111	\$265,000	
Added Value														\$0	

March 24, 2025

Visit Atascadero

# Scope of Work

## Scope Statement

Develop and deploy marketing strategies based on Visit Atascadero's (ATBID) goals. Below is a general breakdown of the budget and marketing services for a twelve-month partnership.

## Deliverables

### **CREATIVE DEVELOPMENT: \$60,000**

Verdin will develop marketing campaigns targeting behavioral demographics to showcase Atascadero's key experiences as well as create new assets through photography and video.

Estimate includes:

- Concept creation and copywriting
- Design of all advertising based on approved media plan (TBD)
- Storyboards, visual direction, and logistics
- All final photography and video assets

### **MEDIA HARD COSTS, PLANNING & PLACEMENT: \$114,000**

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through June 2026
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs

### **SOCIAL MEDIA AND E-NEWSLETTER: \$39,000**

Verdin will manage ATBID's Facebook, Instagram, Pinterest, monthly e-newsletter, and promotions.



STRATEGY  
CONSENSUS  
*and*  
STORYTELLING

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images
- Scheduling, monitoring, and responding
- Monthly subscription cost for Mail Chimp

**PUBLIC RELATIONS: \$14,000**

This will consist of content submissions, pitching, and FAM coordination with Visit SLO CAL, CCTC, and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL, CCTC, and Visit California PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL when appropriate
- Hosting select influencers and journalists

**WEBSITE UPDATES: \$12,000**

Verdin will update the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation
- One monthly blog

**STRATEGY, MEETINGS & PROJECT MANAGEMENT: \$26,000**

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Research, strategy, consulting, and project management
- Monthly meetings and quarterly reporting
- Monthly Visit SLO CAL Marketing Committee report
- The staff report for Visit SLO CAL opportunities that require board approval

**TOTAL: \$265,000**



STRATEGY  
CONSENSUS  
*and*  
STORYTELLING

## Professional Services

Verdin will perform the following services to complete the above scope during the agreement timeframe:

- Account management, strategy, and coordination
- Media placement and management
- Copywriting
- Creative direction and graphic design

## Unanticipated Services

If an unanticipated need arises that is not defined in this scope, Verdin agrees to perform this additional work at a mutually agreed-upon price. This service will be priced through a separate scope change memo.

## Price Guarantee

If you ever receive an invoice without authorizing the price agreement and scope of work first, you are not obligated to pay for that service.

The above deliverables will be billed monthly for work done the prior month. The contract timeframe is July 1, 2025 – June 30, 2026, and will not exceed \$265,000.

If you agree that the above adequately sets forth Visit Atascadero's understanding of our mutual responsibilities, please authorize this Agreement and return it to our office. A copy will be provided for your records.

We would like to take this opportunity to express our appreciation for the opportunity to serve you.

Approved by: Ashlee Akers, Chief Strategy Officer

Date: March 24, 2025

Client: Terrie Banish, Deputy City Manager

Date:



# **CITY OF ATASCADERO**

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

**Item B5**

**4/16/25**

### **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 February 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 04-10-2025
4. SLOCAL Monthly STR Report February 2025

expdetl.rpt  
04/10/2025 1:32PM  
Periods: 0 through 8

## Expenditure Detail Report

Page: 1

CITY OF ATASCADERO  
07/01/2024 through 02/28/2025

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
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
0000.6053090 Office Supplies- Other	0.00	0.00	0.00	0.00	0.00	0.00
2/24/2025 ap IN 9378 022425		23.87				
Line Description: AMAZON - SELF INKING STAMP						
Vendor: 05498 U.S. BANK Check # 181279						
0000.6053090 Office Supplies- Other	0.00	23.87	23.87	0.00	-23.87	0.00
Total Office Expense	250.00	23.87	23.87	0.00	226.13	9.55
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						

expdetl.rpt  
04/10/2025 1:32PM  
Periods: 0 through 8

## Expenditure Detail Report

ATBID | 4/16/25 | Item B5 | Attachment 1

Page: 2

CITY OF ATASCADERO  
07/01/2024 through 02/28/2025

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

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



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07/01/2024 through 02/28/2025

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>
0000.6077025 Digital Media Advertising	(Continued)					
9/3/2024 ap IN 17849 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179329		95.00		235		
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-7,912.68	
9/30/2024 ap IN 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		7,912.68		235		
10/31/2024 ap IN 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040		13,420.11				
10/31/2024 ap IN 12111 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180154		6,699.00		235		
10/31/2024 po LI 12111 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180154					-6,699.00	
10/31/2024 po LI 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040				235	-13,420.11	

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07/01/2024 through 02/28/2025

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>
0000.6077025 Digital Media Advertising	(Continued)					
11/30/2024 po LI 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313					-19,411.35	
11/30/2024 ap IN 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313		19,411.35		00%		
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				00%	-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		00%		
1/31/2025 ap IN 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		9,294.50				

