



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

**IN-PERSON MEETING INFORMATION:**

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

**HOW TO SUBMIT PUBLIC COMMENT:**

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

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

**AMERICAN DISABILITY ACT ACCOMMODATIONS:**

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

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

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

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



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

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**SPECIAL MEETING AGENDA**

**Wednesday, March 18, 2026, at 2:30 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 Mgmt.

**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.

**PRESENTATION:**

- 1. Atascadero Economic Development Update**  
Deputy Director of Economic Development, Loreli Cappel

**A. CONSENT CALENDAR:**

- 1. ATBID Board Draft Action Minutes – February 18,2026 Regular Meeting Minutes**
  - Recommendation: ATBID Advisory Board approve February 18, 2026, Regular Meeting Draft Action Minutes. [City]

**B. BUSINESS ITEMS:**

- 1. California Mid-State Fair 2026 Sponsorship Program Details**
  - Fiscal Impact: None.
  - Recommendation: ATBID Advisory Board receive and file recap of the California Mid-State Fair (CMSF) Sponsorship Program Details. [CMSF/ Gina Fitzpatrick]
- 2. Budget Update, Central Coast Zoo Attendance by Region Report & Performance Results**
  - Fiscal Impact: None.
  - Recommendation: ATBID Advisory Board receive and file the Budget update, Central Coast Zoo Attendance by Region 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. ATBID Annual Reserve Discussion (April).
2. Quarterly Marketing Recap (April).
3. County update from Supervisor Heather Moreno (April).
4. ATBID Annual Budget Assessment Approval (May).
5. Event recap for Christmas at Santa Margarita Ranch (May).
6. Event recap & renewal for Garden Lights & Winter Nights (May).

**F. ADJOURNMENT:**

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

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# **DRAFT MEETING MINUTES**

**Wednesday, February 18, 2026, 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 1:04 P.M.

**ROLL CALL:**

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

**PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

The following citizens provided public comment: None

*Chairperson Harden closed public comment.*

**A. CONSENT CALENDAR:**

**1. ATBID Board Draft Action Minutes – January 21, 2026, Regular Meeting Minutes**

- Recommendation: ATBID Advisory Board approve January 21, 2026, Regular Meeting Draft Action Minutes. [City]

**MOTION BY:** Pearce

**SECOND BY:** Oh

**1. Approve Consent Calendar.**

AYES (3): Pearce, Sohi, Harden

ABSENT (2): Maggelet, Sohi

VACANT (0): None.

***Passed 3-0***

***1:07 Board Member Maggelet arrived.***

**B. BUSINESS ITEMS:**

**1. Atascadero Fall Festival 2025 Event Recap & 2026 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$25,000.
- Recommendation: ATBID Advisory Board:
  1. Receive and file recap of the marketing results of the November 2025 Atascadero Fall Festival.
  2. Provide staff direction on the 2026 event support request renewal. [En Fuego Events/ Andres Nunos]

Andres Nuno from En Fuego Events presented the items and answered questions from the 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:** Maggelet

1. **The Board received and filed the marketing results of the November 2025 Atascadero Fall Festival**
2. **The Advisory Board motioned to move forward with 2026 new event date and event support for \$25.000.**

AYES (3): Pearce, Maggelet, Harden

NAYES (1): Sohi

ABSENT (1): Oh

VACANT (0):

***Passed 3-1***

**2. Central Coast Craft Beer Festival 2025 Event Update**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Craft Beer Consortium’s event update for the Central Coast Craft Beer Festival to be held on March 21, 2026. [En Fuego Events/ Andres Nunos]

Andres Nuno from En Fuego Events presented the item and answered questions from the 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 Central Coast Craft Beer Consortium’s event update for the Central Coast Craft Beer Festival.**

### 3. ATBID Advisory Board Review Monthly Meeting Times

- Fiscal Impact: None.
- Recommendation ATBID Advisory Board to revisit and provide staff direction to move meeting times on the 3<sup>rd</sup> Wednesday of the month from 1:00 pm – 3:00 pm back to 2:30 -4:30 pm or leave it in place [City].

