



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, May 21, 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 – April 16, 2025, Regular Meeting Minutes**
 - **Recommendation:** ATBID Advisory Board approve the April 16, 2025, Regular Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

1. **2025 DRIVE Event Recap & Future Event Opportunity**
 - **Fiscal Impact:** Up to \$3,750.
 - **Recommendation:** ATBID Advisory Board:
 1. Receive and file recap of marketing results from March 2025 DRIVE Workshop. [Full Cup Solutions]
 2. Provide staff direction on pursuing a DRIVE event opportunity in the future. [City]
2. **ATBID Event Sponsorship Program Updates & Event Renewal Criteria**
 - **Fiscal Impact:** None.
 - **Recommendation:** ATBID Advisory Board review, discuss, and provide staff direction to update the current Event Sponsorship Application and establish event renewal criteria. [City]
3. **Quarterly Marketing Report**
 - **Fiscal Impact:** None.
 - **Recommendation:** ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2025. [Verdin Marketing/ City]

4. 2025-2026 ATBID Annual Assessment

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the 2025-2026 Annual Assessment for Visit Atascadero. [City]

5. Budget Report Update

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

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. Central Coast Beer Festival & Central Coast Cider Festival Event Recaps & Event Renewal (June 2025).
2. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (June 2025).
3. Welcome Center Location Update/ Opportunity (June or August 2025).
4. County update from incoming Supervisor Moreno (August 2025).
5. Invite Zoo Director, Cynthia Stringfield to an upcoming ATBID Meeting to discuss new improvement updates and how the .5% assessment can be applied (September 2025).

G. ADJOURNMENT:



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

DRAFT MEETING MINUTES

Wednesday, April 16, 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 1:01 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: 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 – March 19, 2025, Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve the March 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. 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. [City]

Community Services & Promotions Director Terrie Banish presented the item and answered questions for 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 \$3,750.

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

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 [Gargariste]
 2. Discuss and provide staff direction for renewal of an event sponsorship program for 2025. [City]

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

Vice Chairperson Tom O'Malley left at 1:31pm.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: Chairperson Harden

1. Marketing Results from November 2024 Garagiste Festival Received and Filed.

- 2. The Advisory Board motioned to bring back for review with additional data of where guests are staying before deciding to approve renewal of event sponsorship.**

AYES (3): Sohi, Pearce, Harden

ABSENT (1): Lemus, O'Malley

VACANT (0)

Passed 3-0

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

- Fiscal Impact (Varied): 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]

Molly Cano with Visit SLO Cal presented the item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Pearce

SECOND BY: Sohi

- 1. Motion to approve \$46,500 of the Visit SLO CAL FY 26 Co-Op Partner Opportunities, which included everything except Lodging Forecast Report & Economic Impact Report.**

AYES (3): Sohi, Pearce, Harden

ABSENT (1): Lemus, O'Malley

VACANT (0)

Passed 3-0

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]

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: Pearce

SECOND BY: Harden

- 1. The Advisory Board approved the draft budget for fiscal years 2025-2026 and 2026-2027.**

AYES (3): Sohi, Pearce, Harden

ABSENT (1): Lemus, O'Malley

VACANT (0)

Passed 3-0

5. Budget Reports and Performance Metrics

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

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

PUBLIC COMMENT:

Chairperson Harden opened public comment

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

Chairperson Harden closed public comment.

The 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].

Community Services & Promotions Director Terrie Banish provided a brief recap of the oral report and advised on the 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:**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 23rd or April 30th).
2. Event Sponsorship Renewal, ROI Criteria & Event Matrix (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:

Chairperson Harden adjourned the meeting at 3:07 P.M.

MINUTES PREPARED BY:

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

5/21/25

2025 DRIVE Event Recap & Future Event Opportunity

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive and file recap of marketing results from March 26, 2025, DRIVE Workshop.
2. Provide staff direction on pursuing a DRIVE event opportunity in the future.

DISCUSSION:

In September 2024, the opportunity for the City and the ATBID to host an event to help support our focus to driving Tourism along with Economic Development was created. This event's focus was to create a workshop to assist all types of business with strategic planning, identifying opportunities for business success and feature keynote speakers beneficial in helping businesses thrive through the tools to help be more successful. On March 26, 2025, the DRIVE event was hosted at the Pavilion on the Lake, attracting 165 executives and business owners across the tourism industry to local businesses.

To maximize marketing efforts, Full Cup Solutions, creator of the DRIVE event, partnered with several respected agencies, including the Paso Wine Country Alliance, Wine Business Monthly, Turrentine Brokerage, Vineyard Professional Real Estate, and Wine Direct Fulfillment. These partners served as organic ambassadors, recommending the event to their networks. The event was promoted through direct mail, email, social media, B2B outreach, as well as, promoting at local events to spread the word.

Both the City and Visit Atascadero were prominently featured in marketing materials to promote the City, the Pavilion and the Zoo. 75% of attendees rated the venue as exceptional, and over 65% said they were more likely to recommend Atascadero to their clients and guests after the event. The Zoo served as a unique breakout activity that many attendees enjoyed for the first time. This added an extra layer of charm and engagement to the event.

As a result, the event significantly increased the visibility and positive perception of Atascadero, showcasing the community's most valuable assets in a way that is uniquely appealing to the wine industry. This positions Atascadero for higher visitation from wineries, clubs, and guests. Full Cup Solutions will provide an oral presentation recapping the DRIVE Workshop event.

FISCAL IMPACT:

Up to \$3,750.

ATTACHMENTS:

1. 2025 DRIVE Impact Deck 2025/ Presentation; [Impact Deck DRIVE 2025 Visit Atascadero](#)
2. DRIVE Email Marketing Blast Example



IMPACT DECK

Prepared for:



YOUR TEAM. YOUR BUSINESS. YOUR SUCCESS.
DRIVEN BY FULL CUP SOLUTIONS

EVENT

Recap

DATE:

March 26th 2025

TIME:

8:30am-1pm

LOCATION:

Atascadero Lake Pavilion

ATTENDEES: 165





THANK YOU TO OUR SPONSORS



TODAY'S AGENDA

and guests



AMANDA WITTSTROM HIGGINS
Principal, Full Cup Solutions
O: (805) 530-3355
D: (805) 440-9766
awh@fullcupsolutions.com
www.fullcupsolutions.com
@fullcupsolutions



LARISSA C. DUBOSE
Senior Director of Vino Volo
Paradies Lagardere
larissa.dubose@paradies-na.com
paradies-na.com



EDUARDO DURAN
President & Founder
Insight Hospitality Solutions
eduran@insighthospitality.com
www.insighthospitality.com

VIRTUAL *welcome*



VISIT
Atascadero
SIMPLY GENUINE



The POWER OF A PLAN

The event began with a vibrant atmosphere, lively music, and an enthusiastic welcome from creator and host Amanda W. Higgins. She quickly dove into the importance of planning, encouraging the audience to assess the most crucial aspects of their lives using the workbook. This evaluation helped each guest craft personalized focus areas and a detailed action plan, perfectly tailored to their personal and professional priorities. Amanda's energetic, fun, and captivating approach made everyone feel like anything was possible!

LARISSA C. DUBOSE



AUTHENTICITY

is your superpower

Larissa Dubose emphasized the significance of authentic storytelling and brand visibility when targeting national on-premise and retail accounts, such as VINO Volo. Larissa detailed a step-by-step approach to completing RFPs and explained the criteria for brand selection. She also highlighted that every producer has a unique, authentic story to share, and that embracing this story is a powerful asset.





