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, January 21, 2026, at 1:00 P.M.
City of Atascadero, Club Room, 4th Floor
6500 Palma Ave.
Atascadero, California

CALL TO ORDER:

ROLL CALL:
Chairperson, Patricia Harden, SpringHill Suites by Marriott
Vice Chairperson, Amar Sohi, Holiday Inn Express & Suites
Board Member, Clint Pearce, Madonna Enterprises
Board Member, Sarah Maggelet, Templeton Vacation Rentals
Board Member, Chris Oh, The Carlton/ Everlygrove Property Mgmnt.

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

B. BUSINESS ITEMS:

1. **Bovine Classic 2025 Event Recap & 2026 Event Sponsorship Renewal Request**
   - Fiscal Impact: Up to $20,000.
   - Recommendation: ATBID Advisory Board:
     1. Receive and file recap of the marketing results of the October 2025 event summary and attendance results.
     2. Provide staff direction on the 2026 event support request renewal. [Bovine Classic/ Bryan Yates]

2. **California Mid-State Fair 2026 Sponsorship Program**
   - Fiscal Impact: Up to $3,750.
   - Recommendation: ATBID Advisory Board:
     1. Receive and file recap of the 2025 California Mid-State Fair sponsorship program.
     2. Provide staff direction to renew the California Mid-State Fair sponsorship program for 2026. [City]

3. **Quarterly Marketing Results**
   - Fiscal Impact: None.
   - Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2025. [Verdin Marketing]

4. **SLO CAL Visitor Profile Study Co-op Performance Results**
   - Fiscal Impact: None.
   - Recommendation: ATBID Advisory Board receive and file the SLO CAL Visitor Profile Study Co-op Performance Results. [SLO CAL]

5. **Budget Report Update & Performance Results**
   - Fiscal Impact: None.
   - Recommendation: ATBID Advisory Board receive and file the Budget Report & Performance Results. [City]

C. 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]

D. BOARD MEMBER COMMENTS:

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

1. Atascadero Fall Festival (February 2026).
2. Tin City Tie-in Opportunities (February 2026).
3. Annual Reserve discussion (February 2026).
4. Welcome Center Location Update/ Opportunity (Pending timing).
5. California Mid-State Fair Sponsorship Renewal (February 2026)
6. Lodging Owners Meeting for Board Terms: February 18, 2026 at 3:30 pm, City Hall
7. Upcoming City Council Meeting Industry Related Items:
   - Short Term Rental Ordinance – postponed, date TBD.
   - Strategic Planning – January 30th & 31st.

F. ADJOURNMENT:

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

DRAFT MEETING MINUTES

Wednesday, November 19, 2025, at 1:00 P.M.
City of Atascadero, Club Room, 4th Floor
6500 Palma Ave.
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the meeting to order at 1:02 P.M.

ROLL CALL:

Present:	Board Members Maggelet and Chris Oh, Vice Chairperson Sohi, Chairperson Harden
Vacant:	None.
Absent:	Board Member Clint Pearce
Staff Present:	Terrie Banish, Director Community Services & Promotions

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment: Stacey Hunt, Ecologistics – SLO Bioneers Pollinator Network

Chairperson Harden closed public comment.

A. CONSENT CALENDAR:

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

MOTION BY: Maggelet
SECOND BY: Oh

1. **Approve Consent Calendar.**

AYES (4): Sohi, Maggelet, Oh, Harden
ABSENT (1): Pearce
VACANT (0): None.

Passed 4-0

B. BUSINESS ITEMS:

1. **Central Coast Cider Festival 2025 Event Recap & 2026 Event Request**
   - Fiscal Impact: Up to $5,000.
   - Recommendation: ATBID Advisory Board:
     - Receive and file recap of marketing results of the August 2025 event summary and attendance results.
     - Provide staff direction on the 2026 event support request renewal. [Central Coast Cider Assn.]

Cody Broadstone from Central Coast Cider Assn. presented the results. Cody Broadstone and Director Banish answered questions from the Advisory Board. Broadstone noted that the 2026 event would be better moving to April vs. August with April 25th being the new recommended date. Ashlee Akers with Verdin Marketing suggested adding an event itinerary.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matt Halvorson, Visit SLO CAL.

Chairperson Harden closed public comment.

MOTION BY: Sohi
SECOND BY: Oh

1. **The Board received and filed the marketing results of the August 2025 event summary.**
2. **The Advisory Board motioned to move forward and continue to support the 2026 event with $5,000 with the new April date and as a follow up detailed 2025 attendance information to be provided.**

AYES (3): Sohi, Oh, Harden
NAYES (1): Maggelet
ABSENT (1): Pearce
VACANT (0):

Passed 3-1

2. **Visit Atascadero Micro Campaign Update**
   - Fiscal Impact: None.
   - Recommendation: ATBID Advisory Board receive and file Visit Atascadero Micro Campaign Update for mid-November through February 2026. [Verdin Marketing]

Ashlee Akers with Verdin Marketing presented the promotion logistics. Akers and Director Banish answered questions from the Advisory Board. Promotion is available to all properties with an early December launch date.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Atascadero Chamber of Commerce letter was read to the Advisory Board. (Exhibit A)

Chairperson Harden closed public comment.

The Board received and filed Visit Atascadero Micro Campaign update.

3. **Budget Report Update & Performance Results**
   - Fiscal Impact: None.
   - Recommendation: ATBID Advisory Board receive and file the Budget Report and Performance Results. [City]

Director 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: Matt Halvorson, Visit SLO CAL.

Chairperson Harden closed public comment.

The Board received and filed the Budget Report and Performance Results.

C. 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]

D. **BOARD MEMBER COMMENTS:** None.

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

1. Bovine Classic recap & renewal (January 2026)
2. Atascadero Fall Festival recap & renewal (January 2026).
3. Tin City Tie-in Opportunities (January 2026).
4. Annual Reserve discussion (January 2026).
5. Welcome Center Location Update/ Opportunity (Pending timing).
6. Upcoming City Council Meeting Industry Related Items:
   - Short Term Rental Ordinance – postponed, date TBD.
7. ATBID does not meet in December.

F. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:00 P.M.

MINUTES PREPARED BY:

_____

Terrie Banish
Director, Community Services & Promotions

Exhibit A: Atascadero Chamber of Commerce Gift Card Promotion Letter

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B1

1/21/26

Bovine Classic 2025 Event Recap & 2026 Event Sponsorship Renewal

RECOMMENDATIONS:

ATBID Advisory Board:

1. Receive and file recap of marketing results of October 25, 2025 event summary and attendance results.
2. Provide staff direction on the 2026 event support request renewal.

DISCUSSION:

In January 2022, the ATBID Board approved sponsorship of $10,000 for the inaugural Bovine Classic mixed-surface cycling event targeted to avid cyclists at a state and national level. The event took place November 3-5, 2022, in North County, with the main cycling event in Downtown Atascadero on Saturday, November 5. The event was a success and filled the goal of being an annual marquee gravel cycling event. The main race was a single-day event, but the entire Bovine Classic experience spanned Thursday through Saturday, attracting riders who spent between one and three nights in Atascadero and Paso Robles.

The ATBID Board has approved sponsorship since this time as follows:

- 2nd Annual in November 2023, at $10,000, 450 riders
- 3rd Annual, October 26, 2024, at $10,000, 600 riders
- 4th Annual, October 25, 2025, at $10,000

The Board will receive an oral presentation from the event coordinator to review the highlights and successes of the third annual event, along with the event sponsorship application to renew the support of the ATBID Advisory Board for the fifth annual in 2026, requesting $20,000, moving Atascadero as the “Host City” sponsorship level.

FISCAL IMPACT:

Up to $20,000.

ATTACHMENTS:

1. 2025 TBC Marketing Executive Summary
2. 2025 TBC Economic Impact Report
3. 2026 Bovine Classic ATBID Event Support Application

2025 BOVINE CLASSIC: EVENT WRAP-UP

Prepared for Atascadero TBID

EXECUTIVE SUMMARY: The 2025 Bovine Classic delivered measurable economic impact to Atascadero, generating an estimated 1,200 night stays with 87% out-of-region attendance. Despite industry-wide event attendance declines of 20-30%, the Bovine Classic maintained strong participation (604 registered riders), with 60% choosing Atascadero accommodations and 92% committed to returning in 2026.

ATTENDANCE & GROWTH

Historical Registration:

- 2022: 350 riders
- 2023: 450 riders
- 2024: 623 riders
- 2025: 604 riders

While attendance remained flat year-over-year, this represents success in a challenging event landscape. Across the cycling industry, and even non-cycling events reported 20-30% attendance declines in 2025. The Bovine Classic's ability to maintain participation demonstrates the strength of the brand and the loyalty of our community.

TRAVEL IMPACT

Overnight Stays: The 2025 Bovine Classic generated approximately 1,200 night stays in San Luis Obispo County, with the majority concentrated in Atascadero.

Stay Duration:

- 1 night: 15%
- 2 nights: 36.8%
- 3 nights: 37%

- Average: 2+ nights per visitor

Accommodation Breakdown:

- 60% stayed in Atascadero
- 20% stayed in Paso Robles
- 20% stayed in other locations
- 43% used hotels
- 22% used vacation rentals

Geographic Reach:

- 87% of riders traveled from outside the region
- Riders represented 4 continents, 7 countries, 15 states
- Significant participation from SF Bay Area and Southern California

Companion Travel:

- 20% brought non-racing companions
- 13% traveled with friends
- We noticed a significant increase of groups of 10 to 18+ riders attending The Bovine together.

LOCAL IMPACT

Thursday Pre-Ride: The Thursday pre-ride out of Firestone-Walker in Paso Robles attracted 75 riders–93% of those were early arrivals, coming in for the entire weekend.

Friday Pre-Ride: The Friday pre-ride in downtown Atascadero attracted 150+ participants, a 45-rider increase over 2024. Riders gathered at AMSTRDM Coffee before exploring Atascadero's neighborhoods, with post-ride socializing at Colony Sandwich.

Partner Hotels: The following Atascadero hotels offered special rates to Bovine Classic riders:

- SpringHill Suites
- Home2Suites
- Holiday Inn Express

One local hotel reported their best weekend ever during the Bovine Classic weekend.

Local Business Engagement: Riders consistently mentioned visiting local establishments including downtown Atascadero businesses, including: Etto Pasta Bar, The Range, Barley & Boar, Colony Sandwich, Lebbers Pizza, Ancient Owl, and other Paso-area wineries.

Non-Event Weekend Impact: Several times throughout 2025, I personally met with past Bovine participants who chose Atascadero and Paso Robles for long-weekend cycling getaways.

RETURN ON INVESTMENT

Visit Atascadero's $10,000 sponsorship investment generated an estimated **$160,600** in direct economic activity in Atascadero during the 2025 Bovine Classic weekend - a **16:1 return on investment**.