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07/01/2024 through 02/28/2025

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
1/31/2025 po LI 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972				-9,294.50		
0000.6077025 Digital Media Advertising	0.00	74,461.13	74,461.13	52,743.87	-127,205.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2024 po PO 02656 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				20,000.00		
7/1/2024 po PO 02667 Line Description: FY 24/25 DESTINATION MARKETING Vendor: 00406 VISIT SLO CAL Check # 0				50,000.00		
7/1/2024 ap IN 230255 Line Description: 2024 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 178673		3,750.00				
8/22/2024 ap IN 5460 082224 Line Description: SLO CAL SUMMIT - CONFERENCE RE Vendor: 05498 U.S. BANK Check # 179481		700.00				
9/1/2024 ap IN 1 Line Description: VISIT ATASCADERO SPONSORSHIP O Vendor: 09459 AGM COMMUNITY PARTNERS Check # 179494		7,500.00				

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07/01/2024 through 02/28/2025

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>
0000.6077060 Advertising	(Continued)					
9/6/2024 ap IN 14649 Line Description: FY25 MARKETING CO-OPS Vendor: 00406 VISIT SLO CAL Check # 179421		20,000.00		235		
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		235		
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		235		
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		235		

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07/01/2024 through 02/28/2025

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>
0000.6077060 Advertising	(Continued)					
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		005		
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				005	-1,386.00	
1/31/2025 ap IN 12221 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		1,386.00				
2/3/2025 ap IN 18699 Line Description: WEB DEVELOPMENT Vendor: 07343 CLEVER CONCEPTS, INC. Check # 180709		7,487.50		005		
2/10/2025 ap IN 159376 Line Description: SLO MONOPOLY SPONSORSHIP 25-26 Vendor: 09388 TOP TRUMPS USA INC. Check # 180962		2,000.00				
0000.6077060 Advertising	0.00	63,303.64	63,303.64	67,429.86	-130,733.50	0.00

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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 Advertising	180,000.00	137,764.77	137,764.77	120,173.73	-77,938.50	143.30
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				100,000.00		
Line Description: DESTINATION MARKETING SERVICES				235		
Vendor: 06479 VERDIN Check # 0						
7/31/2024 ap IN 11965		8,839.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						
7/31/2024 po LI 11965				-8,839.50		
Line Description: DESTINATION MARKETING SERVICES				235		
Vendor: 06479 VERDIN Check # 179758						
8/31/2024 ap IN 12004		15,018.00				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						
8/31/2024 po LI 12004				-15,018.00		
Line Description: DESTINATION MARKETING SERVICES				235		
Vendor: 06479 VERDIN Check # 179758						

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
9/30/2024 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		
10/31/2024 ap IN 12121 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180040		10,406.00				

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
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				
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

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07/01/2024 through 02/28/2025

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6502913 Web Consulting	0.00	0.00	0.00	0.00	0.00	0.00
10/3/2024 ap IN 18076		7,487.50				
Line Description: WEB DEVELOPMENT - VISITATASCAD						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179648						
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		2,291.67				
Line Description: ATBID Admin Service Fee-July						
8/1/2024 je GJ JE25 08-04		2,291.67				
Line Description: ATBID Admin Service Fee-August						
9/1/2024 je GJ JE25 09-07		2,291.67				
Line Description: ATBID Admin Service Fee- Sept						
11/18/2024 ap IN 948		2,000.00				
Line Description: FALL FESTIVAL SPONSORSHIP						
Vendor: 08621 EN FUEGO EVENTS Check # 180464						
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		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						

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07/01/2024 through 02/28/2025

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

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509032 Additional Promotional Services	(Continued)					
9/6/2024 ap IN 14651 Line Description: SPARTAN CO-OP Vendor: 00406 VISIT SLO CAL Check # 179421		5,000.00		235		
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		235		
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
Total Contract Services	175,000.00	142,466.82	142,466.82	28,785.69	3,747.49	97.86
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	280,255.46	280,255.46	148,959.42	-61,744.88	116.80
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						

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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>
0000.7805029 Opportunities Fund	65,000.00	0.00	0.00	0.00	65,000.00	0.00
<b>Total</b> 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						
<b>Total</b> Debt Service & Other Uses	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total</b> Atascadero Tourism Bus Improv Dist	432,470.00	280,255.46	280,255.46	148,959.42	3,255.12	99.25
 <b>Grand Total</b>	 432,470.00	 280,255.46	 280,255.46	 148,959.42	 3,255.12	 99.25

**Atascadero Tourism Business Improvement District (ATBID) Fund**

**FUND**  
235

**TYPE**  
Special Revenue

		ACTUAL 6/30/2021	ACTUAL 6/30/2022	ACTUAL 6/30/2023	ACTUAL 6/30/2024	YTD ACTUAL* 2024-2025 through 02/28/2025	BUDGETED 2024-2025
<b><u>REVENUES</u></b>							
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>
<b><u>EXPENSES</u></b>							
6050000	Office Expense	-	264	-	(5)	24	250
6070000	Advertising	43,142	127,366	126,556	142,357	137,765	180,000
6500000	Contract Services **	106,295	143,436	163,051	220,803	153,926	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>293,860</u>	<u>432,470</u>
<b>NET INCOME/(LOSS)</b>		127,103	123,341	144,311	83,150	(79,350)	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>\$ 672,222</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