Director Banish with the City 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. **The Board motioned to move meeting times on the 3<sup>rd</sup> Wednesday of the month back to 2:30-4:30pm.**

AYES (4): Pearce, Maggelet, Harden, Sohi

NAYES (0):

ABSENT (1): Oh

VACANT (0):

***Passed 4-0***

### 4. Budget Report Update & Performance Results

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

Director Banish with the City 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 Report & 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:** Board Members request Heather Moreno present at a future meeting to discuss updates on county events.

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

1. Annual Reserve discussion (March).
2. ATBID Annual Budget Assessment Approval (May).

3. California Mid-State Fair 2026 Sponsorship Program (March)
  - 2026 CMSF Annual Awards – Friday, March 27, 5:30 pm, Paso Robles Event Center
4. Lodging Owners Meeting for Board Terms: February 18, 2026, at 3:30 pm, City Hall
5. Quarterly Marketing Recap (April).
6. Upcoming City Council Meeting Industry Related Items:
  - Short Term Rental Management Report – February 24<sup>th</sup> City Council Meeting, 6 pm

**F. ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 2:22 P.M.

**MINUTES PREPARED BY:**

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Ashley Zamora  
Recreation Coordinator



# CITY OF ATASCADERO

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

Item B1

3/18/26

### California Mid-State Fair 2026 Sponsorship Program Details

#### RECOMMENDATION:

ATBID Advisory Board receive and file recap of the 2026 California Mid-State Fair (CMSF) Sponsorship Program Details.

#### BACKGROUND:

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.

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.

#### DISCUSSION:

In January 2026, the ATBID Board along with the City approved moving forward with the sponsorship with the opportunity to bring the California Mid State Fair back to another meeting to discuss different tie-in opportunities during fair time. Those requests included being the Fair's "Official Lodging Vendor Partner" and to be able to tie in with other events happening at the Fair from the official kick off to events during the fair. There will be an oral presentation at the ATBID meeting from the California Mid-State fair to review these opportunities.

#### FISCAL IMPACT:

None.

#### ATTACHMENT:

1. 2026 California Mid-State Fair Sponsorship Details

**CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447**  
**GINA FITZPATRICK [SPONSOR@MIDSTATEFAIR.COM](mailto:SPONSOR@MIDSTATEFAIR.COM) 805-239-0655**

**SPONSORSHIP DETAILS (not official agreement)**

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

**Scope of Work**

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

**Contractor agrees to:**

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than May 15, 2026**.
- 2.) Term of this agreement is **JAN 1, 2026 – DEC 31, 2026**.
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

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

- 1.) Advertising & Exposure
  - a. Business Listing in Official Daily Schedule.
  - b. Business Logo/Link on CMSF Website ([www.midstatefair.com](http://www.midstatefair.com)).
  - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
    - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
  - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
  - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
  - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
  - d. **Complimentary Admission to the CMSF Hospitality Tent** each term year. The Tent is located inside the Main Grandstand Arena and features light appetizers, complimentary water/soda, a full no-host bar, WIFI, and upscale bathrooms.
  - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
  - a. Contractor to be sponsor of **Get Crafty Awards & Tasting** and as such shall receive Name/logo on all marketing and promotional materials... Custom plastic glasses to be used at event... (Contractor to receive 8 wrist bands for event)
  - b. Contractor to be **Official Vendor Lodging Partner** and as such shall offer discounted room rates for commercial and concessions vendors. link or discount code provided by Contractor will be shared in Vendor Handbooks and sent via email by District.



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

Item B2

3/18/26

**Budget Update, Central Coast Zoo**  
**Attendance by Region Report**  
**& Performance Results**

**RECOMMENDATION:**

ATBID Advisory Board receive and file the Budget update, Central Coast Zoo Attendance by Region Report and Performance Results.