This calculation accounts for:

- 362 Bovine Classic participants staying in Atascadero (60% of total riders)
- Average 2.2-night stays
- Conservative hotel rate of $150/night ($120,450 in accommodation revenue)
- Daily spending of $50/person for meals, beverages, retail, and incidentals ($40,150)

With 92% of riders committed to returning in 2026, this investment delivers recurring annual economic impact, not a one-time event benefit.

Brand & Media Visibility

In addition to driving overnight visitation, The Bovine Classic continues to elevate Atascadero's profile across regional and national audiences.

Over the past seven months, the event's Instagram presence has **tagged Visit Atascadero in more than 30 posts**, including **six feature posts focused specifically on the destination**, generating **over 42,000 impressions**.

This sustained exposure keeps Atascadero top of mind for thousands of high-value cyclists and travelers planning future Central Coast trips.

LOCAL VENDOR PARTNERSHIPS

The Bovine Classic invested directly in local businesses:

- Catering: Super Fiesta Market, Linn's Bakery, Alle-Pia Salumi ($10,000)
- Design & Printing: Theory Printing, Staples ($1,800)
- Traffic Control: Avila Traffic ($1,000)

RIDER SATISFACTION & RETENTION

Return Intent: 92% of riders stated they will definitely return in 2026, with only 8% undecided.

Rider Testimonials:

- "It's as close to perfect as you can get."
- "Best gravel ride on the planet."
- "I've flown in from Virginia for the last 3 years for this, and it's become one of my favorite races all year."
- "I will bring more folks next year!"
- "Best gravel event on the calendar."

COMMUNITY IMPACT

Charitable Giving: The 2025 Bovine Classic raised $4,500 for Land Conservancy San Luis Obispo. Over four years, the event has contributed nearly $27,000 to local charities including Operation Surf, Central Coast Concerned Mountain Bikers, and Land Conservancy SLO.

UNIQUE POSITIONING

The Bovine Classic is the homegrown Atascadero event specifically designed to attract overnight visitors from outside the region that doesn't center on alcohol tourism. As alcohol consumption trends decline, the Bovine Classic represents a strategic diversification of Atascadero's tourism portfolio.

Exclusive Access: The event provides riders access to private properties rarely open to the public:

- Land Conservancy SLO Santa Rita Ranch (exclusive access)
- Peachy Canyon Vineyard
- J. Dusi Vineyard
- Denner Wines

LOOKING AHEAD: 2026 (aka Bovine 5.0)

With 92% of 2025 riders committed to returning and sustained demand despite industry headwinds, the Bovine Classic is positioned for strategic growth in 2026.

Bovine 5.0 Vision: The fifth annual Bovine Classic (October 24, 2026) will expand beyond a single-day event into a more comprehensive social wellness experience:

- Target attendance: 700 riders
- Sunday addition: Fourth ride option, extending the weekend and creating additional overnight stays
- "Best of Paso" Integration: Partnering with Farmstead Ed to incorporate a Fall Marketplace at the Bovine Festival, showcasing regional artisans, makers, and producers

This expansion aligns with the Bovine Classic's core philosophy: cycling as a vehicle for community connection and authentic regional experiences. By emphasizing social wellness over pure competition, we're creating a tourism model that brings visitors seeking genuine connection – to the landscape, to local culture, and to each other.

The Partnership Opportunity: As we plan this evolution, we're evaluating partnership opportunities that reflect the mutual value created: Visit Atascadero gains a proven tourism driver

delivering 1,200+ night stays annually (with growth potential to 1,400+), and the Bovine Classic gains the support needed to continue calling Atascadero home and expand our positive impact.

Contact: Bryan Yates Executive Producer & Creative Director bryan@locomotivcoaching.com
213-926-1520

2025 Bovine Classic: Economic Impact Report

Made in Atascadero, Cowlifornia!

EXECUTIVE SUMMARY

Four Years of Measurable Impact

- Potentially $618,450 in direct economic activity
- $55,003 in TOT revenue generated
- 2,824 night stays in Atascadero
- 15:1 average annual ROI
- 92% rider return rate

$40,000 invested. $618,450 potentially returned.

THE PROVEN BOVINE MODEL

Consistent Performance Since 2022

Our Surveyed Riders Say:

- **87%** are traveling *AND* staying here
- **60%** choose Atascadero lodging
- **23%** in vacation rentals/**45%** in hotels
- 1 Night = **15%**
- 2 Nights = **37.4%**
- 3+ Nights = **37.4%** *(not a typo)*
- Average **2.2** nights per visit
- **21%** bring non-racing companions
- **92%** commit to returning next year

92% = ARR for Atascadero, Paso, SLO County.

2025 Performance

604 Riders Registered

Night Stays: 838 in Atascadero

Potential economic Impact*: $184,125

- **Lodging revenue:** $121,275
- **Discretionary spending:** $62,850

Geographic Reach:

4 continents • 7 countries • 15 states

ROI: 16:1

**** Calculated on based on estimated $175/night room rate + $75/day/person discretionary spend on gas, food, beverage. Both of which we assume under-estimate actuals.***

2025 Performance
Building A Tourism Asset

Year	Total Riders	A-Town Night Stays	Per Diem Spend	Lodging Revenue	Economic Impact
2022	350	486	$36,450	$70,525	$106,975
2023	450	625	$46,875	$90,475	$137,350
2024	623	865	$64,875	$125,125	$190,000
2025	604	838	$62,850	$121,275	$184,125

Total: 2,328 night stays • $618,450 combined economic impact

CUMULATIVE IMPACT

$40,000 Investment → $618,450 Return

2022-2025 Totals:

- ATBID Investment: $40,000
- Economic Impact: $618,450
- Lodging Revenue: $407,400
- Average Annual ROI: **15:1**

The Multiplier Effect: For every $1 ATBID invests, Atascadero has gained potential $15 in economic activity

TOT REVENUE GENERATED

Who Benefits From Bovine Lodging Stays

Cumulative TOT Collections (2022-2025):

- City of Atascadero (10%): **$40,742**
- ATBID (2%): **$8,150**
- SLO County Tourism District (1.5%): **$6,111**

Total Estimated Tax Revenue Generated: $55,003

THE REAL ROI STORY

ATBID's Net Position

Invested: $40,000 over four years

Collected Back (ATBID 2% TOT): $8,150

Net Cost: $31,850

To Generate:

- $618,450 in economic activity
- $40,742 for City general fund
- $6,111 for SLO County

ATBID spent $32K to create $618K in value

RIDER LOYALTY

92% Return Rate = Recurring Revenue

"It's as close to perfect as you can get."

"Best gravel ride on the planet."

"I've flown in from Virginia for the last 3 years for this, and it's become one of my favorite races all year."

"I will bring more folks next year!"

The Bovine isn't a one-time event. It's become an annual revenue stream.

BEYOND THE NUMBERS

Large Group Travel: Significant increase in groups of 10-18+ riders traveling together

Known Restaurant & Retail: Etto Pasta Bar • The Range • Barley & Boar • Colony Sandwich • Lebbers Pizza • Ancient Owl • Round Table Pizza • The Range • Traffic Records • Sylvesters • Back Porch Bakery • AMSTRDM • Local wineries

Return Visits: Past participants return throughout the year for weekend cycling getaways

One Hotel's Report: "Best weekend ever" during Bovine 2025

MEDIA VISIBILITY

Amplifying Atascadero's Brand

42,000+ Instagram Impressions

- *30+ posts tagging Visit Atascadero*
- *6 destination-focused features*

National Recognition:

- *Bicycling Magazine top-10 "Must-Ride" event*
- *Live podcast coverage (Service Course Report)*
- *Professional video/photo by Topo Collective (we're happy to share with Visit Atascadero)*

UNIQUE POSITIONING

What Makes Bovine Different

Not Alcohol Tourism: *A homegrown Atascadero event designed to attract multi-night visitors that also doesn't center on alcohol.*

As alcohol consumption trends decline, Bovine represents strategic diversification

Social Wellness Experience: *Community connection over pure competition*

Exclusive Access: *Private vineyards & Land Conservancy SLO property*

COMMUNITY IMPACT

Good Neighbors

Charitable Giving:

- 2025: $4,500 to Land Conservancy SLO
- Four-year total: **$27,000** to local charities

Local Vendors:

- $10,000: Super Fiesta, Linn's Bakery, Alle-Pia Salumi
- $1,800: Theory Printing, Staples
- $1,000: Avila Traffic

We invest in the community that hosts us

2026 VISION

Bovine 5.0: The Host Community Opportunity

The Expansion:

- Target: 700 riders
- Sunday addition: Fourth ride option
- Farmstead Ed Fall Marketplace integration
- Projected: 1,000+ Atascadero night stays
- Continue being recognized for unparalleled hospitality.

The Inflection Point: After four years of proven performance, other regions want the Bovine. But Atascadero is home.

The Ask: We encourageAtascadero to see itself as the Host City -- not simply a sponsor.

Host communities invest in the long-term growth and own the brand as theirs.

The Atascadero Tourism Business Improvement District (ATBID) was established to promote Atascadero as an overnight destination. The mission of the ATBID 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 the ATBID would like to support of those events that align themselves with the Visit Atascadero mission. A portion of the ATBID 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, please complete the following Event Support application. **The application must be received at least 6 months in advance of the funding deadline for the request to be considered.** Each request is thoroughly considered, but not all events are approved.

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

To qualify for event support, the 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 and attract visitors from outside San Luis Obispo County.
2. Encourage overnight stays of one night or more.
3. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event. (Please Note: The City offers an event sponsorship program that is handled independently from the ATBID event support application. If the ATBID approves the application, it is not a guarantee that the City sponsorship program will be approved.)
4. Provide a detailed event budget and marketing plan.
5. 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 the 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 the event new or existing? If existing, the event will be evaluated on how the event support dollars were invested and how long the event has been in place (i.e., 3rd annual, 4th annual, etc.)
4. What is the three-year growth plan for the event? **As the event nears a maturity of 3 years or more, future funding will not be at 100%.**
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 supporting documents to Terrie Banish at tbanish@atascadero.org in a PDF format. Confirmation will be sent once received. Selected event planners must be available to present their event to the ATBID Board at a regular scheduled meeting. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 1 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.

VISIT Atascadero CALIFORNIA

Event Support Application Requirement Checklist

The following requirements must ALL be met in order to qualify for 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 amount in application.
- ☐ Select eligible event tier and describe how your event meets the qualifications.
- ☐ Provide event budget with line items detailing how 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 support through other programs, grants or sponsorships that have been secured.
- ☐ If application is being considered, attendance in-person at an ATBID Board Meeting to present the event will be required.
- ☐ If awarded event support funding, plan to attend two ATBID Board Meetings:
  - Provide planning progress update at least two months prior to event.
  - Provide event results detailing attendance, where participants are visiting from, all marketing efforts and impact on Atascadero tourism and future plans.
- ☐ If awarded event support funding, 75% will be paid in advance and 25% paid after the event results report has been received and reviewed.

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.

VISIT Atascadero CALIFORNIA

Event Support Application Form

Requesting Organization: Locomotiv Coaching dba The Bovine Classic

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

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

City, State, Zip: Atascadero, CA 93422

Name of Event: The Bovine Classic Gravel Ride

Event Description: Annual international cycling event.