Mid-State Fair Transportation

Spartan Race Co-Sponsorship

Sunken Garden Lights Sponsorship

Garagiste Events

Drive Sponsorship 2025

Monopoly Game

Web Consulting

Destination Marketing Services

Administrative Services Fee

\$	20,000
	8,640
	5,000
	10,000
	7,500
	3,750
	2,000
	7,488
	71,214
	18,333
<u>\$</u>	<u>153,926</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	\$ 601,950.24	\$ 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.



February 2025

<div></div> <div>February 2025</div>	Current Month - February 2025 vs February 2024												Year to Date - February 2025 vs February 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room	Room	Room	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room	Room	Room	Census	Sample	Census	Sample
										Rev	Avail	Sold										Rev	Avail	Sold				
Arroyo Grande, CA+	52.6	51.5	109.81	102.75	57.75	52.94	2.1	6.9	9.1	9.1	0.0	2.1	51.2	48.7	105.18	99.77	53.84	48.60	5.1	5.4	10.8	10.8	0.0	5.1	7	4	438	371
Atascadero, CA+	52.4	51.0	114.45	116.68	60.00	59.51	2.8	-1.9	0.8	0.8	0.0	2.8	48.7	46.6	109.96	112.07	53.52	52.22	4.5	-1.9	2.5	2.5	0.0	4.5	8	6	617	575
Cambria, CA+	54.6	49.2	178.35	169.15	97.44	83.30	10.9	5.4	17.0	17.0	0.0	10.9	53.3	48.6	173.12	160.99	92.31	78.18	9.8	7.5	18.1	18.1	0.0	9.8	21	13	750	467
Morro Bay, CA+	52.2	48.8	120.80	120.99	63.05	58.99	7.1	-0.2	6.9	7.4	0.5	7.6	51.0	46.3	117.76	117.15	60.04	54.25	10.1	0.5	10.7	11.1	0.4	10.5	31	8	969	405
Paso Robles, CA+	59.5	56.4	177.58	174.13	105.67	98.16	5.6	2.0	7.6	7.6	0.0	5.6	56.1	53.0	167.74	164.80	94.12	87.28	5.9	1.8	7.8	7.8	0.0	5.9	23	14	1465	1092
Pismo Beach, CA+	58.1	53.3	191.98	178.95	111.59	95.42	9.0	7.3	16.9	19.2	1.9	11.1	56.3	52.0	184.22	170.35	103.75	88.54	8.4	8.1	17.2	19.4	1.9	10.5	30	18	2112	1657
San Luis Obispo, CA+	67.1	59.8	161.94	153.67	108.66	91.87	12.2	5.4	18.3	23.6	4.5	17.3	64.7	56.8	153.25	146.94	99.22	83.53	13.9	4.3	18.8	19.2	0.3	14.3	40	21	2632	1675
San Simeon, CA+	44.2	41.5	113.41	109.81	50.12	45.61	6.4	3.3	9.9	9.9	0.0	6.4	42.4	39.9	110.70	106.86	46.97	42.62	6.4	3.6	10.2	10.2	0.0	6.4	10	5	601	348
Five Cities+	57.2	52.9	186.13	174.35	106.45	92.19	8.2	6.8	15.5	17.0	1.4	9.6	55.5	51.3	179.43	166.79	99.50	85.63	8.0	7.6	16.2	17.8	1.4	9.5	47	26	2954	2221
North Coast+	51.0	46.6	148.86	142.01	75.94	66.17	9.5	4.8	14.8	14.8	0.0	9.5	49.4	45.3	145.02	136.58	71.69	61.89	9.1	6.2	15.8	15.8	0.0	9.1	40	18	1518	815
North County+	57.4	54.7	159.66	157.53	91.61	86.16	4.9	1.4	6.3	6.3	0.0	4.9	53.9	51.0	151.48	149.83	81.65	76.42	5.7	1.1	6.8	6.8	0.0	5.7	32	20	2109	1667
South County+	61.9	56.1	174.00	164.33	107.67	92.20	10.3	5.9	16.8	20.1	2.8	13.4	59.8	53.9	166.57	157.28	99.54	84.80	10.8	5.9	17.4	18.4	0.9	11.8	86	47	5568	3896
San Luis Obispo County	58.4	53.6	162.29	155.23	94.77	83.27	8.9	4.5	13.8	15.6	1.5	10.5	56.1	51.2	155.51	148.62	87.28	76.15	9.5	4.6	14.6	15.2	0.5	10.1	198	93	10423	6783

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