**DISCUSSION:**

The ATBID summary and expenditure reports reflect expenditures submitted through January 2026, along with the most recent Transient Occupancy Tax (TOT) data. In addition, the Central Coast Zoo's 2025 Attendance by Region Report has been finalized and provides an analysis of visitor ZIP codes. The FY 25-26 ATBID Summary and the FY 25-26 Expenditure Detail Report are included as attachments to this budget update. Also attached are the SLO CAL Community Intelligence Report and the STR Report for the month of January.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

1. ATBID Expenditure Detail Report (FY 25-26)
2. ATBID Summary 25-26
3. Tourism TOT report 3.10.26
4. Central Coast Zoo Attendance by Region Report 2025
5. SLO CAL Community Intelligence Report January 2026
6. STR Report for January 2026

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 03/10/2026 8:40AM  
 Periods: 0 through 7

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2025 through 01/31/2026

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	250.00	0.00	0.00	0.00	250.00	0.00
<b>Total Office Expense</b>	<b>250.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>
0000.6070000 Advertising						
0000.6070000 Advertising	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
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Line Description: JULY 2025 DESTINATION MARKETIN						
Vendor: 06479 VERDIN Check # 182985						
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Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 182985						
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Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 183563						
8/31/2025 po LI 12519					-4,245.48	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 183563						

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 Periods: 0 through 7

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2025 through 01/31/2026

**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>
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 Periods: 0 through 7

**Expenditure Detail Report**

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0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00

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**Expenditure Detail Report**

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**Expenditure Detail Report**

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0000.6400000 Operating Supplies						
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7/1/2025 po PO 02714				105,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2025 ap IN 12489		9,637.00				
Line Description: JULY 2025 DESTINATION MARKETIN						
Vendor: 06479 VERDIN Check # 182985						
7/31/2025 po LI 12489				-9,637.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 182985						
8/31/2025 ap IN 12519		10,191.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 183563						

expdetl.rpt  
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 Periods: 0 through 7

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2025 through 01/31/2026

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6501125 Promotions Consultants	(Continued)					
8/31/2025 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				
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		

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 03/10/2026 8:40AM  
 Periods: 0 through 7

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2025 through 01/31/2026

**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)					
12/31/2025 ap IN 12751 Line Description: WINTER LODGING PROMOTION GIFTC Vendor: 06479 VERDIN Check # 184604		5,090.50				
12/31/2025 ap IN 12749 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184466		4,922.00				
12/31/2025 po LI 12749 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184466				-4,922.00		
1/31/2026 ap IN 12799 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758		8,712.00				
1/31/2026 po LI 12799 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758				-8,712.00		
1/31/2026 ap IN 12800 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758		1,171.50				
1/31/2026 po LI 12800 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758				-1,171.50		
0000.6501125 Promotions Consultants	0.00	65,779.72	65,779.72	44,310.78	-110,090.50	0.00

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 03/10/2026 8:40AM  
 Periods: 0 through 7

**Expenditure Detail Report**

CITY OF ATASCADERO  
 07/01/2025 through 01/31/2026

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2025 je GJ JE26 07-32		2,291.67				
Line Description: ATBID Admin Service Fee- July						
8/1/2025 je GJ JE26 08-28		2,291.67				
Line Description: ATBID Admin Service Fee- Aug						
9/1/2025 je GJ JE26 09-23		2,291.67				
Line Description: ATBID Admin Service Fee- Sep						
10/1/2025 je GJ JE26 10-19		2,291.67				
Line Description: ATBID Admin Service Fee- Oct						
0000.6509010 Other Professional Services	0.00	9,166.68	9,166.68	0.00	-9,166.68	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		10,000.00				
Line Description: 2025 BOVINE CLASSIC SPONSORSHI						
Vendor: 08979 LOCOMOTIV PERFORMANCE COACHING Check # 182492						
7/1/2025 ap IN 975		25,000.00				
Line Description: 2025 FALL FEST GRANT						
Vendor: 08621 EN FUEGO EVENTS Check # 182478						
7/30/2025 ap IN 1005		5,000.00				
Line Description: 25/26 CIDER FESTIVAL SPONSORSH						
Vendor: 07961 CENTRAL COAST CIDER ASSC. Check # 182742						
0000.6509032 Additional Promotional Services	0.00	40,000.00	40,000.00	0.00	-40,000.00	0.00
<b>Total Contract Services</b>	264,500.00	114,946.40	114,946.40	44,310.78	105,242.82	60.21
0000.6600000 Professional Development						
0000.6600000 Professional Development	8,500.00	0.00	0.00	0.00	8,500.00	0.00
<b>Total Professional Development</b>	8,500.00	0.00	0.00	0.00	8,500.00	0.00
0000.6740000 Business Development						