Event Dates/Times: October 23-24, 2026

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

Venue Name: Sunken Gardens @ El Camino Real

Venue Location: Sunken Gardens @ El Camino Real

Event Website: www.thebovineclassic.com

Are you receiving event support from the City of Atascadero?

☑ **Yes** ☐ **No**

Total Anticipated Attendees: 700 **Portion from Outside SLO County:** 87-89 **%**

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: Please refer to attached documentation

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

$220-$250

Crowd Control Safety Plan Details:

Will provide closer to date.

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:

Brings signficant visitors, revenue, and tax revenue to Atascadero on a predictable annual basis. See attached economic impact report.

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

☐ Tier 1

- 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

☐ Tier 2

- 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

☐ Tier 3

- 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:

Please refer to attached economic impact report.

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

We are requesting the the city and TBID review how it considers The Bovine Classic. Considering the revenue this even generates, Atascadero is more of Host City, than a sponsor. We are asking Atascadero to invest $20,000 for that exclusive host city opportunity.

Detail how awarded funding will be utilized, include any in-kind or additional support by sponsors, etc. (Please attach additional sheets as needed).

Event Item	**Amount**
Ex. Social Media Ads	*$2,000*

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

Income Source	**Amount**
Ex. City of Atascadero	*$2,500 in-kind venue event sponsorship*
Travel Paso	$2500
Locomotiv Coaching/ Bovine Classic	$75,000
Cast Management	$5000

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**
The name Atascadero is attached to nearly everything we produce, because it is the host location.		
	Website	
	Print ads	
	Podcast appearances	
	Newsletters	
	Welcome emails	

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)?

_____

See note above. Visit Atascadero's logo is all over our marketing and event presence.

_____

_____

_____

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

Lodgings page on website for participating hotels

Links to hotels in every Welcome Email

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. Visit Atascadero brand guidelines are available upon request.

- 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 an event results presentation, which includes attendee numbers, overnight stays, where attendees are visiting from, 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 based on promotion compliance and specific event expectations. If awarded event support funding, 75% will be paid in advance and 25% paid after the event results report has been received and reviewed. If there are any changes to these funding percentages, they will be determined in advance between the Atascadero TBID liaison/ DMO and the event organizer, as well as invoicing.

- The ATBID Event Support 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.

- All event participants and vendors affiliated with the event that are approved for funding by the ATBID Board it is highly recommended that part or all of the event staff is utilizing lodging properties in the Atascadero area.

- 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 support 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 at a determined amount (i.e., amount paid less any advertising costs with required affidavits of advertising and supporting invoices, etc), as part of the event support application policy. 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 Bryan Gates **Date** 1/7/2026

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

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

STAFF REPORT

Item B2

1/21/26

California Mid-State Fair
2026 Sponsorship Program

RECOMMENDATION:

ATBID Advisory Board:

1. Receive and file recap of the 2025 California Mid-State Fair sponsorship program.
2. Provide staff direction to renew the California Mid-State Fair sponsorship program for 2026.

DISCUSSION:

Each year, the California Mid-State Fair (CMSF) provides the City of Atascadero and the ATBID with the opportunity to be a part of the annual sponsorship program. The level of sponsorship is $7,500 and the City and the ATBID share the cost of the program. This event attracts many visitors to the area during the two-and-a-half-week timeframe, where families experience a variety of carnival rides, live entertainment, local bands, concerts, contests, awards, food, merchants, and the renowned livestock program.

At the end of 2025, the City met with Fair staff to talk about opportunities into 2026 at the same sponsorship level of the $7,500 with possibly new sponsorship tie-ins during the timeframe of the event along with VIP passes/parking, access to sponsor concert reception area, concert and fair admission ticketing program for Visit Atascadero promotions, sponsor tie-in with branded Visit Atascadero/ Zoo glasses for the wine and distilled spirits awards, sponsor tie-in with Visit Atascadero on Fair's Instagram promotion, along with sponsor mentions and signage during the fair. The City would like to continue sharing this sponsorship expense with the ATBID as it is a program that promotes both tourism and our local community.

There will be an oral presentation at the ATBID meeting to review the former sponsorship program, answer questions and discuss renewal of the 2026 California Mid-State Fair sponsorship program.

FISCAL IMPACT:

Up to $3,750.

ATTACHMENT:

1. 2025 California Mid-State Fair Sponsorship Agreement – Exhibit A Atascadero
2. Mid-State Fair Final Results 2025

Agreement #SP025-059

EXHIBIT A
SCOPE OF WORK

Contractor, hereafter "Sponsor", agrees to provide to the State of California, 16th District Agricultural Association, hereafter "District", and California Mid-State Fair, hereafter "CMSF", with the following sponsorship.

Sponsor agrees to:

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

In exchange for the above, the District agrees to provide the Sponsor with the following:

1. Advertising & Exposure
   a. Business Listing in Official Daily Schedule of Fair, both in print and digital versions, for agreement term.
   b. Business Logo and URL Link on CMSF Website (www.midstatefair.com), for agreement term.
   c. Signage – (All signs shall be supplied to the District by Sponsor using lightweight, **1/4-inch corrugated plastic material** for sign. District will hang sign(s) at no charge to Sponsor. Sponsor to maintain, update and/or replace sign(s) should sign(s) fade or new logo is needed).
      i. **One (1)** Equestrian Center (4' x 8') Sign.
2. Hospitality
   a. **Twelve (12) Single-Day Admission Passes to the CMSF**, each of which grants one (1) person admission to the CMSF for one (1) day, for each term year.
   b. **Two (2) Season VIP/Photo Passes to the CMSF**, each of which grants one (1) person admission to the CMSF for twelve (12) days, for each term year.
   c. **One (1) VIP Parking Pass to the CMSF**, which provides access to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit, which grants complimentary parking each day of the CMSF, for agreement term. Daily access to this lot is offered on a first-come, first-serve, basis.
   d. **Complimentary Admission to the CMSF Hospitality Tent**, located inside the Main Grandstand Arena of the CMSF, which features light appetizers, complimentary water/soda, a full no-host bar, and upscale bathrooms, for agreement term. Sponsor may bring unlimited guests, pending final approval from CMSF. All guests, including Sponsor, must have nightly concert tickets in order to enter Main Grandstand Arena, and to enter CMSF Hospitality Tent. The CMSF Hospitality Tent is open and available for all "Concert" nights… the CMSF Hospitality Tent is not available for the final two "Dirt" shows of each year's CMSF.
   e. **$750 VIP Ticket Credit** which will allow Sponsor to purchase CMSF concert tickets, CMSF Daily and/or CMSF Season Admission Passes and/or Helms & Sons carnival ride tickets. All CMSF concert tickets will come from our "Sponsor" hold sections.
3. Special Programming
   a. Sponsor to be sponsor of **Wine Industry Awards & Tasting** taking place on FRI 7/18/25 and as such shall receive: Name/logo on all marketing and promotional materials including custom plastic glasses to be used at event. Sponsor to receive eight (8) event wristbands.
   b. Sponsor to be sponsor of **Get Crafty Awards & Tasting** taking place on SUN 7/20/25 and as such shall receive: Name/logo on all marketing and promotional materials including custom plastic glasses to be used at event and opportunity to have one (1) celebrity judge at event. Sponsor to receive eight (8) event wristbands.
   c. Sponsor and District shall engage in **Two (2) "Social Media" Posts/Contests** during the month of July.

Initial TB

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STATE OF CALIFORNIA – DEPARTMENT OF GENERAL SERVICES

STANDARD AGREEMENT

STD 213 (04/2020)

AGREEMENT NUMBER	PURCHASING AUTHORITY NUMBER (If Applicable)
SP025-059	

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

Sixteenth District Agricultural Association "District" (California Mid-State Fair "CMSF")

CONTRACTOR NAME

City of Atascadero/Visit Atascadero "Sponsor"

2. The term of this agreement is:

START DATE

January 1, 2025

THROUGH END DATE

December 31, 2025

3. The maximum amount of this Agreement is:

$7,500.00

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of this Agreement.

Exhibits		Title	Pages
	Exhibit A	Scope of Work and Payment Provisions	1
	Exhibit B	DAA General Terms and Conditions	5
	Exhibit C	DAA Sponsorship Terms and Conditions	3

Items shown with an asterisk (*), are hereby incorporated by reference and made a part of this agreement as if attached hereto.
These documents can be view at https://www.dgs.ca.gov/OLS/Resources.

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

CONTRACTOR

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

City of Atascadero/Visit Atascadero "Sponsor"

CONTRACTOR BUSINESS ADDRESS	CITY, STATE ZIP
6500 Palma Avenue	Atascadero, CA 93422
PRINTED NAME OF PERSON SIGNING	TITLE
Terrie Banish	Director of Community Services & Promotions
CONTRACTOR AUTHORIZED SIGNATURE	DATE SIGNED
Terrie Banish	06 / 10 / 2025

STATE OF CALIFORNIA

CONTRACTING AGENCY NAME

Sixteenth District Agricultural Association "District" (California Mid-State Fair "CMSF")

CONTRACTING AGENCY ADDRESS	CITY, STATE ZIP
2198 Riverside Avenue, P.O. Box 8	Paso Robles, CA 93447
PRINTED NAME OF PERSON SIGNING	TITLE
Colleen Bojorquez	CEO
CONTRACTING AGENCY AUTHORIZED SIGNATURE	DATE SIGNED
CALIFORNIA DEPARTMENT OF GENERAL SERVICES APPROVAL	EXEMPTION (If Applicable)

Wednesday, August 6th, 2025

The 79th annual California Mid-State Fair wrapped up 12 exciting days from July 16–27, 2025, bringing the community together to celebrate a favorite local event and summer tradition. From livestock auctions to concerts, carnival rides to rodeo thrills, this year's Fair celebrated the spirit of agricultural traditions in a beautiful setting and experienced the coolest weather any locals can recall ever experiencing.

Overall Attendance

The 2025 Fair welcomed 366,216 guests, marking a 6.5% increase over 2024's total of approximately 335,000.

Michelob Ultra Concert Series

Concerts in the Chumash Grandstand Arena drew 83,000 ticketed attendees. Although slightly lower than 2024's numbers, the series delivered a diverse lineup of talent and high energy performances that thrilled audiences.

Carnival

Carnival revenue totaled $1,692,094, reflecting a 1% decrease from last year. Helm and Sons Amusements continued to delight guests, including with the popular Opening Day free ride promotion.

Food & Beverage

37 vendors operating 74 booths reported gross revenues just over $3.3 million in non-alcoholic food and beverage sales - on par with 2024. Alcoholic beverage sales were down, likely due to the cool weather.

Special Events

- Cattlemen & Farmers Day Awards BBQ sold out with 1,300 attendees
- CCWC Gold Medal Wine Tasting
- Get Crafty Mixology Contest and Tasting

Sponsorships

The Fair was again supported by over 100 sponsors, contributing more than $1.3 million in cash and in-kind support.