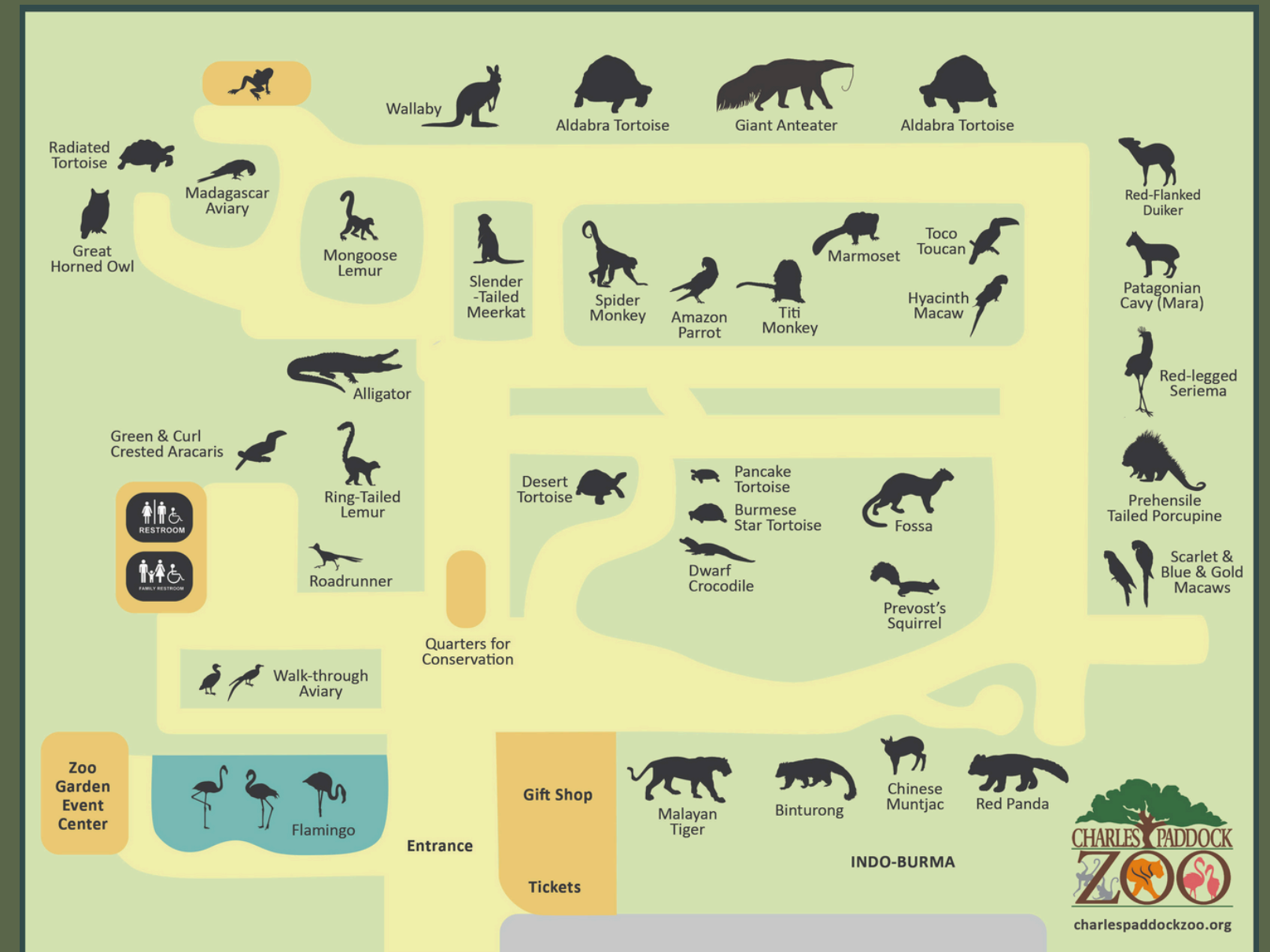
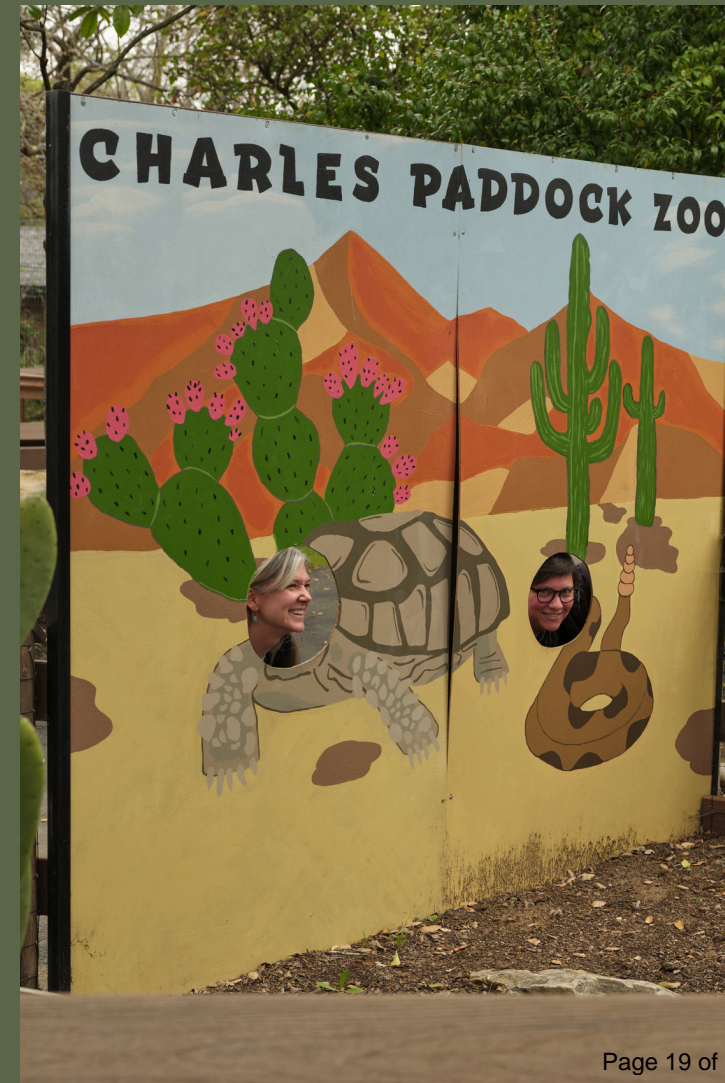
The GUEST EXPERIENCE

Eduardo Duran emphasized the importance of the guest experience, arguing that exceptional service can be achieved at any level, whether a business is humble or luxurious. Eduardo quoted Maya Angelou, highlighting that while people might forget what you did, they will never forget how you made them feel. He shared personal stories, particularly those involving his grandmother, to illustrate how crucial service is in today's competitive market. He also discussed the fundamental needs for providing excellent service and explained how some of the most successful and sought-after companies achieve consistent, high-quality service through staff training and a strong company culture.

THE
75 : 25
RULE

interactive **ACTIVITY**

Guests had a short break during the workshop to explore Atascadero Park and the Charles Paddock Zoo. This time was incredibly valuable, allowing them to network, soak in the beauty of nature, and explore with a sense of childlike wonder. It was the perfect break from the curriculum, enabling each participant to return with refined focus.



CREATING AN INDIVIDUALIZED PLAN

The most crucial aspect of the DRIVE 2025 workshop was the opportunity for each attendee to craft their own personalized plan for the rest of 2025. This plan highlighted their most important goals and mapped out a clear pathway to achieve success.

GOAL 1

1

2

3

WHO CAN HELP?

COMPLETION DATE

GOAL 2

1

2

3

WHO CAN HELP?

COMPLETION DATE

GOAL 3

1

2

3

WHO CAN HELP?

COMPLETION DATE

CALENDAR GOALS

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

How well did you execute?

Outstanding
Very Good
Good
Not Very Good
Poor

Q2 EVALUATION

Why?

What's next?

Who can help?

How well did you execute?

Outstanding
Very Good
Good
Not Very Good
Poor

Q3 EVALUATION

Why?

What's next?

Who can help?

How well did you execute?

Outstanding
Very Good
Good
Not Very Good
Poor

Q4 EVALUATION

Why?

What's next?

Who can help?

Page 20 of 97



SURVEY RESULTS

100%
RECOMMEND
TO A FRIEND

4.75
EVENT QUALITY
★★★★★

100%
LEFT WITH
ACTIONABLE
INSIGHTS

TESTAMONIALS



"The DRIVE event was masterfully created, the energy and vibe was perfect. I left focused on critical goals and gained valuable perspective. This was a one-of-a-kind experience that created an uplifting energy among guests and the entire community."

Jo Armstrong, Director of Hospitality & DTC, HOPE Family Wines

"Carving out the time to focus on what is most important to our business success was highly valuable."

Fintan Du Frense, Founder and CEO of WINEMECH



"The DRIVE event was very valuable for our team and community. Especially in these difficult times for the wine business, it was refreshing to have a fun day to see friends, learn and reflect."

Jenny Heinzen, Broker/Principal Vineyard Professional Real Estate

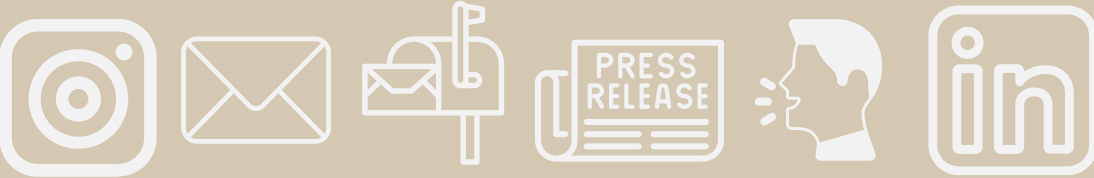
REPUTATION & PERCEPTION



71%
RATED VENUE
EXCELLENT

63%
MORE LIKELY
TO RECOMMEND
ATASCADERO

PRE EVENT MARKETING





EST. 1973

JOIN US AT DRIVE – A LEADERSHIP EVENT FOR THE WINE INDUSTRY!

WEDNESDAY, MARCH 26TH

Steering Your Business Through Change
Crafting a Future-Focused Strategy

TURRENTINE BROKERAGE
PROUDLY SPONSORS!

THE **SOMM** JOURNAL

ABOUT ▾ DIGITAL EDITIONS WEBINARS ADVERTISE ▾ SUBSCRIBE ▾ CONTACT



GEHRICKE
Where the Road Takes You

TWENTY-EIGHT
BY-POINT SCORES
THE TURRENTINE PANEL

Third Annual DRIVE Strategic Planning and Teamwork Seminar & Workshop Slated for March

December 18, 2024



Full Cup Solutions has announced the date for DRIVE, "Steering Your Business Through Change: Crafting a Future-Focused Strategy," a half-day interactive workshop and educational summit for the wine industry offering next-level tools and tips from top experts in wine and hospitality for owners, executives, and emerging leaders. The event will take place March 26, 2025, at the Atascadero Pavilion on the Lake complex in Atascadero, California, in the heart of Paso Robles wine country.

The educational panels and workshop will cover of-the-moment topics including creating a 2025 business plan that's nimble but focused, with defined results; evaluating gaps and identifying resources; recognizing and utilizing natural strengths in yourself and your team; and thinking outside of the box in short- and long-term strategy.

Confirmed speakers are Amanda Wittstrom Higgins, event founder, host, and principal of Full Cup Solutions; Larissa Dubose, Atlanta-based industry thought leader and sommelier as well as senior director of Paradies Lagardère/Vino Volo airport wine bars and founder of The Lotus and the Vines;


WIN WIN Marketplace WIN Careers WIN Data WIN Expo Sales Symposium

ATBID | 5/21/25 | Item B1 | Attachment 1

ADVISOR

WINE INDUSTRY NETWORK

HOME ARTICLES ▾ SPOTLIGHTS NEWS RELEASES ▾ AFTERNOON BRIEF ▾ EVENTS ▾



Special Pricing Deadline is
May 20, 2025

Industry News Releases, Wine Business

3rd Annual DRIVE Strategic Planning and Teamwork Seminar & Workshop Slated for March


Press Release December 18, 2024

Listen

The interactive event will focus on utilizing team strengths, crafting out-of-box strategies and creating a nimble, clearly defined annual plan for winery businesses

December 18, 2024 (Paso Robles, CA) — Full Cup Solutions announced today the March 26, 2025 date for DRIVE, "Steering Your Business Through Change: Crafting a Future-Focused Strategy," a half-day interactive workshop and educational summit for the wine industry offering next-level tools and tips from top experts in wine and hospitality for owners, executives and emerging leaders. The event will take place in the scenic natural setting of the Atascadero Pavilion on the Lake complex in Atascadero, CA, located in the heart of Paso Robles wine country.