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 03/10/2026 8:40AM  
 Periods: 0 through 7

**Expenditure Detail Report**

**CITY OF ATASCADERO**  
 07/01/2025 through 01/31/2026

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

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Business Development		0.00	0.00			
0000.6900000 Department Service Charges						
0000.6900000 Administration	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	236,664.81	236,664.81	148,896.70	53,048.49	87.91
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	236,664.81	236,664.81	148,896.70	118,048.49	76.56
<b>Grand Total</b>	<b>503,610.00</b>	<b>236,664.81</b>	<b>236,664.81</b>	<b>148,896.70</b>	<b>118,048.49</b>	<b>76.56</b>

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

FUND								TYPE
235								Special Revenue
		ACTUAL	ACTUAL	ACTUAL	YTD ACTUAL*	YTD ACTUAL*	BUDGETED	
		6/30/2022	6/30/2023	6/30/2024	through 06/30/2025	through 1/31/2026	2025-2026	
<b>REVENUES</b>								
41530.6300	Taxes and Assessments	\$ 409,652	\$ 431,401	\$ 419,591	\$ 442,589	\$ 263,682	\$ 510,800	
45920.0003	Assessment Penalties	933	3,904	657	934	2,499	-	
46110.0000	Investment Earnings	(11,341)	2,966	30,734	35,844	-	16,210	
	Total Revenue	<u>399,244</u>	<u>438,271</u>	<u>450,982</u>	<u>479,367</u>	<u>266,182</u>	<u>527,010</u>	
<b>EXPENSES</b>								
6050000	Office Expense	264	-	(5)	24	-	250	
6070000	Advertising	127,366	126,556	142,357	253,865	121,718	160,250	
6500000	Contract Services **	143,436	163,051	220,803	223,637	121,821	264,500	
6600000	Professional Development	731	-	475	830	-	8,500	
6900000	Administration	4,106	4,353	4,202	4,435	2,662	5,110	
7805029	Opportunities Funding***	-	-	-	-	-	65,000	
	Total Expenses	<u>275,903</u>	<u>293,960</u>	<u>367,832</u>	<u>482,791</u>	<u>246,202</u>	<u>503,610</u>	
<b>NET INCOME/(LOSS)</b>		123,341	144,311	83,150	(3,423)	19,980	23,400	
<b>BEGINNING AVAILABLE BALANCE</b>		<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>751,572</u>	<u>748,148</u>	<u>728,880</u>	
<b>ENDING AVAILABLE BALANCE</b>		<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 751,572</u>	<u>\$ 748,148</u>	<u>\$ 768,129</u>	<u>\$ 752,280</u>	

\*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	65,780
Administrative Services Fee	16,042
	<u>\$ 121,821</u>

City of Atascadero  
 Tourism Report  
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,201.07	\$ 601,950.80	\$ 2,097,720.61
Fiscal Year 2025*	\$ 630,627.42	\$ 457,606.37	\$ 349,681.06	\$ 607,515.55	\$ 2,045,430.40
Fiscal Year 2026*	\$ 564,331.64	\$ 438,864.16	\$ -	\$ -	\$ 1,003,195.80

\* 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.