Volunteer Hours

Friends of the Fair members donated just over 2715 hours of their time leading up to and during the Fair.

AUCTION RESULTS

Livestock Auctions

The 2025 livestock auctions raised over $3.1 million (unofficial) from the sale of hundreds of animals, once again showcasing the commitment of 4-H and FFA youth and the generosity of the community.

Industrial Arts Auction

This year's Industrial Arts Auction raised $234,900, continuing its tradition of spotlighting the incredible craftsmanship of local students.

All figures are preliminary and subject to final verification. For more information, visit www.midstatefair.com or contact publicity@midstatefair.com.

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

1/21/26

Quarterly Marketing Report

RECOMMENDATION:

ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2025.

DISCUSSION:

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

Quarter 2 (October – December 2025) stat summary highlights campaign performance, success metrics and areas to optimize to amplify results.

Overall marketing performance was strong across paid, owned, and earned channels. Paid media delivered over **3.0M impressions** and **13,700+ clicks**, with Google Search driving highly qualified traffic and YouTube/OTT achieving very high video completion rates, indicating strong message retention. Meta continued to be the primary performance driver, with retargeting outperforming in efficiency and engagement.

Owned media performed exceptionally well, with email open rates around **40–45%** and **double-digit click rates**, exceeding industry benchmarks. Social media saw continued audience growth on both Instagram and Facebook, with Facebook video views increasing significantly. Earned media placements through Visit California, Visit SLO CAL, and regional and national outlets expanded Atascadero's visibility through both seasonal and evergreen coverage.

Website traffic declined year over year due to a shift in paid media budget and tactics; optimization efforts are underway and will be closely monitored in Q3.

FISCAL IMPACT:

None.

ATTACHMENT:

1. ATBID Stat Summary – Q2 FY25-26
2. ATBID Marketing Budget report (FY25-26)

January 2026

Marketing Report

Visit Atascadero
FY26 | Q2 (Oct-Dec)

Prepared by: Ashlee Akers
Chief Strategy Officer

VERDiN

Performance Summary

In Q2, overall, performance was strong across channels, with paid media effectively supporting both awareness and engagement goals. Google Search continued to drive highly qualified traffic with strong click-through rates, while YouTube and OTT delivered meaningful upper-funnel impact through large-scale reach and very high video completion rates, signaling strong audience attention and message retention. Meta served as the primary performance driver, with prospecting successfully scaling awareness and traffic and retargeting outperforming in efficiency and engagement. Together, the mix balanced upper- and lower-funnel objectives, with clear opportunities to build on results through continued retargeting investment and ongoing creative optimization.

Owned media performed strongly this quarter, led by email campaigns with double-digit click rates that significantly exceeded industry benchmarks. Social media also delivered positive results, with continued follower growth on both Instagram and Facebook. While Instagram video views dipped slightly, the change was less than 1% and not a concern, especially as Facebook video views increased by more than 200%. Top-performing social content centered around seasonal and event-driven posts, including Fall Fest, Christmas at the Ranch, and Zoo Boo, reinforcing the value of timely, relevant content.

Earned media supported strong visibility through submissions to Visit California and Visit SLO CAL, generating coverage. Placements spanned a healthy mix of seasonal features, such as gift guides and haunted attractions, alongside evergreen content like hidden gems on the Central Coast, helping extend reach throughout the year. As noted below, web performance was impacted by a shift in paid media budget, and this will be closely monitored moving into Q3.

3

Paid Media Results

Channel	Creative	Impressions	Clicks/ Conversions	CTR	VCR/VR
Google Search	Key Words	18,795	2,134	11.35%	N/A
YouTube	Your Favorite Neighbor	1,910,351	282	0.01%	74.98%
Meta	Your Favorite Neighbor	754,553	5,936	0.83%	N/A
Meta Retargeting	Fall Carousel Creative	80,222	900	1.13%	N/A
OTT Retargeting	Your Favorite Neighbor	46,342	1	0.002%	95.62%
Boosted Posts	Social Posts on IG & FB	198,253	4,449	2.24%	N/A

Total Campaign Summary

- Impressions: 3,008,516
- Clicks: 13,702
- Avg. CTR: .46%

Email Marketing Report

Verdin developed and deployed three monthly e-newsletters in Q2. They included highlights of upcoming local events, thematic content and seasonal happenings. Below are the results:

	OPEN RATE	UNIQUE CLICKS
OCTOBER	44.2%	11.5%
NOVEMBER	44.6%	15.7%
DECEMBER	39.4%	11.7%

Social Media Performance

FOLLOWERS

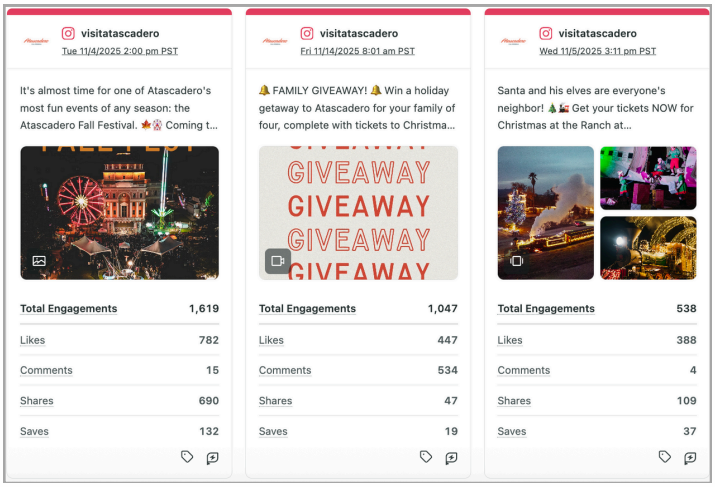
13,721

+5.8%

FOLLOWERS

8,772

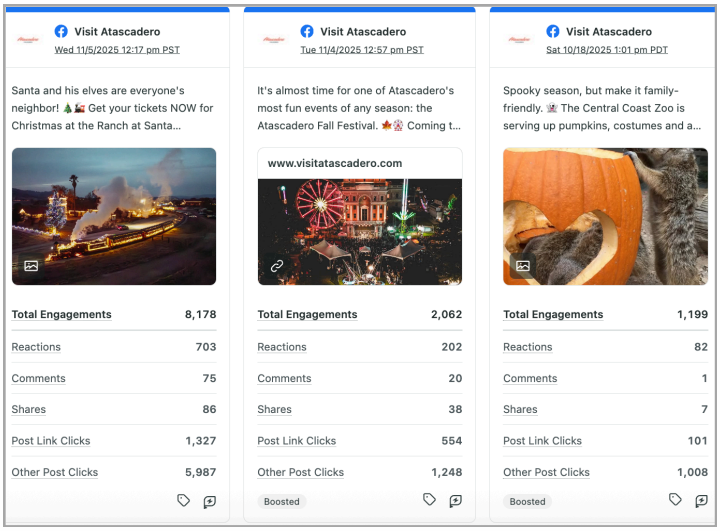
+4.1%



INSTAGRAM VIDEO VIEWS

50.1K

-.5%



FACEBOOK VIDEO VIEWS

97.1K

+287%

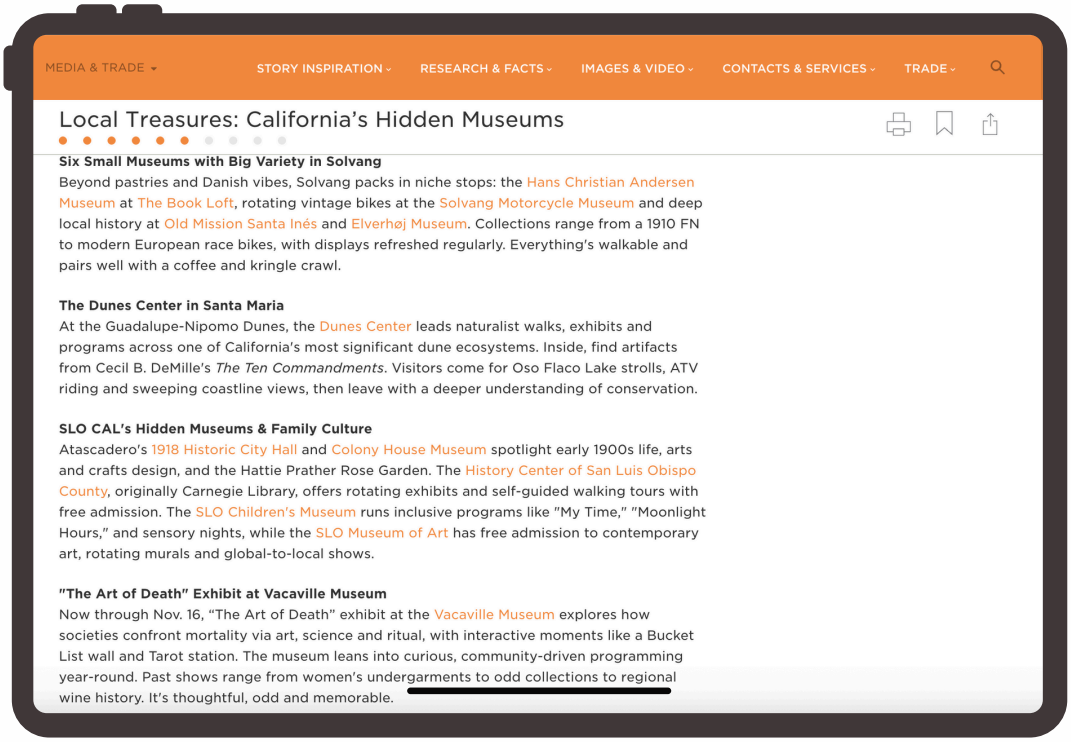
Partnerships & PR

Visit California/SLO CAL Submissions:

- Events & Local Celebrations in CA
- Locally Made in CA

Coverage:

- Between San Jose And Los Angeles Is A Vibrant Downtown, Parks, And Top Zoo In This Artsy Utopia | Islands.com
- Experience eerie elegance: The ultimate haunted hotels and upscale Halloween getaways | The Mannual
- Local Treasures: California's Hidden Museums | Visit CA
- California's Spirit of Inclusion | Visit CA
- San Luis Obispo County: The Ultimate California Escape for Wine, Beaches, and Scenic Adventures | Travel & Tour World
- Searching for holiday presents in SLO County? Check out this local gift guide | SLO Tribune



MEDIA & TRADE | STORY INSPIRATION | RESEARCH & FACTS | IMAGES & VIDEO | CONTACTS & SERVICES | TRADE

Local Treasures: California's Hidden Museums

Six Small Museums with Big Variety in Solvang
Beyond pastries and Danish vibes, Solvang packs in niche stops: the Hans Christian Andersen Museum at The Book Loft, rotating vintage bikes at the Solvang Motorcycle Museum and deep local history at Old Mission Santa Inés and Elverhøj Museum. Collections range from a 1910 FN to modern European race bikes, with displays refreshed regularly. Everything's walkable and pairs well with a coffee and kringle crawl.