The educational panels and workshop will cover of-the-moment topics including creating a 2025 business plan that's nimble but focused, with defined results; evaluating gaps and identifying resources; recognizing and utilizing natural strengths in yourself and your team, and thinking outside of the box in short- and long-term strategy.



Alliance e-Flyers - February 2025

PW

Paso Wine Alliance <info@pasowine.com>
To Amanda Higgins

Reply

Reply All


Forward

Share

More


Fri 2/14/2025 12:13 PM


If there are problems with how this message is displayed, click here to view it in a web browser.





YOUR TEAM. YOUR BUSINESS. YOUR SUCCESS.


SAVE THE DATE
MARCH 26th 2025





Special savings for Paso Wine Alliance Members!






Andrea Smalling ✓ • 1st
Marketing and Strategic Planning Executive
3mo • Edited •

If you're able to get to Paso March 26th, I highly recommend this event. **Amanda Wittstrom Higgins** and team did a great job putting together an engaging and very actionable day of content and I can't wait to see this year's program.


PASO ROBLES WINE COUNTRY ALLIANCE

2,525 followers
3mo •

Join us for the third year of our successful DRIVE strategy series, titled "Steering Your Business Through Change: Crafting a Future-Focused Strategy"! We're proud to collaborate with Full Cup Solutions as ...more



DRIVE EVENT — March 26
fullcupsolutions.com




YOUR TEAM.
YOUR BUSINESS.
YOUR SUCCESS.
DRIVEN BY FULL CUP SOLUTIONS

are you ready to...

STEER YOUR BUSINESS THROUGH CHANGE

& CRAFT A FUTURE FOCUSED STRATEGY?



Wednesday, March 26, 2025
8:30AM-1PM
Atascadero Lake Pavilion

Proudly Sponsored by: **WINE DIRECT**

www.fullcupsolutions.com/drive

In this half-day educational summit and collaborative workshop, you'll learn next-level tools and tips from top experts in wine and hospitality and share insights with fellow wine industry owners, executives and emerging leaders.

INCLUDES:
PERSONALIZED WORKBOOK, INTERNATIONAL WINE TASTING, TEAM BUILDING, LUNCH & NETWORKING

presenting sponsors

visit Atascadero SIMPLY GENUINE

PASO ROBLES WINE COUNTRY ALLIANCE

Global Express Recruiting

AMMCCG

AgWest

BARRELHOUSE BREWING CO

PASO ROBLES FORD

MARI

WINE BUSINESS

WINE DIRECT

VINOMOTION

W&S R

Cork Supply

EPIC


FARM SUPPLY

VINEYARD

GLENK BURDETTE

W&S R

WWW.FULLCUPSOLUTIONS.COM/DRIVE



Paso Robles Wine Country Alliance
2,525 followers
3mo •

Join us for the third year of our successful DRIVE strategy series, titled "Steering Your Business Through Change: Crafting a Future-Focused Strategy"! We're proud to collaborate with Full Cup Solutions as the Presenting Partner to offer this educational event.

In this half-day educational summit and collaborative workshop, you'll learn next-level tools and tips from top experts in wine and hospitality and share insights with fellow wine industry owners, executives and emerging leaders, exploring such topics as:


- Creating a 2025 business plan that's nimble but focused, with defined results
- Evaluating gaps and identifying resources
- Recognizing and utilizing natural strengths in yourself and your team
- Imagining possibilities and thinking outside of the box

Guest speakers & subject experts include:

- Event Host & Moderator: **Amanda Wittstrom Higgins**, Principal, Full Cup Solutions
- **Larissa C Dubose**, Senior Director, **Paradies Lagardère/Vino Volo**; Founder, The Lotus and the Vines
- **Eduardo Duran**, President & Founder, **Insight Hospitality Solutions**

Exclusive PRWCA Member-only pricing is \$99 until January 31! Members, check your emails for the code or reach out to info@pasowine.com.

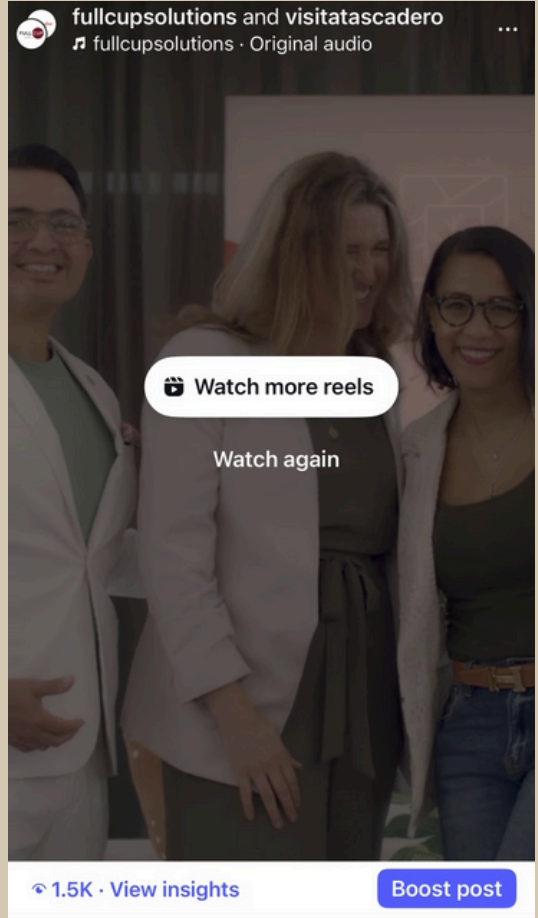
Learn more and get tickets: https://lnkd.in/g_9N9gMB



DRIVE EVENT — March 26
fullcupsolutions.com

Page 24 of 97

SOCIAL MEDIA ENGAGEMENT



POST EVENT MEDIA COVERAGE

WINE BUSINESS

The Homepage for the Wine Industry

TUESDAY, MAY 13

Already a member? [Sign In](#)

Not a member? [Create an Account](#)

Members receive a FREE subscription to the Daily News Email. Join 30,000+ daily readers.

search

HOME

NEWS

WINEJOBS

GRAPES & BULK WINE

ANALYTICS

EVENTS

BUYER'S GUIDE

WINEBUSINESS MONTHLY


WINE BUSINESS MONTHLY

DIGITAL ARCHIVE

WINEBUSINESS MONTHLY

NEWS

California | US Regions | Global Regions



DRIVE 2025 / Photo Chris Leschinsky

Press Release

DRIVE 2025: A Journey of Enthusiasm and Actionable Insights

In a year full of uncertainty, DRIVE brings wine industry leaders together to focus on positive steps forward.

by [Full Cup Solutions](#)


Apr 2, 2025

PASO ROBLES, Calif., (April 1, 2025) — At DRIVE 2025, more than 150 wine industry leaders gathered to resounding success, channeling enthusiasm into actionable insights at the annual event. Held in the heart of Paso Robles Wine Country, and overlooking the serene Atascadero Lake, guests were welcomed with perfectly baked croissants and beautifully crafted lattes and cappuccinos, courtesy of H.Cheval Coffee, adding a touch of elegance and fueling them up for the journey of the half-day interactive event.

THE

tastingpanel

MAGAZINE



GEHRICKE

Wherever the Road Takes You.

TWENTY-EIGHT

90+ POINT SCORES

THE TASTING PANEL

About

Digital Editions

Webinars

Stories

Advertise

Subscribe

Contact


In a Year of Uncertainty, DRIVE 2025 Brings Wine Industry Leaders Together to Focus on Positive Steps Forward

April 1, 2025

At DRIVE 2025, more than 150 wine industry leaders gathered to channel enthusiasm into actionable insights at the annual event held in the heart of Paso Robles wine country.

The highlight of the event was a half-day interactive workshop, where business leaders had the opportunity to strategize and focus on their most important goals and objectives. Goals are 42% more likely to be achieved when they are written down, Amanda Wittstrom Higgins, event founder and principal of Full Cup Solutions, reminded them. This simple yet powerful insight resonated with the attendees, providing a practical tool for their business growth. "Carving out the time to focus on what is most important to our business success was highly valuable," says Fintan du Fresne, founder and CEO of WINEMECH.

Larissa Dubose, senior director of Vino Volo, shared her expertise on the importance of authenticity and grit as tools to achieve success, emphasizing that the most successful brands are those with captivating stories. Vino Volo, with a national presence in over 40 locations in 25 airports in the U.S. and Canada, has mastered the art of helping hurried travelers pause and



NEW

LOOK,

SAME

TASTE.

2025

PARTNER

DELANTERO

PREMIUM TEQUILA

Orange County Soccer Club Announces Landmark

Four-Year Partnership with Delantero Tequila

Page 26 of 97



THANK YOU

AMANDA WITTSTROM HIGGINS

Principal, Full Cup Solutions

O: (805) 530-3355

D: (805) 440-9766

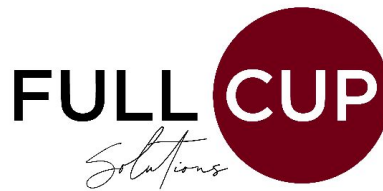
awh@fullcupsolutions.com

www.fullcupsolutions.com

@fullcupsolutions

FULL CUP
Solutions

[View this email in your browser](#)



Are you looking to drive more customers through your front door this Wine Fest Weekend?

I've got a fantastic idea for you! Why not build a fun-filled weekend around the vibrant community of Atascadero? Here's how you can make it happen:

Why Atascadero?