# Central Coast Zoo

## 2025 Attendance by Region

*\*Excludes Zoo Memberships*

January 1, - December 31, 2026	2025	% of total attendance from these areas....
Region	Quantity	
Atascadero	18222	35.29%
SLO County	17012	32.94%
Monterey County	1424	2.76%
Santa Cruz County	136	0.26%
Santa Barbara County	2453	4.75%
Orange County	419	0.81%
San Diego County	289	0.56%
Central Valley	5229	10.13%
LA Area	2201	4.26%
Bay Area	1625	3.15%
California - Northern	287	0.56%
California - Southern	159	0.31%
Oregon	145	0.28%
Washington	149	0.29%
Arizona	214	0.41%
Colorado	78	0.15%
Texas	129	0.25%
Out of State - Other	1304	2.53%
Military	48	0.09%
International	100	0.19%
N/A	19	0.04%
<b>Total*</b>	<b>51642</b>	<b>100.00%</b>

Central Coast Zoo by Region*	Percentage
Atascadero	35%
SLO County	33%
Central Valley	10%
Southern California	6%
Santa Barbara County	5%
Northern California	4%
Out of State	4%
Monterey County	3%
Military	0.1%
International	0.2%
<b>Total *</b>	<b>100%</b>

\* Percentages do not include Zoo Members



# Community Performance Report

San Luis Obispo County, January 2026

## Hotel Performance

Hotels in San Luis Obispo County grew supply (+4.6%), demand (+2.1%) and revenue this month (+1.5%). Rates however decreased 0.5%, which in combination with supply growth, decreased RevPAR by 2.9%. Occupancy fell 2.4%, due to supply growth outpacing demand. Comp set hotel performance saw resounding growth or steady supply, but demand decreased in all except California (+1.1%), San Luis Obispo County (+2.1%), and the U.S. (+0.5%). Occupancy increased only in California, up 0.7%, decreasing the most in Santa Barbara County, driven mostly by a loss of demand of 3.3%. Submarkets in hotel performance were similar - resounding supply growth (Paso Robles up the most at 8.5%), but suffering occupancy due to mostly outpacing demand (Paso occupancy was down 10.1%). Rates experienced mixed growth, up the most in Morro Bay (+5.5%) and down the most in San Simeon (-8.4%).

## TOT Revenue

TOT for December 2025 totaled \$4.1M, up 2.9% YOY. Arroyo Grande reported a 21.4% gain, unincorporated locations up 9.9%, SLO City up 7.8%, and Paso up 6.3%. RV Parks were reported up 18.4%, Short Term Rentals +7.7%, Hotel/Motel up 1.4%. B&Bs were down 12.2% YOY.

## 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 merchant categories were Eating Places and Restaurants (\$51.4M), Hotels/Motels/Resorts (\$18.7M), Grocery Stores (\$16M) and Automated Fuel Dispensers (\$13.4M).



**173.6K**  
**Hotel Demand**  
 ▲ 2.1% YOY - Monthly



**\$4,142,458**  
**Transient Occupancy Tax**  
 ▲ 2.9% YOY - Monthly



**\$274.5M**  
**Total Spending for 2025 Q3**  
 ▼ -2.1% YOY - Quarterly



**2.3M**  
**Visitors for 2025 Q3**  
 ▲ 0.5% YOY - Quarterly



# Community Lodging

San Luis Obispo County, January 2026

Date: January 2026 | Location: Atascadero, CA | % Change YOY: | Report: Monthly | Based On: Fiscal

### Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
44.3%	\$107	\$48	19.1K	8.5K	\$909.2K
▼ -2.2%	▲ 2.1%	▼ -0.1%	▲ 0.0%	▼ -2.2%	▼ -0.1%

YOY

### Transient Occupancy Tax Revenue

December 2025 - Monthly

**\$4,142,458**

San Luis Obispo County

▲ 2.9% YOY

### Transient Occupancy Tax

San Luis Obispo County  
Total - Fiscal Year

### Hotel Performance by Community

January 2026 - Monthly

Community	Occupancy	ADR	RevPAR
Arroyo Grande, CA	51.4%	\$103	\$53
Atascadero, CA	44.3%	\$107	\$48
Cambria, CA	50.1%	\$171	\$86
Five Cities	52.6%	\$174	\$91
Morro Bay, CA	50.5%	\$121	\$61
North Coast	50.4%	\$136	\$69
North County	46.3%	\$141	\$65
Paso Robles, CA	46.9%	\$154	\$72
Pismo Beach, CA	52.7%	\$179	\$94
San Luis Obispo County	52.6%	\$148	\$78
San Luis Obispo, CA	61.7%	\$146	\$90
San Simeon, CA	50.4%	\$99	\$50
South County	57.0%	\$160	\$91