The Dunes Center in Santa Maria
At the Guadalupe-Nipomo Dunes, the Dunes Center leads naturalist walks, exhibits and programs across one of California's most significant dune ecosystems. Inside, find artifacts from Cecil B. DeMille's *The Ten Commandments*. Visitors come for Oso Flaco Lake strolls, ATV riding and sweeping coastline views, then leave with a deeper understanding of conservation.

SLO CAL's Hidden Museums & Family Culture
Atascadero's 1918 Historic City Hall and Colony House Museum spotlight early 1900s life, arts and crafts design, and the Hattie Prather Rose Garden. The History Center of San Luis Obispo County, originally Carnegie Library, offers rotating exhibits and self-guided walking tours with free admission. The SLO Children's Museum runs inclusive programs like "My Time," "Moonlight Hours," and sensory nights, while the SLO Museum of Art has free admission to contemporary art, rotating murals and global-to-local shows.

"The Art of Death" Exhibit at Vacaville Museum
Now through Nov. 16, "The Art of Death" exhibit at the Vacaville Museum explores how societies confront mortality via art, science and ritual, with interactive moments like a Bucket List wall and Tarot station. The museum leans into curious, community-driven programming year-round. Past shows range from women's undergarments to odd collections to regional wine history. It's thoughtful, odd and memorable.

Website Results

WEBSITE TRAFFIC 2024 V. 2025

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Oct 2024	30,600	46,221	101,592	1,137,380
Nov 2024	30,063	49,924	111,256	1,131,839
Dec 2024	29,071	44,979	102,916	1,058,666
Oct 2025	15,984	22,973	39,734	404,612
Nov 2025	20,032	28,865	49,969	499,716
Dec 2025	25,354	36,499	71,936	609,536

RESULTS

All website categories are down between 32-50% due to a change in paid media budget and tactics. The plan is being optimized for Q3.

ACTIVE USERS BY CITY

☐		Total	34,430 100% of total
☐	1	San Jose	5,593 (16.24%)
☐	2	Los Angeles	4,885 (14.19%)
	3	(not set)	3,107 (9.02%)
☐	4	Atascadero	2,624 (7.62%)
☐	5	San Francisco	1,582 (4.59%)
☐	6	Anaheim	988 (2.87%)

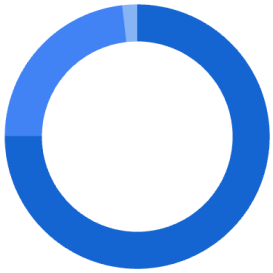
ENGAGED SESSIONS BY CHANNEL

Engaged sessions by Session medium

SESSION MEDIUM	ENGAGED SESS...
organic	10K
(none)	1.9K
referral	1.8K
cpc	1.2K
paid	540
email	511
native	250

ACTIVE USERS BY DEVICE

Active users by Device category



MOBILE	DESKTOP	TABLET
75.1%	23.1%	1.8%

TOP PAGES

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Things to Do in Atascadero, CA | Local Fun ...	14K
Winter Wonderland | Atascadero, California	7.4K
Calendar of Events | Atascadero, California	6.3K
Events | Atascadero, California	3.4K
Visit Atascadero, CA | Your Favorite Neighbor	3K
5th Annual Atascadero Fall Fest | Atascader...	2.5K
Holiday Musical Walk Around the Lake | Ata...	2.2K

VERDIN

Marketing Budget

Visit Atascadero | Budget: $265,000

Detailed Spending

		Actual	Actual	Actual	Actual	Actual	Actual	*Proj.*	*Proj.*	*Proj.*	*Proj.*	*Proj.*	*Proj.*		
	Budget	*Jul*	*Aug*	*Sep*	*Oct*	*Nov*	*Dec*	*Jan*	*Feb*	*Mar*	*Apr*	*May*	*Jun*	TOTAL	Remaining
Strategy/Planning/Meetings	$26,000	$1,997	$1,997	$1,387	$2,104	$1,903	$995	*$2,500*	*$2,500*	*$2,000*	*$2,000*	*$3,000*	*$3,619*	$26,000	$0
Creative Developement	$40,000	$2,691	$2,986	$3,188	$3,416	$2,360	$696	*$5,000*	*$5,000*	*$4,000*	*$4,000*	*$3,304*	*$3,360*	$40,000	$0
Photo/Video Asset Development	$20,000	-	-	-	-	-	-	-	-	*$10,000*	*$10,000*	-	-	$20,000	$0
Website Blog and Updates	$12,000	$1,309	$1,095	$352	$1,121	$814	$55	*$1,000*	*$1,000*	*$1,000*	*$1,255*	*$1,500*	*$1,500*	$12,000	$0
Social Media	$24,000	$1,998	$1,998	$1,998	$1,932	$2,080	$1,981	*$2,000*	*$2,000*	*$2,000*	*$2,000*	*$2,000*	*$2,015*	$24,000	$0
Email Marketing	$15,000	$1,000	$1,247	$1,181	$1,231	$1,247	$1,247	*$1,250*	*$1,250*	*$1,250*	*$1,250*	*$1,250*	*$1,596*	$15,000	$0
Public Relations	$14,000	$933	$782	$607	$1,848	$615	$201	*$2,400*	*$500*	*$500*	*$500*	*$2,000*	*$3,115*	$14,000	$0
Media Planning	$6,000	$495	$479	$627	$495	$446	$495	*$500*	*$500*	*$500*	*$500*	*$500*	*$464*	$6,000	$0
Media Buy	$108,000	$5,146	$3,855	$6,600	$7,398	$8,647	$8,605	*$9,800*	*$18,350*	*$9,800*	*$9,800*	*$9,800*	*$9,700*	$107,501	$499

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	$265,000	$15,568	$14,437	$15,940	$19,543	$18,110	$14,276	$24,450	$31,100	$31,050	$31,305	$23,354	$25,369	$264,501	
Added Value			$1,353		$1,749	$677								$3,779	

Additional Scope

		Actual	Actual	Actual	Actual	Actual	Actual	*Proj.*	*Proj.*	*Proj.*	*Proj.*	*Proj.*	*Proj.*		
	Budget	*Jul*	*Aug*	*Sep*	*Oct*	*Nov*	*Dec*	*Jan*	*Feb*	*Mar*	*Apr*	*May*	*Jun*	TOTAL	Remaining
Spartan Swag	$500			$446										$446	$54
Winter Lodging Promotion	$15,000						$11,196	*$2,000*	*$1,804*					$15,000	$0

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals		$0	$0	$446	$0	$0	$11,196	$2,000	$1,804	$0	$0	$0	$0	$446	
Added Value														$0	

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

STAFF REPORT

Item B4

1/21/26

SLO CAL Visitor Profile Study
Co-op Performance Results

RECOMMENDATION:

ATBID Advisory Board receive and file the SLO CAL Visitor Profile Study Co-op Performance Results.

DISCUSSION:

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

The Visitor profile Study Co-op is one that ATBID invested in and we are looking forward to sharing the results of that Co-op. As a co-op partner our destination opted-in to purchase additional questions to run within the study, and the findings from those dedicated questions will be reviewed in an oral presentation by a member of SLO CAL for both the Atascadero destination and the Visitor Profile Study.

FISCAL IMPACT:

None.

ATTACHMENT:

None.

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

STAFF REPORT

Item B5

1/21/26

Budget Report Update & Performance Results

RECOMMENDATION:

ATBID Advisory Board receive and file the Budget Report and Performance Results.

DISCUSSION:

The ATBID summary and expenditure reports show the expenditures that have been submitted through November 30, 2025 along with the most recent Transient Occupancy Tax (TOT). The ATBID Summary for 25-26 and the new 25-26 Expenditure Detail Report have also been included as attachments to this budget update. SLO CAL Community Intelligence Report along with the STR Report are attached for the month of November.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 25-26)
2. ATBID Summary 25-26
3. Tourism TOT report 1.9.26
4. SLO CAL Community Intelligence Report November 2025
5. STR Reports for November 2025

expdetl.rpt
01/09/2026 2:13PM
Periods: 0 through 5

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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
Total Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	160,250.00	0.00	0.00	0.00	160,250.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2025 po PO 02714 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				155,000.00		
7/31/2025 ap IN 12489 Line Description: JULY 2025 DESTINATION MARKETIN Vendor: 06479 VERDIN Check # 182985		5,930.62				
7/31/2025 po LI 12489 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 182985				-5,930.62		
8/31/2025 ap IN 12519 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563		4,245.48				
8/31/2025 po LI 12519 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563				-4,245.48		

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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)					
9/30/2025 ap IN 12592 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563		7,176.82				
9/30/2025 po LI 12592 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563				-7,176.82		
10/31/2025 ap IN 12638 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183829		11,401.00				
10/31/2025 po LI 12638 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183829				-11,401.00		
11/30/2025 po LI 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089				-8,960.08		
11/30/2025 ap IN 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089		8,960.08				
0000.6077025 Digital Media Advertising	0.00	37,714.00	37,714.00	117,286.00	-155,000.00	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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)					
7/1/2025 po PO 02715 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 0				46,500.00		
7/1/2025 po PO 02714 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				5,000.00		
7/1/2025 ap IN 240346 Line Description: SP025-059 SPONSORSHIP Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 182470		7,500.00				
7/1/2025 je GJ JE26 07-14 Line Description: Rev SP025-059 Sponsorship		-7,500.00				
7/1/2025 je GJ JE26 07-14 Line Description: Cor SP025-059 Sponsorship		3,750.00				
8/28/2025 ap IN 14871 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120		6,000.00				
8/28/2025 po LI 14871 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120				-6,000.00		
8/28/2025 ap IN 14876 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120		33,000.00				

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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)					
8/28/2025 po LI 14876 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120				-33,000.00		
9/25/2025 po LI 14908 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183419				-500.00		
9/25/2025 ap IN 14908 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183419		500.00				
9/30/2025 ap IN 12576 Line Description: SPARTAN SWAG Vendor: 06479 VERDIN Check # 183563		446.13				
10/21/2025 ap IN 1021252 Line Description: 2025 CHRISTMAS AT THE RANCH SP Vendor: 09670 VINTAGE TRADITIONS FOUNDATION Check # 183707		7,500.00				
11/18/2025 ap IN 10099979 Line Description: BILLBOARD - 2025 HOLIDAY TRAIL Vendor: 08832 CG VISUAL SOLUTIONS CORP. Check # 183872		462.84				
0000.6077060 Advertising	0.00	51,658.97	51,658.97	12,000.00	-63,658.97	0.00
Total Advertising	160,250.00	89,372.97	89,372.97	129,286.00	-58,408.97	136.45
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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
0000.6500000 Contract Services						
0000.6500000 Contract Services	264,500.00	0.00	0.00	0.00	264,500.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2025 po PO 02714 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				105,000.00		
7/31/2025 ap IN 12489 Line Description: JULY 2025 DESTINATION MARKETIN Vendor: 06479 VERDIN Check # 182985		9,637.00				
7/31/2025 po LI 12489 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 182985				-9,637.00		
8/31/2025 ap IN 12519 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563		10,191.50				
8/31/2025 po LI 12519 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563				-10,191.50		
9/30/2025 ap IN 12592 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563		8,762.75				