- **Clean and Comfortable Hotels:** Choose from a variety of hotels, including the cozy and affordable options in Atascadero or The Nest, which are just a short drive from downtown Paso Robles.
- **Budget-Friendly Activities:** Atascadero is brimming with fun and budget-friendly activities, perfect for young families. From a leisurely walk around Atascadero Lake to a stroll through the Charles Paddock Zoo, there's something for everyone.
- **Family-Friendly Attractions:** The Atascadero Park boasts one of the best play structures in the county, making it an ideal spot for a family picnic. A-Town Skate Park offers thrilling adventures for the kids, and you can enjoy a light hike or stroller walk at Atascadero Lake.





Sample Itinerary for Young Families

Morning:

- **Continental Breakfast:** Start the day with a hearty continental breakfast at one of Atascadero's clean and affordable hotels, or try [The Nest](#) for a unique experience.
- **Coffee Break:** Sip a latte or cappuccino at [Joebella Coffee Roasters](#) or [Bru Coffeehouse](#), where the aroma and ambiance will set the tone for a fantastic day.

Lunch:

- **Grab-and-Go Options:** For a quick and delicious lunch, head to In and Out (you can't go wrong), [Colony Sandwich Company](#), [Hush Harbor Bakery](#), or [Street Side Grill](#). These spots offer tasty meals that are perfect for a family on the go.





Afternoon:

- **Family Adventures:**

- **A-Town Skate Park:** Let the kids burn off some energy with a session at the skate park.
- **Atascadero Lake:** Enjoy a light hike or a stroller walk around the lake, or even try paddleboarding for a fun water activity.
- **Atascadero Park:** Play and picnic at the park, where the kids can enjoy one of the best play structures in the county.
- **[Charles Paddock Zoo:](#)** Take a leisurely stroll through the zoo and discover a world of wildlife.

CHECK OUT THE ZOO





A-Town Skate Park

Evening:

- **Wine Tasting:** After a day of family fun, you still have time to attend the Paso Robles Wine Festival. If you need a sitter, many local options are available, check out [care.com](https://www.care.com). Alternatively, enjoy a peaceful visit to one of the many Paso Robles wineries, which are typically quieter during Wine Festival Weekend, allowing you to savor the experience without the crowds.



MORE INFO

PRO TIP:

Wine Festival Weekend is usually pretty quiet at the wineries, so you won't have to deal with large crowds. This makes it the perfect time to relax and enjoy the best of Paso Robles.

By offering these last-minute, affordable options, you can attract a diverse audience and create a memorable weekend for your customers.

Hope this helps!

Amanda

Amanda W. Higgins, Principal

O: (805) 530-5533

awh@fullcupsolutions.com

www.fullcupsolutions.com

P.S. All images were sourced online and copyright should be researched before using, and all typos are intentional ;)



Copyright © 2025 Full Cup Solutions LLC, All rights reserved.

All typos are intentional ;)

Our mailing address is: PO Box 1677 Templeton CA 93465



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B2

5/21/25

ATBID Event Sponsorship Program Updates & Event Renewal Criteria

RECOMMENDATIONS:

ATBID Advisory Board review, discuss, and provide staff direction to update the current Event Sponsorship Application and establish event renewal criteria.

DISCUSSION:

The ATBID event sponsorship program and respective tiers were established in 2016 to guide event sponsorship support discussions. The ATBID Board uses the tiers to evaluate event compatibility with current Visit Atascadero goals and strategies. This event sponsorship program has grown since its inception to support numerous events hosted in the City of Atascadero. The event sponsorship tier system has been revised since 2016 due to the increased interest in the event sponsorship program to ensure Visit Atascadero and ATBID continues to strategically host and support mutually beneficial events. On April 19, 2023, the last update was made to the ATBID Event Sponsorship Application to add blackout dates if the event took place on a weekend, Friday – Sunday from the 2nd week of June through the 3rd week of August of each year.

As Atascadero's tourism and hospitality industry has grown, so has the number of event requests received by ATBID and the number of renewal requests from events that are not generating any lodging stays. In addition, the events are requesting to renew their partnership for the same dollar amounts, and some requesting more to continue bringing the event to our City. For the Event Sponsorship program to remain successful, new criteria and parameters will need to be established. As we update our application, both Travel Paso and the SLO TBID programs are included to assist in this process. Following are recommendations to consider:

- **Event Sponsorship Application Updates:**
 - **Rename the Sponsorship Form to a Grant Form** – sponsorship seems to paint a different picture that there are unlimited funds, and there are not.
 - **Add a "Hosted Lodging Plan" component** found in City of SLO's Lodging Sponsorship program to insure lodging stays.
- **Renewal Criteria for applicants:**
 - **Destination Type Events** that assist in continuing to promote our area, but don't necessarily promote lodging stays, are supported in the form of marketing versus the hard cost of sponsorship dollars. (i.e. At Her Table, Garagiste)



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B2

5/21/25

- **Signature Events** that appeal to both the visitors coming to the area along with a local audience. Consider a tiered approach when these events enter their 5th year, the support becomes 50% of the original total, 40% on the 6th year, 30% on the 7th year. After the 7th year, the event is 100% paid for by the event and supported in the form of marketing efforts (i.e. Atascadero Fall Festival, Beer Festival, Cider Festival).
- **Lodging Stay Events** would stay intact as long as they most likely generate over 15% of the attendance in lodging stays in the City of Atascadero (i.e., Bovine).

Staff will walk through the proposed updates and recommendations.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Event Sponsorship Application
2. Travel Paso 2025 Community Event Grant Application
3. Travel Paso 2024 Post Event Recap Form
4. City of SLO Event Application



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

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

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

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

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

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

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

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



Event Sponsorship Requirements Checklist

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

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

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



Event Support Application Form

Requesting Organization: _____

Contact: _____ **Phone Number:** _____

Email: _____ **Mailing Address:** _____

City, State, Zip: _____

Name of Event: _____

Event Description: _____

Event Dates/Times: _____

Is event located in Atascadero? ☐ Yes ☐ No

Venue Name: _____

Venue Location: _____

Event Website: _____

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

☐ Yes ☐ No

Total Anticipated Attendees: _____ **Portion from Outside SLO County:** _____%

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

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

attendance numbers: _____

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




Crowd Control Safety Plan Details:

Will the event require an ABC Permit? ☐ Yes ☐ No

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

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

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

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

Additional details about eligible event tier qualification:

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

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>

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

Income Source	Amount
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>

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

Please share your intended public relations outreach.

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

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

Additional Details:

Rules and Regulations for Event Coordinators

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

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

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

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

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

Applicant Signature _____ **Date** _____

In case of questions or the need for clarification, please contact the Destination Liaison, Terrie Banish at tbanish@atascadero.org.

2025 Community Event Grant Application

The Community Events Program identifies events that align with Travel Paso's mission to brand, market and promote Paso Robles as the authentic destination of choice. Travel Paso recognizes that forging community partnerships with local cultural, social and recreational organizations can make significant contributions to the overall quality of life in Paso Robles as well as the ability to market the destination and enhance visitation throughout the year. This program supports Travel Paso's strategic plan objective to *foster constructive relationships and strengthen existing partnerships*.

Please answer all questions fully. Any additional information can be uploaded at the bottom of this form, or emailed to info@travelpaso.com. Along with this application, please submit a cover letter and supporting documents in PDF format via email to info@travelpaso.com by Friday, October 20 at 5:00pm

* Indicates required question

1. Organization Name: *

2. What is your organization's mission? *

3. Company Website:

4. Contact Name: *

5. Contact Title:

6. Email Address: *

7. Phone Number: *

8. Organization Address: *

9. EIN#: *

10. Check which: *

Mark only one oval.

☐ For-Profit

☐ Non-Profit

Event Information

11. Event(s)/Program Name: *

12. Event Website: *

13. Phone Number:

14. Event Date(s): *

15. Event Location(s) *

16. What is your event category? *

Check all that apply.

☐ Arts/Culture/History

☐ Sports/Health/Wellness

☐ Music/Festival/Celebration

☐ Educational

☐ Agriculture/Equine

☐ Wine/Beer/Spirits

☐ Other:

17. Please provide an overview of your event. Include number of years in existence, if your event reoccurs annually, attendance and anticipated growth, how many overnights stays are generated as a result of your event.

18. How many unique event attendees do you anticipate enjoying your event? *

Mark only one oval.

- ☐ 0-99
- ☐ 100-249
- ☐ 250-499
- ☐ 500-749
- ☐ 750-1000+

19. Provide a projection that includes local vs. visitor attendance. *

20. Based on past history, how many of your audience (guests, vendors, sponsors, etc.) will be staying in local lodging accommodations (within the city limits of Paso Robles)?

21. What is the attendee ticket price? (if any) *

22. What is the exhibitor/vendor ticket price? (if any) *

Requested Support:

23. Grant Request: *

24. In-Kind Marketing: Travel Paso has a variety of owned marketing channels your event can use in its promotions. Please indicate where you'd like support.

*Additional fees may apply, planning must occur at least 6 months in advance.

Check all that apply.

- ☐ Social Media Support (featured static post, stories and re-shares)
- ☐ Travel Paso Consumer Emails (distributed to 12,000+ subscribers) - email feature or highlight
- ☐ Website - event listing
- ☐ Website - featured event page
- ☐ Travel Paso media distribution
- ☐ Brand activations
- ☐ Potential billboard use*
- ☐ Other: _____

25. Sponsor Benefits for Travel Paso: Please indicate which sponsor benefits you are able to provide.

Check all that apply.

- ☐ Event Tickets for Giveaway or Team Travel Paso Use
- ☐ Email Leads
- ☐ Banner On-Site
- ☐ Ads (digital/paper)
- ☐ Consumer Email Reference
- ☐ Social Media Promotion
- ☐ Other: _____

26. Please outline the proposed Travel Paso benefits in trade for sponsorship. *

27. Additional funding sources for your event/program – is Travel Paso the only funding source for this event/program? Please provide list of sponsors.