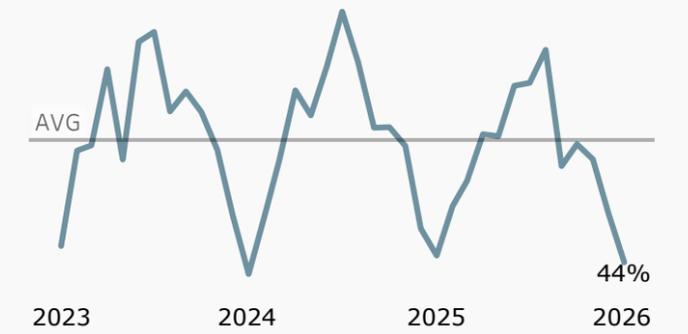
### Transient Occupancy Tax

Monthly, % Change YOY

Unincorporated	1,248,178, ▲ 9.9%
Pismo Beach	803,086, ▼ -2.5%
San Luis Obispo	672,617, ▲ 7.8%
Paso Robles	599,379, ▲ 6.3%
Atascadero	429,010, ▼ -3.5%
Morro Bay	239,696, ▼ -11.8%
Arroyo Grande	118,318, ▲ 21.4%
Grover Beach	32,174, ▼ -50.6%

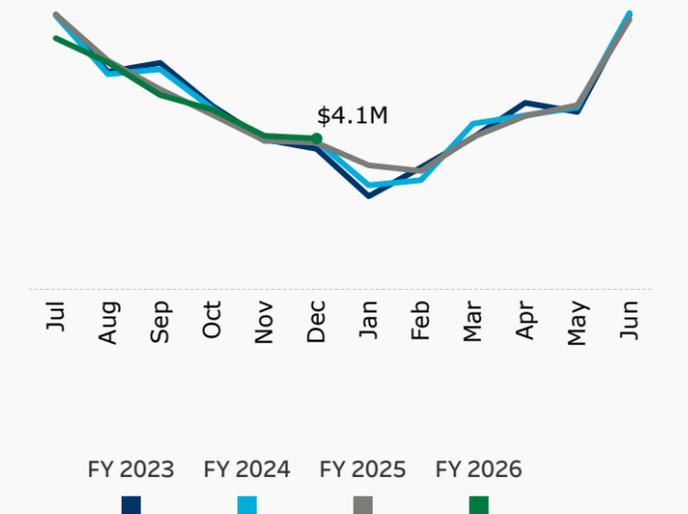
### Occupancy

#### Occupancy Atascadero, CA



### Transient Occupancy Tax

San Luis Obispo County  
Total - Fiscal Year





# Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, January 2026

Date January 2026 STR Atascadero, CA AirDNA Atascadero Based On Fiscal YOY Change YOY