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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)					
9/30/2025 po LI 12592 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563				-8,762.75		
10/31/2025 ap IN 12638 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183829		8,142.47				
10/31/2025 po LI 12638 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183829				-8,142.47		
11/30/2025 ap IN 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089		9,150.00				
11/30/2025 po LI 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089				-9,150.00		
0000.6501125 Promotions Consultants	0.00	45,883.72	45,883.72	59,116.28	-105,000.00	0.00
0000.6509032 Additional Promotional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2025 ap IN 1160 Line Description: 2025 BOVINE CLASSIC SPONSORSHI Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 182492		10,000.00				

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

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)					
7/1/2025 ap IN 975 Line Description: 2025 FALL FEST GRANT Vendor: 08621 EN FUEGO EVENTS Check # 182478		25,000.00				
7/30/2025 ap IN 1005 Line Description: 25/26 CIDER FESTIVAL SPONSORSH Vendor: 07961 CENTRAL COAST CIDER ASSC. Check # 182742		5,000.00				
0000.6509032 Additional Promotional Services	0.00	40,000.00	40,000.00	0.00	-40,000.00	0.00
Total Contract Services	264,500.00	85,883.72	85,883.72	59,116.28	119,500.00	54.82
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,500.00	0.00	0.00	0.00	8,500.00	0.00
Total Professional Development	8,500.00	0.00	0.00	0.00	8,500.00	0.00
0000.6740000 Business Development						
Total Business Development	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	5,110.00	0.00	0.00	0.00	5,110.00	0.00
Total Department Service Charges	5,110.00	0.00	0.00	0.00	5,110.00	0.00
Total Operating Services and Supplies	438,610.00	175,256.69	175,256.69	188,402.28	74,951.03	82.91
0000.7000000 Special Purchases, Projects, and Studies						
0000.7800000 Community Funding						
0000.7805029 Opportunities Fund	65,000.00	0.00	0.00	0.00	65,000.00	0.00
Total Special Purchases, Projects, and Studies	65,000.00	0.00	0.00	0.00	65,000.00	0.00
0000.9000000 Debt Service & Other Uses						
0000.9400000 Cash Contributions						
Total Debt Service & Other Uses	0.00	0.00	0.00	0.00	0.00	0.00
Total Atascadero Tourism Bus Improv Dist	503,610.00	175,256.69	175,256.69	188,402.28	139,951.03	72.21

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 11/30/2025

Grand Total	503,610.00	175,256.69	175,256.69	188,402.28	139,951.03	72.21

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND	TYPE
235	Special Revenue

		ACTUAL 6/30/2022	ACTUAL 6/30/2023	ACTUAL 6/30/2024	YTD ACTUAL* 2024-2025 through 06/30/2025	YTD ACTUAL* 2025-2026 through 11/30/2025	BUDGETED 2025-2026
REVENUES							
41530.6300	Taxes and Assessments	$ 409,652	$ 431,401	$ 419,591	$ 442,589	$ 153,934	$ 510,800
45920.0003	Assessment Penalties	933	3,904	657	934	2,226	-
46110.0000	Investment Earnings	(11,341)	2,966	30,734	35,844	-	16,210
	Total Revenue	399,244	438,271	450,982	479,367	156,160	527,010
EXPENSES							
6050000	Office Expense	264	-	(5)	24	-	250
6070000	Advertising	127,366	126,556	142,357	253,865	89,373	160,250
6500000	Contract Services **	143,436	163,051	220,803	223,637	97,342	264,500
6600000	Professional Development	731	-	475	830	-	8,500
6900000	Administration	4,106	4,353	4,202	4,435	1,562	5,110
7805029	Opportunities Funding***	-	-	-	-	-	65,000
	Total Expenses	275,903	293,960	367,832	482,791	188,277	503,610
NET INCOME/(LOSS)		123,341	144,311	83,150	(3,423)	(32,117)	23,400
BEGINNING AVAILABLE BALANCE		400,770	524,111	668,422	751,572	748,148	728,880
ENDING AVAILABLE BALANCE		$ 524,111	$ 668,422	$ 751,572	$ 748,148	$ 716,031	$ 752,280

*Actual numbers are unaudited, not yet finalized and are subject to change

** Contract Services	
Special Events	
Atascadero Fall Festival Sponsorship 2025	$ 25,000
Bovine Classic	10,000
Central Coast Cider Assn	5,000
Destination Marketing Services	45,884
Administrative Services Fee	11,458
	$ 97,342

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	$ 601,950.80	$ 2,097,720.61
Fiscal Year 2025*	$ 630,627.42	$ 457,606.37	$ 349,681.06	$ 606,308.04	$ 2,044,222.89
Fiscal Year 2026*	$ 563,735.62	$ -	$ -	$ -	$ 563,735.62

* 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.

Community Performance Report

San Luis Obispo County, November 2025

Hotel Performance

San Luis Obispo County hotels in November grew supply and demand in tandem, up 5.8% and 3.7% respectively. Given supply growth outpaced demand, occupancy of 60.3% fell 2.1% YOY. While ADR also decreased, by 1.4% vs. last year, demand growth was strong enough to push room revenue +2.2% vs. one year ago, ending at $34.7M. Comp set locations nearly unanimously grew room revenue, with exception to the United States down 1.5%, with ADR growth across the board to support revenue growth, in all locations but SLO County (-1.4%). ADR grew strongest in Santa Barbara County (+4.8%), however, Santa Barbara also reported the steepest decreases in demand (-4.1%) vs. last year. Submarkets for hotel performance reported supply as level or growing across all geographies, with Atascadero (+13.9%), North County (+12.3%) and Paso Robles (+11.9%) growing supply the most. Demand grew fastest in Atascadero (+10.2%), North County (+6.8%), and San Simeon (+6.1%). Rates decreased in most submarkets, the most in Atascadero (-8.4% YOY) and Arroyo Grande (-6.2%).

TOT Revenue

TOT for October totaled $4.9M, up 1.8% YOY. Gains were strongest in SLO City (+16.5%), followed by Paso Robles (+2.1%) and Unincorporated locations (+1.2%). Arroyo Grande notably reported a 30.5% decline, while Grover Beach reported a 62.7% decline.

Visitor Arrivals

Visitors to San Luis Obispo County in 2025 Q3 (FY 2026 Q1) were 2.3M, up 0.5% from the same quarter one year ago. International visitors decreased 7.2% YOY, but other visitor categories grew: day (0.6%), overnight (0.4%), and domestic (0.6%). Relative to the same period last calendar year (Q1-Q3), visits were up 3.4%, driven by Day (+5.3%) as well as Overnight (+2.5%), and less by International, which remained down 3.7% YTD YOY (Q1-Q3).

Previous Quarter

Visa card in-market visitor spending for 2025 Q3 totaled $198M, down 0.8% YOY. International spend was down 22.6% YOY, while domestic was down only 0.1%. Top origin markets were Santa Barbara ($29.3M), Los Angeles-Long Beach-Anaheim ($25.7M), and Fresno ($16.4M). Top merhcant categories were Eating Places and Restaurants ($51.4M), Hotels/Motels/Resorts ($18.7M), Grocery Stores ($16M) and Automated Fuel Dispensers ($13.4M).

194.7K
Hotel Demand
▲ 3.7% YOY - Monthly

$4,878,717
Transient Occupancy Tax
▲ 1.8% YOY - Monthly

Total Spending for 2025 Q2
YOY - Quarterly

1.7M
Visitors for 2025 Q2
▲ 6.4% YOY - Quarterly

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

SYMPHONY | TOURISM ECONOMICS

Community Lodging

San Luis Obispo County, November 2025

Date November 2025 | Location Atascadero, CA | % Change YOY | Report Monthly | Based On Fiscal

Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
59.2%	$132	$78	18.5K	10.9K	$1.4M
▼ -3.2%	▼ -8.4%	▼ -11.3%	▲ 13.9%	▲ 10.2%	▲ 1.0%

YOY

Transient Occupancy Tax Revenue

October 2025 - Monthly

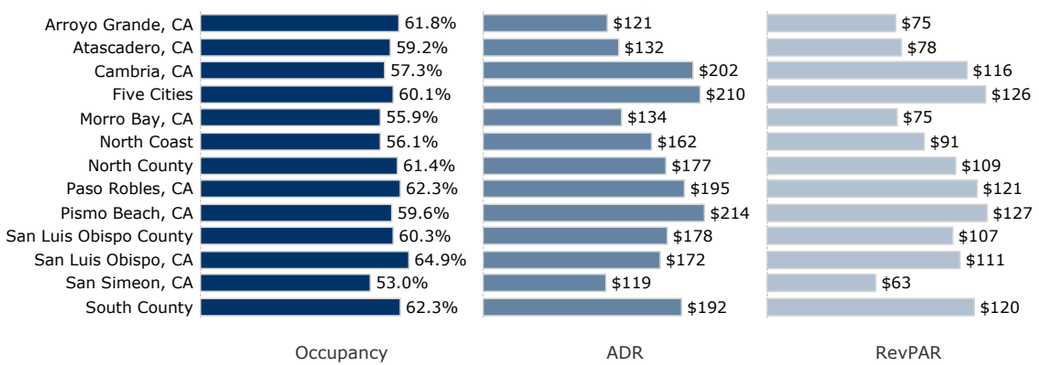
$4,878,717

San Luis Obispo County

▲ 1.8% YOY

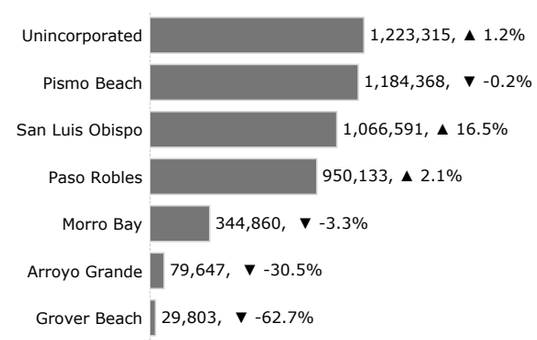
Hotel Performance by Community

November 2025 - Monthly



Transient Occupancy Tax

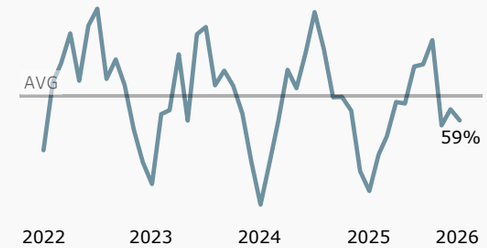
Monthly, % Change YOY



Occupancy

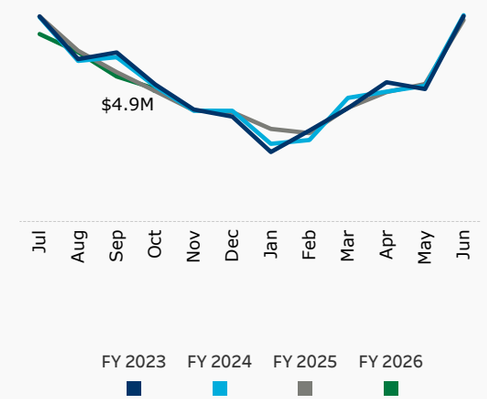
Occupancy

Atascadero, CA



Transient Occupancy Tax

San Luis Obispo County
Total - Fiscal Year



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Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, November 2025