28. What is your Event Operating Budget? (funding is to be used for marketing not operations)

29. How do you define event success? Do you define success by a factor other than attendance? (If so, please explain.)

30. What is your Marketing Plan for the Event (include target markets, plan/budget for paid (advertising) and/or earned media (public relations))

31. Any additional comments or notes for the committee?

Along with this application, please submit a cover letter and supporting documents in PDF format via email to info@travelpaso.com by Friday, October 18 at 5:00pm

Late submissions may result in removal from consideration. Funding is based upon a one-time allocation event, per calendar year.

This content is neither created nor endorsed by Google.

Google Forms

2024 Post Event Recap Form

Travel Paso Community Event Grant

In order to receive the final 25% of your award, your organization must complete this information about the event that was sponsored.

1. Email *

2. Organization Name:

3. Contact Name:

4. Phone Number:

5. Email:

6. Event/Program Name:

7. Event Date:

8. Event Location

Event Summary

Any additional documents can be uploaded at the bottom of the form.

LODGING IMPACT:

The following information is important for measuring the economic impact of your event on our communi

9. Number of Event Attendees:

10. Number of Room Nights Generated:

11. Average Length of Stay:

Percentage of Type of Lodging Used:

12. Hotel/Motel

13. Vacation Rental

14. RV/Camping

15. Method of Data Collection for Lodging Impact:

Check all that apply.

☐ Attendee Survey

☐ Room Block Reservations

☐ Word of Mouth

☐ Other:

16. TRAVEL PASO SPONSOR BENEFITS: How did you utilize the Travel Paso brand in your marketing and advertising? Please list any statistics and provide examples.

17. **MARKETING & PUBLIC RELATIONS EFFORTS:** Please provide a summary of your marketing efforts (include examples of website, email marketing, social media posts, links to coverage, reach and impressions, or attach coverage samples) and public relations efforts (media outreach, press releases, etc). Any measurable data you have to provide is helpful.

18. Additional items/supporting documents can be uploaded here for convenience:

Files submitted:

Please return this completed form to info@travelpaso.com within 60 days of the completion of your event and no later than December 31, 2024. Failure to submit this report may result in a disqualification from future funding opportunities with Travel Paso and you will not receive the final 25% of your funding for 2024.

This content is neither created nor endorsed by Google.

Google Forms

SLO Happenings Event Promotion Sponsorship

APPLICATION

EVENT NAME: _____

EVENT DATE(S): _____

EVENT VENUE LOCATION: _____

EVENT WEBSITE URL: _____

EVENT ORGANIZATION: _____ ☐ Non-Profit ☐ For Profit

ORGANIZATION ADDRESS: _____

WEBSITE URL: _____ ORGANIZATION'S PHONE NUMBER: _____

POINT OF CONTACT: _____ PHONE NUMBER: _____

POSITION/TITLE: _____ EMAIL: _____

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: ☐ SAME ☐ DIFFERENT

*Please add application writer's contact information here if different:

FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
# of Room Nights Requested:	Estimated \$ Hosted:
Requested group/individual hosted:	
Committee Notes:	

EVENT QUESTIONS

1. Event Description:
2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)
3. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)
4. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)
5. Historical event attendance (n/a if first time event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)
6. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)
 - ____% of Local/In-County Event Attendees
 - ____% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
 - ____ n/a New startup event

7. Expected total number of event attendees:
8. Expected percentages of in-county and out-of-area event attendees
- ____% of Local/In-County Event Attendees
 - ____% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
9. Have you requested funding from other organizations/entities: ____Yes ____No
- If yes, please provide the names of these organizations and funding entities:
10. What are you willing to offer the City and TBID members in exchange for the in-kind hosted lodging sponsorship for your event. SELECT ALL That APPLY
- ____ Exclusive lodging partnership
 - ____ Promotion for event attendees tied to SLO lodging
 - ____ Complimentary tickets for additional promotional use
 - ____ Other
11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:
12. *Hosted Lodging Plan -please provide a robust and complete plan for the option(s) applying for. Attach additional pages or supporting documents to support the hosted lodging plan and request.*
- a. Media
- a. Estimated # of Rooms Requested: ____
 - b. Estimated # of Nights Requested/Room: ____
 - c. Estimated \$ Amount Requested: ____
 - d. Lodging/Room Type Specifics or Requests: _____
 - e. Who will be hosted: _____
 - f. Benefit of hosting: _____
- b. Event Speakers/Influencers
- a. Estimated # of Rooms Requested: ____
 - b. Estimated # of Nights Requested/Room: ____
 - c. Estimated \$ Amount Requested: ____
 - d. Estimated # of Teams Hosted: ____
 - e. Lodging/Room Type Specifics or Requests: _____
 - f. Who will be hosted: _____
 - g. Benefit of hosting: _____

1) Other: _____

Estimated # of Rooms Requested: ____

Estimated \$ Amount Requested: ____

Estimated # of Nights Requested/ Room: ____

Lodging/Room Type Specifics or Requests: _____

Who will be hosted: _____

Benefit of hosting:



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

5/21/25

Quarterly Marketing Report

RECOMMENDATION:

ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2025.

DISCUSSION:

This report summarizes Visit Atascadero's marketing performance during the third quarter of FY25 (January - March). Overall, paid media efforts across various platforms showed strong performance, with increased engagement and reach.

Key Highlights:

- **Paid Media:** Paid media campaigns on Google, YouTube, Meta, and Pinterest demonstrated strong performance. Meta led in engagement, with the "Wind Down" ad achieving a 2.95% CTR and over 6,500 clicks. YouTube delivered over 1.2 million impressions and 37,000+ clicks, contributing to brand awareness.
- **Social Media:** Social media boosts focused on video views, resulting in significant increases in impressions (336.1%), views (433.9%), reach, engagement, and followers (100% growth).
- **Sojern:** Sojern's campaigns drove 217 confirmed travelers and 9 hotel night stays to Atascadero.
- **Email Marketing:** Email marketing performed well, with an average open rate of 47.5%. Future reporting will focus on unique click rates to better assess engagement quality.
- **Earned Media:** Earned media efforts resulted in coverage from Visit California, SLO CAL, and AFAR, with the AFAR feature estimated to reach 1.2 million unique monthly viewers.
- **Website:** Website users declined slightly, but overall engagement increased, indicated by longer time spent on the site.

FISCAL IMPACT:

None.

ATTACHMENT:

1. Visit Atascadero Stat Report – Q3 FY25

May 2025

Marketing Report

Visit Atascadero
FY25 | Q3 (Jan-Mar)

Prepared by: Ashlee Akers
Chief Strategy Officer



Performance Summary

This quarter, our paid media across Google, YouTube, Meta and Pinterest showed strong performance, with overall CTRs up from previous quarters. Meta led in engagement, with the "Wind Down" ad earning a 2.95% CTR and over 6,500 clicks. YouTube delivered 1.2M+ impressions and 37K+ clicks (2.91% CTR), supporting strong brand awareness. Google Search improved after keyword and copy updates, ending with 500K+ impressions and a CTR above 3%. Pinterest saw nearly 200K impressions and 500 clicks; top-performing videos were "All In" and "Mid Week Stay". Social media boosts focused on video views over clicks, leading to a 336.1% increase in impressions, 433.9% more views, and 100% growth in reach, engagement and followers. Sojern drove 217 total confirmed travelers and 9 hotel night stays to Atascadero.

For owned channels, email marketing saw strong performance with an average open rate of 47.5%. Moving forward, we will report on unique click rate rather than total clicks to better reflect engagement quality (more details below). Social media performed well overall. While Facebook reach appeared lower due to two spikes last quarter, video content drove strong results. Boosted videos led to a 200%+ increase in Facebook video views. Video also performed best on Instagram. The Travel Now platform had an outstanding quarter, with increases across all metrics, most notably a 258% jump in CTR.

Earned media garnered great coverage this quarter from Visit California and SLO CAL following our ongoing content submissions. We were also featured in AFAR, a well-regarded travel publication, with an estimated 1.2 million unique monthly viewers and an advertising value equivalent (AVE) of \$11,107.47. Website users declined slightly this quarter, however overall engagement increased leading to longer time on site.