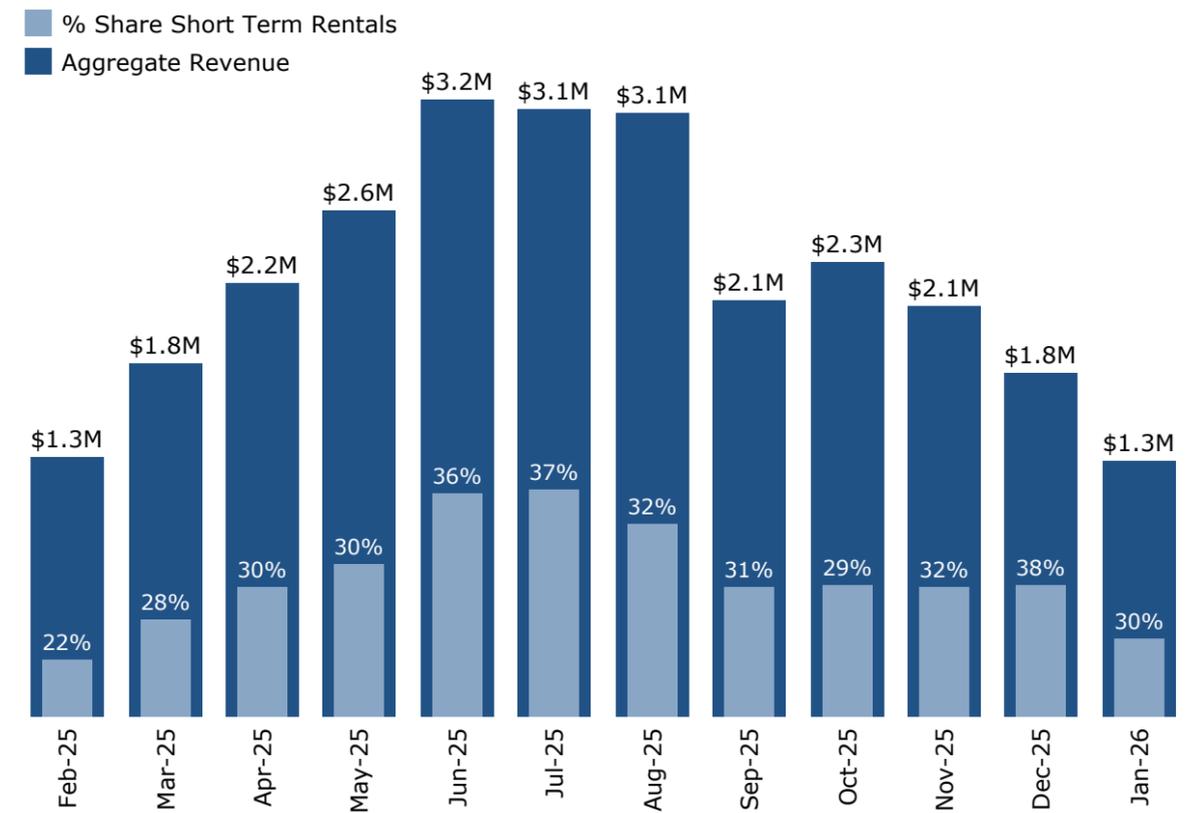
Aggregate Lodging						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	39.0%	\$128.35	\$50.00	26.1K	10.2K	\$1.3M
YOY	▼ -1.0%	▲ 4.1%	▲ 3.1%	▲ 1.0%	▼ -0.1%	▲ 4.1%
YTD Fiscal	53.4%	\$162.86	\$87.01	181.9K	97.2K	\$15.8M
YTD YOY	▼ -3.3%	▼ -5.5%	▼ -8.7%	▲ 3.0%	▼ -0.5%	▼ -6.0%

Hotels: Atascadero, CA						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	44.3%	\$107.49	\$47.61	19.1K	8.5K	\$909.2K
YOY	▼ -2.2%	▲ 2.1%	▼ -0.1%	▲ 0.0%	▼ -2.2%	▼ -0.1%
YTD Fiscal	60.0%	\$133.42	\$80.03	132.4K	79.4K	\$10.6M
YTD YOY	▼ -3.9%	▼ -6.8%	▼ -10.4%	▲ 3.6%	▼ -0.5%	▼ -7.2%

Short Term Rentals: Atascadero						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	24.5%	\$230.44	\$56.49	7.0K	1.7K	\$398.2K
YOY	▲ 17.4%	▲ 3.1%	▲ 11.0%	▲ 3.7%	▲ 11.6%	▲ 15.1%
YTD Fiscal	35.9%	\$294.66	\$105.66	49.5K	17.7K	\$5.2M
YTD YOY	▼ -1.8%	▼ -2.9%	▼ -4.7%	▲ 1.4%	▼ -0.4%	▼ -3.3%