Date November 2025 | STR Atascadero, CA | AirDNA Atascadero | Based On Fiscal | YOY Change YOY

Aggregate Lodging

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	52.2%	$157.06	$81.95	25.4K	13.3K	$2.1M
YOY	▼ -4.0%	▼ -8.9%	▼ -12.5%	▲ 11.8%	▲ 7.4%	▼ -2.2%
YTD Fiscal	57.6%	$169.22	$97.52	129.4K	74.6K	$12.6M
YTD YOY	▼ -5.0%	▼ -6.8%	▼ -11.5%	▲ 3.8%	▼ -1.5%	▼ -8.1%

Hotels: Atascadero, CA

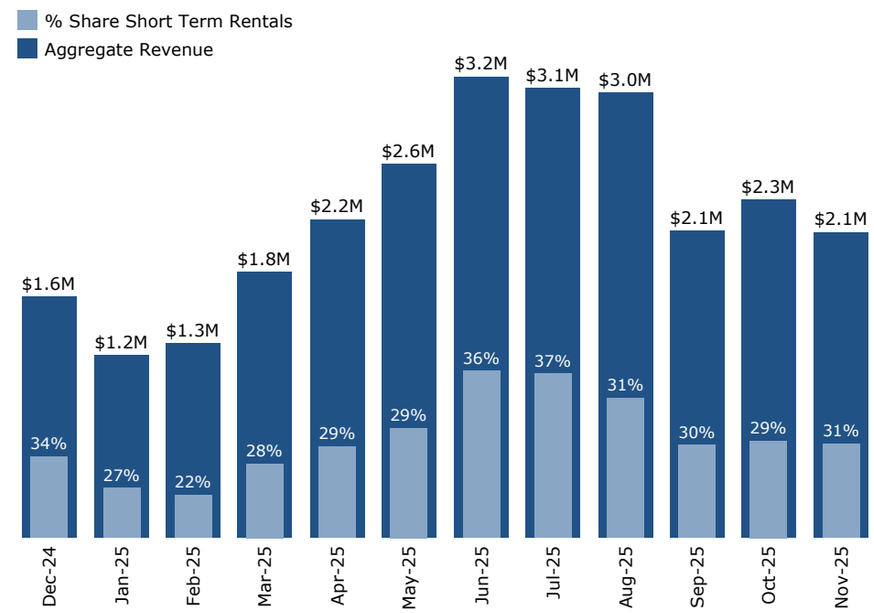
	59.2%	$131.61	$77.90	18.5K	10.9K	$1.4M
YOY	▼ -3.2%	▼ -8.4%	▼ -11.3%	▲ 13.9%	▲ 10.2%	▲ 1.0%
YTD Fiscal	64.9%	$140.65	$91.28	94.2K	61.2K	$8.6M
YTD YOY	▼ -5.8%	▼ -7.8%	▼ -13.2%	▲ 5.1%	▼ -1.0%	▼ -8.7%

Short Term Rentals: Atascadero

	33.5%	$276.33	$92.68	7.0K	2.3K	$645.0K
YOY	▲ 0.2%	▼ -4.3%	▼ -14.3%	▲ 6.7%	▼ -4.4%	▼ -8.6%
YTD Fiscal	38.2%	$299.37	$114.23	35.2K	13.4K	$4.0M
YTD YOY	▼ -3.9%	▼ -3.4%	▼ -7.2%	▲ 0.3%	▼ -3.6%	▼ -6.9%

Lodging Revenue & Contribution

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



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AirDNA (Listing Type = Entire Place, Private Rooms, Shared Rooms, Hotel Rooms, and Not Reported). Short Term Rental data includes all active, 30-day or less rentals regardless of license status and/or collection or payment of T..

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Monthly Visitation

San Luis Obispo County, November 2025

Date	Report	Based On
November 2025	Monthly	Fiscal

2.0 days
Avg. Length of Stay

76%
Overnight Trip Share

57%
Repeat Trip Share

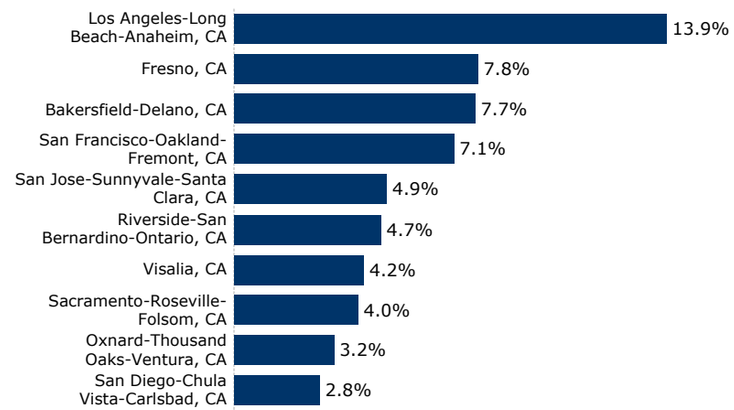
Top 15 Points of Interest

November 2025 - Monthly

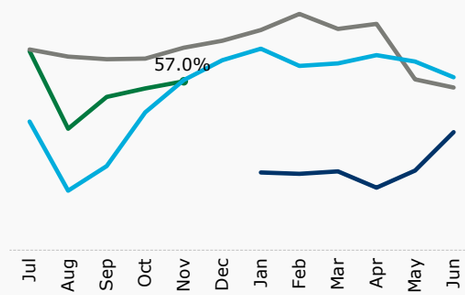
	% Overnight	% Repeat	% Share of Total
San Luis Obispo	77.5%	62.8%	22.4%
Paso Robles	71.2%	63.4%	18.9%
Pismo Beach	75.6%	62.0%	16.8%
Atascadero	72.5%	63.9%	11.2%
Morro Bay	78.6%	63.7%	9.3%
46 East Paso Wine Country	56.4%	59.7%	9.0%
Arroyo Grande	77.8%	60.8%	7.2%
Downtown Paso Robles	77.0%	60.1%	6.1%
Nipomo	73.4%	64.4%	5.6%
Cambria	78.7%	64.5%	5.5%
Downtown Cambria	78.7%	64.5%	5.3%
Grover Beach	79.8%	64.1%	4.9%
Downtown Pismo Beach	77.5%	55.3%	4.0%
Templeton	73.0%	62.6%	2.7%
46 West Paso Wine Country	76.7%	61.5%	2.1%

Top 10 Domestic Origin Markets

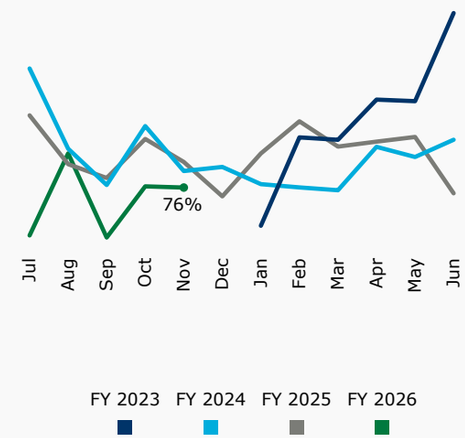
November 2025 - Monthly, % Share of Trips



Share of Repeat Visits to SLO County



Share of Overnight Visits to SLO County



Source: Azira

SYMPHONY | TOURISM ECONOMICS

Community Cross-Visitation

Atascadero, November 2025

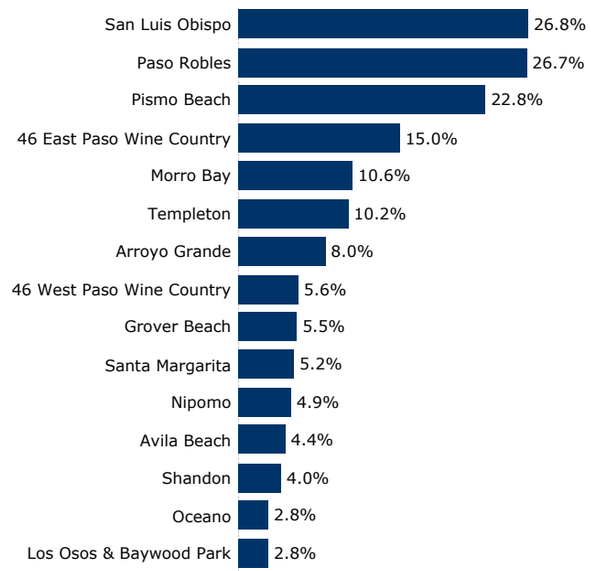
Date	Report	Based On	Primary
November 2025	Monthly	Fiscal	Atascadero

72.5%
Overnight Visitors

63.9%
Repeat Share

Top Cross-Visited Communities

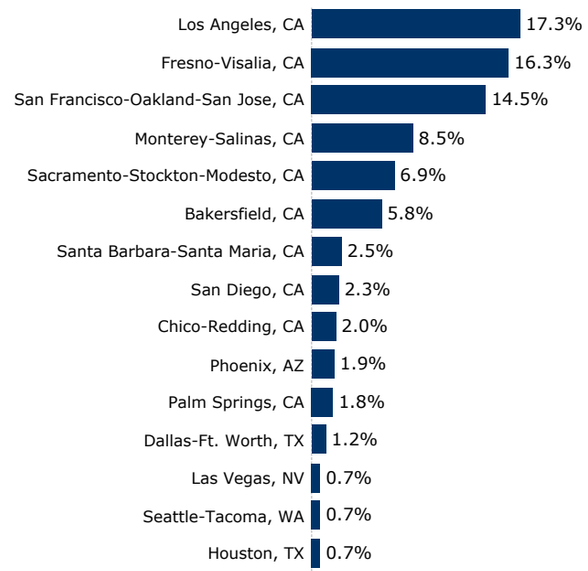
From Atascadero



Communities visited by those starting their trip in Atascadero

Top Origin Markets

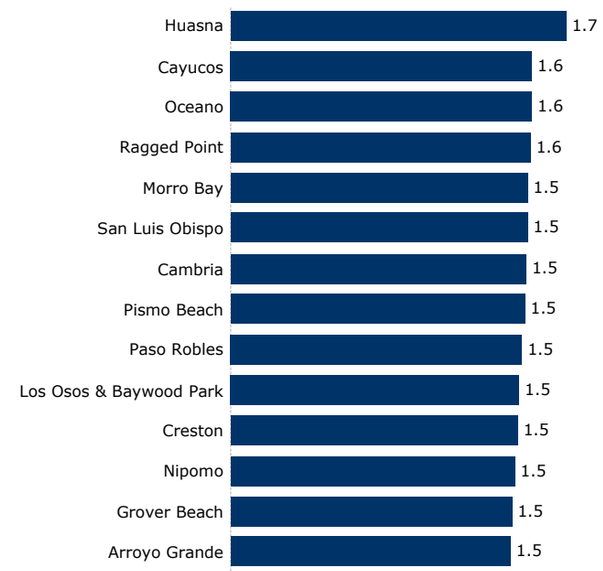
Primary Community Visited: Atascadero



Origin markets of those starting their trip in Atascadero who cross-visited elsewhere