3

Paid Media Results

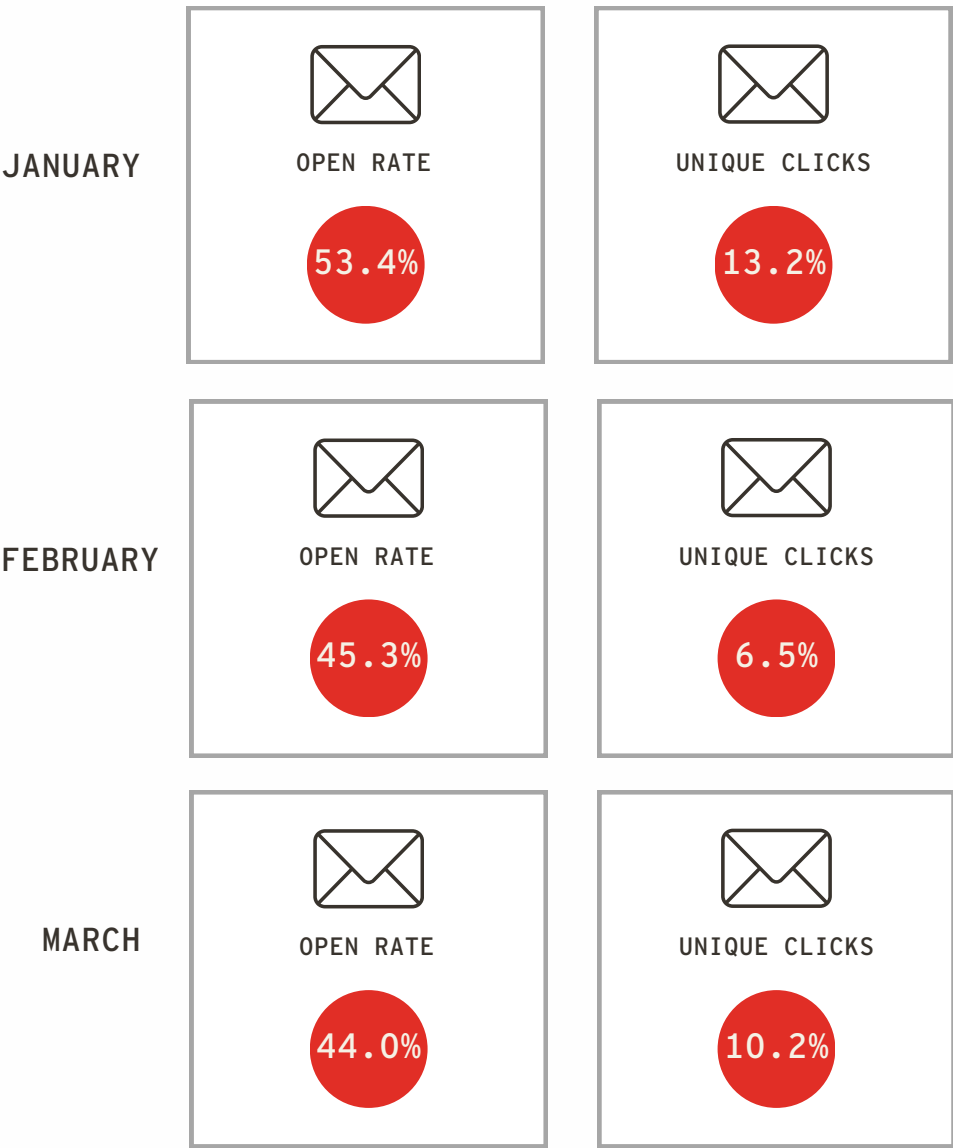
Channel	Creative	Impressions	Clicks/ Conversions	CTR/CPA	VCR/VR
YouTube	All In Video (15 and 30 second)	1,287,212	37,474	2.91%	73.3%
Google Search	Atascadero Ad Copy & Keywords	582,086	21,339	3.67%	N/A
Meta: FB & IG	Wine Down Family Affair Disc Days	220,410	6,512	2.95%	N/A
		304,918	4,971	1.63%	
		257,482	4,279	1.66%	
Social Media Boosts	Variety	414.3k	8,478	2.0%	N/A
Pinterest	All In :15	* 249,361	* 802	*0.32%	*5.14%
	All In :30	* 149,720	*460	*0.31%	*1.5%
	MidWeek Stay :15	*173,218	*488	*0.28%	*4.80%
Sojern Display	All In Creative	514,831	941	\$3.83	N/A
Sojern Native	All In Campaign	449,815	1,003	\$3.59	N/A

Total Campaign Summary

- Impressions: 4,603,353
- Clicks: 86,747
- Avg. CTR: 1.88%

Email Marketing Report

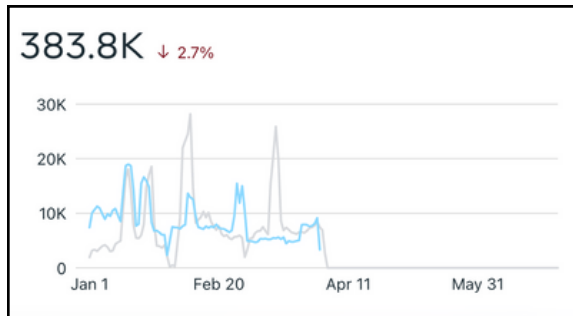
Verdin developed and deployed three monthly e-newsletters in Q3. They included highlights of upcoming local events, seasonal content and a call to action encouraging viewers to book a stay in Atascadero. Moving forward, we'll be reporting on *unique* click rate, which reflects the percentage of people who opened the email and clicked a link. Below are the results:



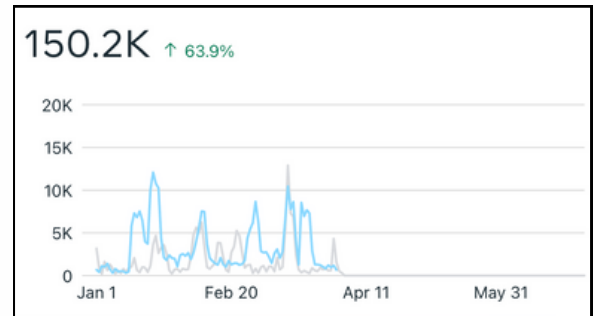
5

Social Media Performance

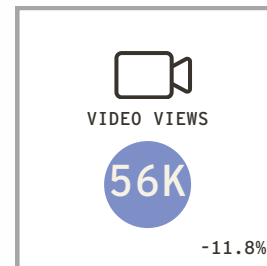
FACEBOOK REACH



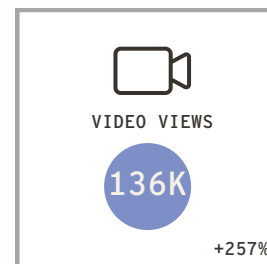
INSTAGRAM REACH



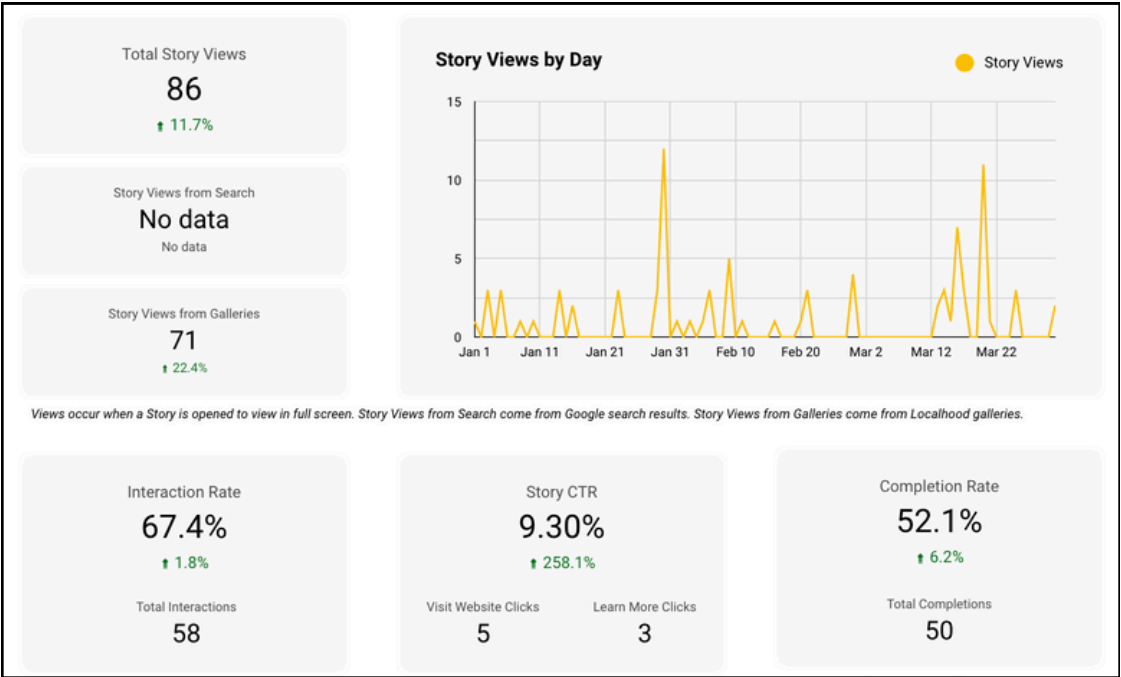
Post Date	Post Content	Total Engagements	Likes	Comments	Shares	Saves
Tue 1/14/2025 9:15 am PST	If the locals love it, you know it must be good. Try these three top restaurants in downtown Atascadero: 📍 ...	689	415	16	164	94
Sat 3/1/2025 9:53 am PST	The @athertable festival is back, and Atascadero is playing a starring role. 🥰 Head to the Sunken Gardens for the... WOMEN'S WEEK FESTIVAL at the Sunken Gardens Sunday, March 9 80+ Women Vendors Food & Drink	347	152	16	171	8
Sun 1/19/2025 9:50 am PST	Looking for the perfect getaway? 🌿 Atascadero is your gateway to outdoor adventure. We've got everything from... Top 5 Places to Get Outdoors in Atascadero, CA	334	205	6	62	61



Post Date	Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Tue 2/25/2025 9:59 am PST	Atascadero is a real destination for those who are into craft beer, cider, wine and other potent potables. Here'...	1,712	137	3	12	766	794
Mon 1/20/2025 9:15 am PST	Atascadero is friendly, funky and right next door to everything you love. Book a long weekend, Valentine's Day... ATASCADERO ON TAP Your Ultimate Guide to Beer, Wine & Other Sips	1,665	149	0	6	1,191	319
Tue 1/14/2025 9:20 am PST	If the locals love it, you know it must be good. Try these three top restaurants in downtown Atascadero: 📍 Barley & Bo...	386	143	0	6	2	236