Top Average Communities Visited per Trip

All Community Visitors



Average number of communities visited per trip during November 2025 (Month)

Source: Azira

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Quarterly Spending and Visits

San Luis Obispo County, November 2025

Period Ending	Report	Based On
2025 Q2	Quarterly	Fiscal

Atascadero, CA Hotel Performance

April - June 2025

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
65.0%	$147	$96	56.1K	36.5K	$5.4M

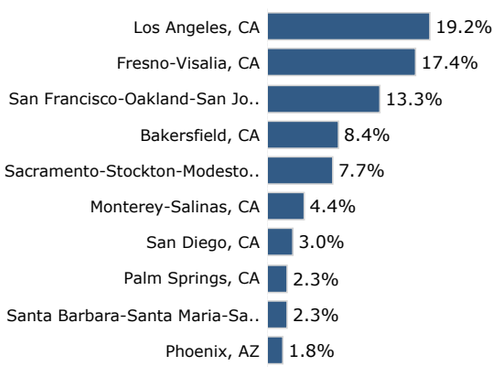
Transient Occupancy Tax Revenue

April - June 2025

$17,194,947

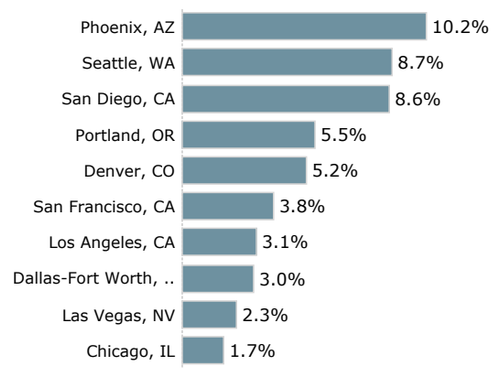
Top 10 Domestic Origin Markets

April - June 2025, % Share of Trips



Top 10 Origin Markets by Air

April - June 2025, % Share of Total



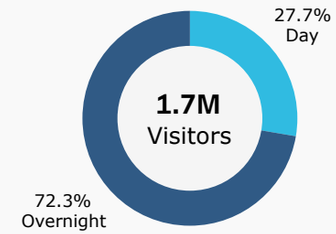
Domestic Visitor Spending*

April - June 2025, % Share of Spending

*Excluding Residents

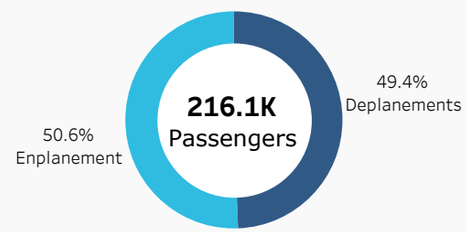
Total Visitation

April - June 2025
% Share of Trips



Airport Deplanements & Enplanement

April - June 2025
SLO CAL Regional Airport



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Community Benchmark Wineries

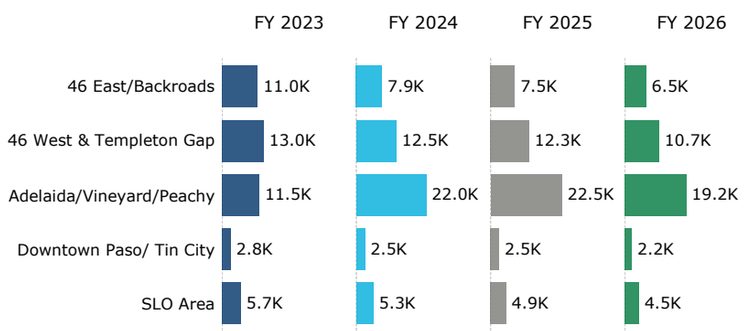
San Luis Obispo County, November 2025

Date	% Change	Report	Based On	Region
November 2025	YOY	Monthly	Fiscal	All

Visitors	Tasting Room Sales	DTC Total Sales	On-Site Event Sales	Switch Visitors	Switch Tasting Room Sales	Switch DTC Total Sales	Switch On-Site Event Sales
0.17M	$21.8M	$83.2M	$1.19M	942	116,551	437,839	12,430
▼ -8.4%	▼ -9.8%	▼ -21.1%	▲ 6.4%	▼ -8.4%	▼ -9.8%	▼ -21.1%	▲ 6.4%
YOY				YOY			

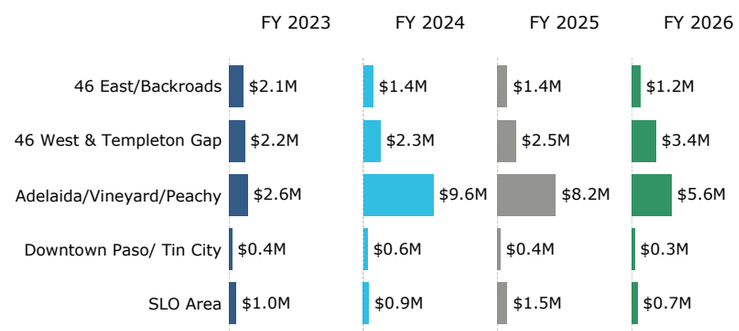
SLO CAL Region Visitation by Year

November 2025 - Monthly

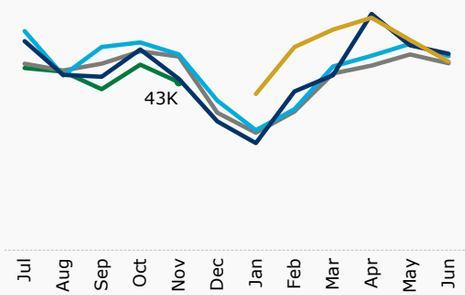


Average DTC Sales by Region

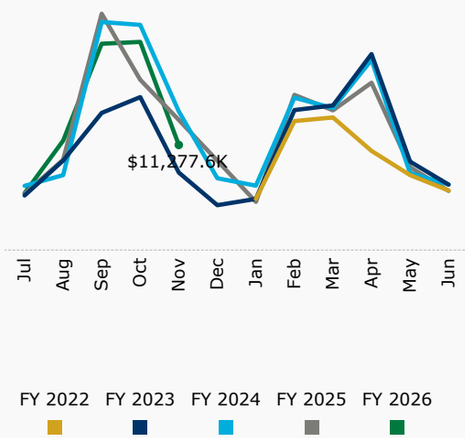
November 2025 - Monthly



Total Visitors



Total DTC Sales



Source: Community Benchmark

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VISIT SLO CAL

November 2025

	Current Month - November 2025 vs November 2024												Year to Date - November 2025 vs November 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Arroyo Grande, CA+	61.8	58.8	120.56	128.52	74.51	75.54	5.1	-6.2	-1.4	-1.4	0.0	5.1	65.6	64.1	139.72	141.82	91.62	90.91	2.3	-1.5	0.8	0.8	0.0	2.3	7	4	438	371
Atascadero, CA+	59.2	61.1	131.61	143.62	77.90	87.80	-3.2	-8.4	-11.3	1.0	13.9	10.2	61.3	64.0	136.69	145.07	83.72	92.83	-4.3	-5.8	-9.8	-7.8	2.3	-2.1	8	6	616	575
Cambria, CA+	57.3	58.6	202.36	203.50	115.92	119.33	-2.3	-0.6	-2.9	-2.7	0.1	-2.2	66.0	64.0	209.20	212.28	138.07	135.88	3.1	-1.5	1.6	1.8	0.1	3.3	21	14	751	480
Morro Bay, CA+	55.9	57.6	134.18	141.45	75.04	81.47	-2.9	-5.1	-7.9	-7.7	0.2	-2.7	62.5	63.0	148.40	154.16	92.82	97.18	-0.8	-3.7	-4.5	-4.1	0.4	-0.4	31	10	969	470
Paso Robles, CA+	62.3	66.0	194.69	200.36	121.26	132.21	-5.6	-2.8	-8.3	2.7	11.9	5.7	67.6	65.9	199.08	201.65	134.59	132.95	2.5	-1.3	1.2	5.2	3.9	6.5	24	12	1640	1126
Pismo Beach, CA+	59.6	60.1	214.05	210.56	127.49	126.50	-0.9	1.7	0.8	1.2	0.4	-0.5	67.0	65.9	237.52	235.64	159.24	155.21	1.8	0.8	2.6	3.6	1.0	2.8	30	17	2120	1605
San Luis Obispo, CA+	64.9	66.7	171.69	171.07	111.36	114.06	-2.7	0.4	-2.4	4.8	7.4	4.5	71.0	69.7	183.22	180.91	130.15	126.13	1.9	1.3	3.2	6.0	2.7	4.6	41	23	2635	1879
San Simeon, CA+	53.0	49.9	118.60	126.09	62.80	62.93	6.1	-5.9	-0.2	-0.2	0.0	6.1	56.0	57.4	135.86	139.29	76.05	79.93	-2.5	-2.5	-4.9	-4.9	0.0	-2.5	10	4	601	248
Five Cities+	60.1	59.9	210.28	207.22	126.33	124.22	0.2	1.5	1.7	2.6	0.9	1.1	67.0	65.8	231.82	230.24	155.37	151.42	1.9	0.7	2.6	3.7	1.1	3.0	47	25	2980	2187
North Coast+	56.1	55.2	162.44	167.71	91.18	92.54	1.7	-3.1	-1.5	-1.4	0.1	1.8	62.3	61.5	175.68	178.95	109.51	110.07	1.3	-1.8	-0.5	-0.4	0.1	1.4	40	18	1520	728
North County+	61.4	64.5	177.26	184.96	108.80	119.39	-4.9	-4.2	-8.9	2.3	12.3	6.8	65.8	65.3	181.52	184.70	119.36	120.65	0.7	-1.7	-1.1	2.3	3.4	4.1	33	18	2283	1701
South County+	62.3	63.0	191.69	190.11	119.50	119.82	-1.1	0.8	-0.3	3.6	3.8	2.7	68.9	67.6	208.73	206.97	143.83	139.93	1.9	0.9	2.8	4.7	1.8	3.8	87	48	5597	4066
San Luis Obispo County	60.3	61.6	178.18	180.65	107.46	111.24	-2.1	-1.4	-3.4	2.2	5.8	3.7	66.4	65.8	191.88	192.61	127.45	126.69	1.0	-0.4	0.6	3.0	2.4	3.4	201	95	10760	7097

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