Visit California Travel Now Partnership



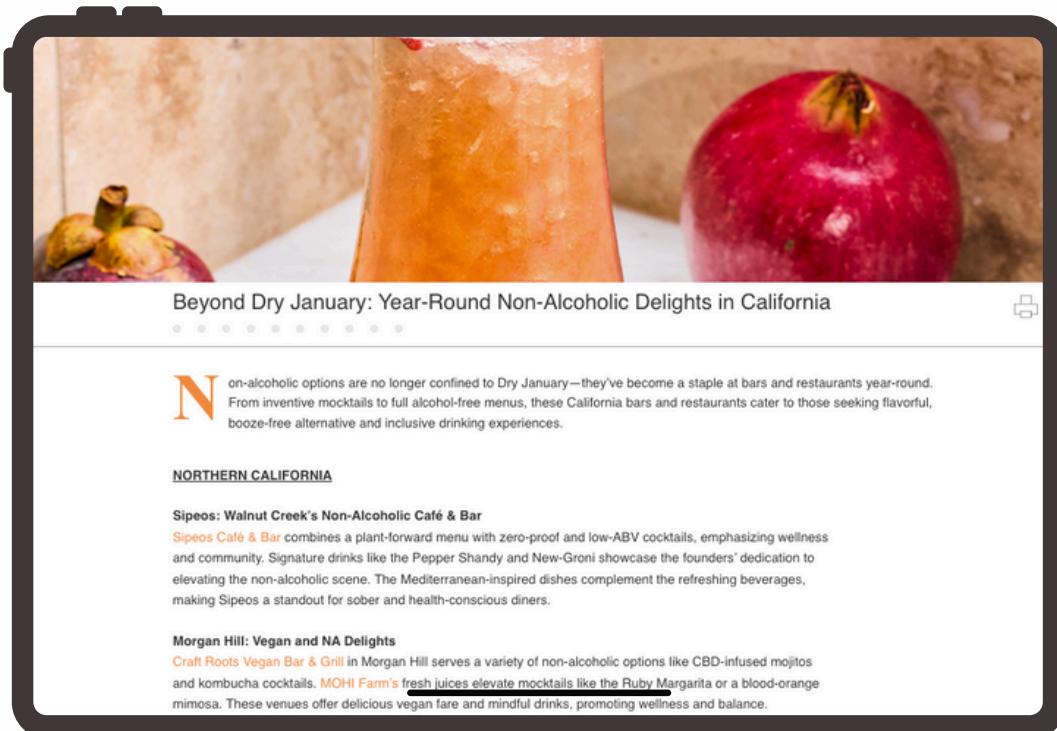
Partnerships & PR

Visit California/SLO CAL Submissions:

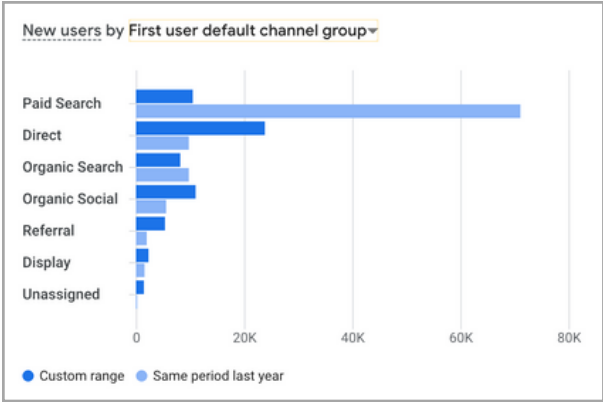
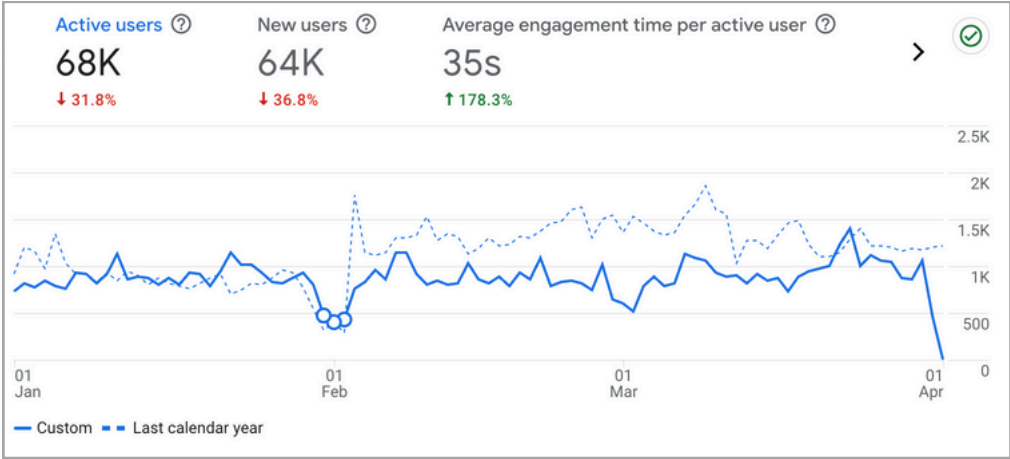
- Sip into SLO CAL
- Remarkable Rooftops
- Valentine's Day
- Goods Getaways
- Dinner With a View

Coverage:

- [Beyond Dry January](#) | Visit California
- [Valentine's Day & Romance Await](#) | Visit SLO CAL
- [Romantic Restaurants for Valentine's Day](#) | Visit SLO CAL
- ["Where to Go" Roundup](#) | AFAR
- [Spotlights & New Experiences](#) | Visit SLO CAL (syndicated x4)



Website Results



Sessions ▾ by Session campaign ▾

SESSION CAMPAIGN	SESSIONS
(direct)	40K ↑ 290.8%
(organic)	17K ↑ 28.8%
(referral)	19K ↑ 98.4%
Atascadero-PPC-2024	11K -
TSY_VSC_AtascaderoCo-op_...	4K -
Visit Atascadero YouTube	2.8K -
TSY_VSC_Co-op_FY24	1 ↓ 99.9%

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Home Atascadero, California	6.3K ↓ 94.5%
Things To Do Atascadero, California	66K ↑ 1,389.9%
Plan a Classic California Coast Road Trip A...	15K ↑ 409.8%
Events Atascadero, California	4.5K ↑ 1.9%
Atascadero Lodging Atascadero, California	862 ↓ 82.6%
Atascadero Dining Guide Atascadero, Calif...	2.3K ↓ 30.1%
Central Coast Craft Beer Fest Atascadero, ...	2.8K ↑ 23.8%

Active users ▾ by City

CITY	ACTIVE USERS
Los Angeles	6.6K ↓ 83.4%
San Jose	3.4K ↓ 12.5%
San Francisco	4.2K ↑ 334.1%
Sacramento	3.6K ↑ 653.2%
Atascadero	1.8K ↓ 7.1%
Bakersfield	575 ↓ 69.9%
New York	1K ↓ 5.6%



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B4

5/21/25

2025-2026 ATBID Annual Assessment

RECOMMENDATION:

ATBID Advisory Board receive and file the 2025-2026 Annual Assessment for Visit Atascadero.

DISCUSSION:

Each year, the ATBID Annual Assessment is brought before City Council to approve the ATBID Annual Report and adopt the Draft Resolution declaring the intent to levy an annual Business Assessment on the lodging businesses with within the Atascadero Tourism Business Improvement District and set a public hearing date at the first City Council meeting in June.

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets and Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget.

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets and Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs, and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the method and basis of levying the assessment; (4) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (5) contributions received other than assessments. The annual report must meet the requirements of the California Streets and Highways Code §36533. The City Council may approve the report as filed or may modify any contained in the report and approve it as modified.

Assessments are collected and remitted by each lodging business equal to 2.5% of the rent charged by the business as defined in Atascadero Municipal Code Section 3-16 and Section 3-03. ATBID assessment revenue in fiscal year 2025-2026 is expected to be approximately \$510,800, which includes the Assessment increase from 2% to 2.5% that started on January 9, 2025. The Assessment increase of 0.5% is focused on improvements to the Zoo and adjacent areas in Lake Park to drive events, tourism and additional hotel stays. Expenses for 2025-2026 are projected to be \$503,680. The



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B4

5/21/25

net change in the fund balance for 2025-2026 is projected to be \$23,220, and the fund balance is projected to be \$752,090 on June 30, 2026.

The Annual Report includes the above assumptions. Staff recommends the Council approve the Annual Report, adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the regular City Council meeting scheduled for June 10, 2025.

FISCAL IMPACT:

None.

ATTACHMENT(S):

1. Draft Resolution
2. ATBID Annual Report

DRAFT RESOLUTION

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AN ANNUAL ASSESSMENT ON LODGING BUSINESSES WITHIN THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO STREETS & HIGHWAYS CODE SECTION 36500 ET SEQ.

WHEREAS, the City of Atascadero (“City”) has formed the Atascadero Tourism Business Improvement District (ATBID), pursuant to Section 36500 of the Streets & Highways Code of the State of California; and

WHEREAS, the City Council has received an annual report pursuant to Section 36533 of said Code; and

WHEREAS, the City Council has approved said report and is required to adopt a resolution of intention pursuant to Section 36534.

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

SECTION 1. The City Council hereby declares its intent to levy and collect assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2025-2026.

SECTION 2. The ATBID includes all of the lodging businesses, including hotels, motels, short-term rentals, and each business defined as a “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of the Atascadero Municipal Code (“Lodging Businesses”) within the corporate boundaries of the City.

SECTION 3. The activities to be funded by the levy of assessments against Lodging Businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination and projects, programs, and activities that benefit Lodging Businesses located and operating within the boundaries of the ATBID. The proposed activities will primarily be targeted at increasing transient stays at Lodging Businesses.

SECTION 4. The City Council sets June 10, 2025, as the date of the public hearing on the levy of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

SECTION 5. A protest may be made orally or in writing by any owner of a Lodging Business that is within the ATBID boundaries and subject to the ATBID assessment. Written protests must be received by the City Clerk, City of Atascadero, before the close of the public hearing and may be delivered or mailed to the City Clerk, Atascadero, 6500 Palma Avenue, Atascadero, California 93422. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

SECTION 6. Further information regarding the proposed ATBID may be obtained from the Community Services & Promotions Department, City of Atascadero, 6500 Palma Avenue, Atascadero, CA 93422.

SECTION 7. The City Clerk is directed to provide notice of the public hearing on the proposed ATBID by causing this resolution to be published once in a newspaper of general circulation in the City not less than seven days before said hearing.

PASSED AND ADOPTED at a regular meeting of the City Council held on the ____th day of May, 2025.

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

AYES:

NOES:

ABSENT:

ADOPTED:

CITY OF ATASCADERO

Charles Bourbeau, Mayor

ATTEST:

Lara K. Christensen, City Clerk

Atascadero Tourism Business Improvement District (ATBID)
Annual Report
Fiscal Year 2025-2026
(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract Services
 - Marketing Firm
 - Destination Management
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive & Co-op Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries; Attend conferences.
 - Press Releases
 - Tour & Travel
 - Collaboration with Central Coast Tourism Council (CCTC) Familiarization Tours (FAMs)
 - Collaboration with Visit California FAMs
 - Collaboration with San Luis Obispo County's Tourism Marketing District FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
 - Implement .5% of assessment funds for improvements to the Zoo, and adjacent areas in Lake Park to drive events, tourism and additional hotel stays.
2. Approximate cost of such activities, programs and projects for the 2025-2026 fiscal year is projected to be \$503,680.
3. Amount of fund balance as of June 30, 2025, is projected to be \$728,870.
4. Estimated fund balance for June 30, 2026, is budgeted at \$752,090.
5. Contributions received other than assessments:

- Estimated interest income of \$17,900 for fiscal year 2024-2025.
 - Estimated interest income for fiscal year 2025-2026 is budgeted at \$16,100.
6. Assessments are collected and remitted by each lodging business equal to 2.5% of the rent charged by the business as defined in Atascadero Municipal Code Section 3-16 and Section 3-03.



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B5

5/21/25

Budget Report Update

RECOMMENDATION:

ATBID Advisory Board receive and file the Budget Report Update.

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through April 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.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 24-25)
2. ATBID Summary 24-25 04.22.2025
3. Tourism TOT report 05-14-25

expdetl.rpt
04/22/2025 8:23AM
Periods: 0 through 10

Expenditure Detail Report

Page: 1

CITY OF ATASCADERO
07/01/2024 through 04/30/2025

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
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 2

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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		97.88				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						
7/31/2024 po LI 12090				-97.88		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179909						
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						
8/1/2024 ap IN 17697		55.00				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 178924						
8/31/2024 po LI 12004				-1,901.38		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						
8/31/2024 ap IN 12004		1,901.38				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 179758						

expdctl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 3

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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)					
9/3/2024 ap IN 17849 Line Description: WEBSITE MAINTENANCE Vendor: 07343 CLEVER CONCEPTS, INC. Check # 179329		95.00		95.00		
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		

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 4

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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 ap IN 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313		19,411.35				
11/30/2024 po LI 12164 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180313				-19,411.35		
12/31/2024 ap IN 12188 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659		2,359.50				
12/31/2024 po LI 12188 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659				-2,359.50		
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				-8,317.54		
1/31/2025 ap IN 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972		9,294.50				

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 5

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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		
2/28/2025 ap IN 12270 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565		10,056.62				
2/28/2025 po LI 12270 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565				-10,056.62		
3/31/2025 ap IN 12326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565		14,350.16				
3/31/2025 po LI 12326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565				-14,350.16		
0000.6077025 Digital Media Advertising	0.00	98,867.91	98,867.91	28,337.09	-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		

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 6

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6077060 Advertising	(Continued)					
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				
9/6/2024 ap IN 14649 Line Description: FY25 MARKETING CO-OPS Vendor: 00406 VISIT SLO CAL Check # 179421		20,000.00				
9/18/2024 ap IN 12016 Line Description: FY25 BRAND ASSET RENEWAL - SLO Vendor: 06479 VERDIN Check # 179758		7,750.00				
9/30/2024 ap IN 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		1,184.14				

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 7

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6077060 Advertising	(Continued)					
9/30/2024 po LI 12082 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909				-1,184.14		
10/30/2024 ap IN 483 Line Description: WELCOME CENTER PISMO BEACH TV Vendor: 09478 SOUTH COUNTY CHAMBERS Check # 179895		2,500.00				
10/31/2024 ap IN 12112 Line Description: SLO CAL HOTEL BED CO-OP Vendor: 06479 VERDIN Check # 180040		4,666.00				
11/14/2024 ap IN 373588 Line Description: LEGAL AD - TBID Vendor: 00348 NEW TIMES Check # 180267		234.00				
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				
1/30/2025 ap IN 376144 Line Description: AD - TBID Vendor: 00348 NEW TIMES Check # 180770		117.00				

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 8

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6077060 Advertising	(Continued)					
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				
2/3/2025 ap IN 18699 Line Description: WEB DEVELOPMENT Vendor: 07343 CLEVER CONCEPTS, INC. Check # 180709		7,487.50				
2/10/2025 ap IN 159376 Line Description: SLO MONOPOLY SPONSORSHIP 25-26 Vendor: 09388 TOP TRUMPS USA INC. Check # 180962		2,000.00				
2/28/2025 ap IN 12268 Line Description: GET WORKING - NEW WEBSITE Vendor: 06479 VERDIN Check # 181565		2,508.00				
3/31/2025 ap IN 12330 Line Description: GET WORKING - NEW WEBSITE Vendor: 06479 VERDIN Check # 181565		1,683.00				
3/31/2025 ap IN 12331 Line Description: KEYCHAINS FOR BEER FEST Vendor: 06479 VERDIN Check # 181565		1,619.50				

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 9

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6077060 Advertising	(Continued)					
3/31/2025 ap IN 14776		3,800.00				
Line Description: FY 24/25 DESTINATION MARKETING						
Vendor: 00406 VISIT SLO CAL Check # 181567						
3/31/2025 po LI 14776				-3,800.00		
Line Description: FY 24/25 DESTINATION MARKETING						
Vendor: 00406 VISIT SLO CAL Check # 181567						
3/31/2025 ap IN 325Z		15,000.00				
Line Description: MARCH 2025 REBRANDING SERVICES						
Vendor: 09554 TJA ADVERTISING Check # 181553						
4/1/2025 ap IN 18708		7,487.50				
Line Description: WEB DEVELOPMENT - VISITATASCAD						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 181470						
0000.6077060 Advertising	0.00	95,401.64	95,401.64	63,629.86	-159,031.50	0.00
Total Advertising	180,000.00	194,269.55	194,269.55	91,966.95	-106,236.50	159.02
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						
Vendor: 06479 VERDIN Check # 0						

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 10

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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>
0000.6501125 Promotions Consultants	(Continued)					
7/31/2024 ap IN 11965 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179758		8,839.50		000		
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		000		
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		000		
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		000		

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 11

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6501125 Promotions Consultants	(Continued)					
9/30/2024 po LI 12083 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-9,737.50	
9/30/2024 ap IN 12087 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909		2,500.00				
9/30/2024 po LI 12087 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 179909					-2,500.00	
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	

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 12

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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
0000.6501125 Promotions Consultants	(Continued)					
12/31/2024 ap IN 12193 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180659		5,862.50		000		
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		000		
1/31/2025 po LI 12223 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 180972					-8,173.14	
2/28/2025 ap IN 12270 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565		9,839.00		000		
2/28/2025 po LI 12270 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565					-9,839.00	
3/31/2025 ap IN 12326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 181565		8,646.00		000		

expdetl.rpt
04/22/2025 8:23AM
Periods: 0 through 10

Expenditure Detail Report

Page: 13

CITY OF ATASCADERO
07/01/2024 through 04/30/2025

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
0000.6501125 Promotions Consultants	(Continued)					
3/31/2025 po LI 12326				-8,646.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 181565						
0000.6501125 Promotions Consultants	0.00	89,699.31	89,699.31	10,300.69	-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		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						

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 14

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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)					
7/21/2024 ap IN 07212024 Line Description: MID-STATE FAIR TRANSPORTATION Vendor: 09414 SIERRA BRAVO ENTERPRISES, LLC Check # 178977		8,640.00		000		
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		000		
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		000		
3/12/2025 ap IN 3122025 Line Description: 2025 AT HER TABLE EVENT Vendor: 09315 ECOLOGISTICS, INC. Check # 181353		7,500.00				
3/14/2025 ap IN 3142025 Line Description: 2025 CCCBGF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 181335		5,000.00		000		

expdctl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 15

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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)					
3/31/2025 ap IN 12329		511.50				
Line Description: DRIVE VIDEO						
Vendor: 06479 VERDIN Check # 181565						
0000.6509032 Additional Promotional Services	0.00	67,901.50	67,901.50	0.00	-67,901.50	0.00
Total Contract Services	175,000.00	173,963.32	173,963.32	10,300.69	-9,264.01	105.29
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,000.00	0.00	0.00	0.00	8,000.00	0.00
0000.6601090 Other Meetings & Conferences	0.00	0.00	0.00	0.00	0.00	0.00
2/28/2025 ap IN 12271		829.76				
Line Description: IPW FLIGHT						
Vendor: 06479 VERDIN Check # 181565						
0000.6601090 Other Meetings & Conferences	0.00	829.76	829.76	0.00	-829.76	0.00
Total Professional Development	8,000.00	829.76	829.76	0.00	7,170.24	10.37
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	369,086.50	369,086.50	102,267.64	-103,884.14	128.27
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

expdetl.rpt
 04/22/2025 8:23AM
 Periods: 0 through 10

Expenditure Detail Report

Page: 16

CITY OF ATASCADERO
 07/01/2024 through 04/30/2025

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 Atascadero Tourism Bus Improv Dist	432,470.00	369,086.50	369,086.50	102,267.64	-38,884.14	108.99
Grand Total	432,470.00	369,086.50	369,086.50	102,267.64	-38,884.14	108.99

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 04/22/2025	BUDGETED 2024-2025
<u>REVENUES</u>							
41530.6300	Taxes and Assessments	\$ 277,287	\$ 409,652	\$ 431,401	\$ 419,591	\$ 294,566	\$ 422,400
45920.0003	Assessment Penalties	-	933	3,904	657	296	-
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>294,863</u>	<u>442,190</u>
<u>EXPENSES</u>							
6050000	Office Expense	-	264	-	(5)	24	250
6070000	Advertising	43,142	127,366	126,556	142,357	194,270	180,000
6500000	Contract Services **	106,295	143,436	163,051	220,803	190,006	175,000
6600000	Professional Development	-	731	-	475	830	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>387,274</u>	<u>432,470</u>
NET INCOME/(LOSS)		127,103	123,341	144,311	83,150	(92,412)	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>\$ 659,160</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

At Her Table

7,500

Central Coast Brewers Guild

5,000

Monopoly Game

2,000

Web Consulting

7,488

Destination Marketing Services

90,211

Administrative Services Fee

22,917

\$ 190,006

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	\$ 457,606.36	\$ 315,164.66		\$ 1,403,398.44

* 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.