## Lodging Revenue & Contribution

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



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



# Monthly Visitation

San Luis Obispo County, January 2026

January 2026      Date      Monthly      Report      Fiscal      Based On



**1.9 days**  
Avg. Length of Stay



**81%**  
Overnight Trip Share



**51%**  
Repeat Trip Share

### Top 15 Points of Interest

January 2026 - Monthly

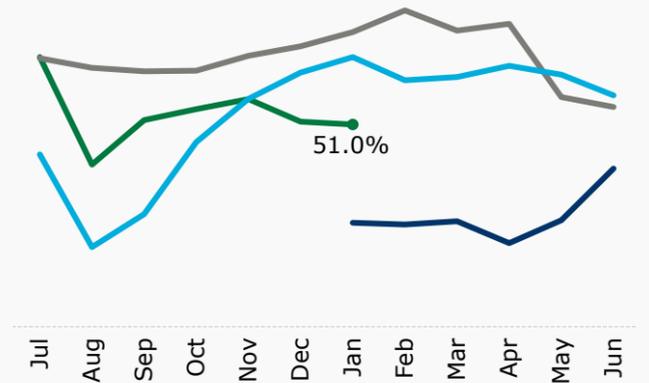
	% Overnight	% Repeat	% Share of Total
San Luis Obispo	80.6%	63.4%	20.1%
Pismo Beach	79.6%	57.1%	18.5%
Paso Robles	78.5%	60.8%	14.5%
Morro Bay	81.6%	58.2%	10.4%
Atascadero	80.8%	68.6%	9.1%
46 East Paso Wine Country	69.8%	58.1%	6.7%
Downtown Pismo Beach	81.5%	49.5%	5.5%
Cambria	83.3%	59.2%	5.2%
Downtown Cambria	83.3%	59.2%	4.7%
Arroyo Grande	81.7%	61.7%	4.6%
Downtown Paso Robles	80.9%	57.7%	4.0%
Nipomo	82.5%	70.5%	3.5%
Grover Beach	81.4%	59.6%	3.5%
Cayucos	82.5%	57.6%	3.0%
Templeton	78.8%	65.7%	1.4%

### Top 10 Domestic Origin Markets

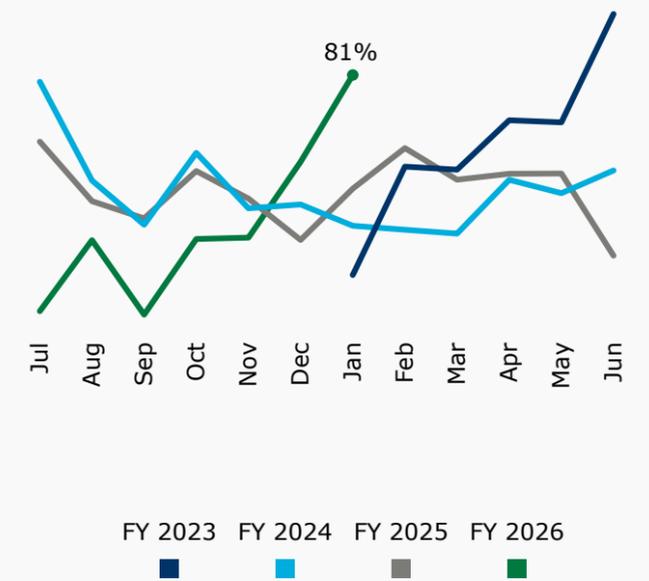
January 2026 - Monthly, % Share of Trips

Los Angeles-Long Beach-Anaheim, CA	13.4%
Fresno, CA	9.3%
Bakersfield-Delano, CA	7.8%
San Francisco-Oakland-Fremont, CA	7.4%
Visalia, CA	5.5%
San Jose-Sunnyvale-Santa Clara, CA	5.0%
Riverside-San Bernardino-Ontario, CA	4.8%
Sacramento-Roseville-Folsom, CA	4.5%
Oxnard-Thousand Oaks-Ventura, CA	3.0%
San Diego-Chula Vista-Carlsbad, CA	2.6%

### Share of Repeat Visits to SLO County



### Share of Overnight Visits to SLO County





# Community Cross-Visitation

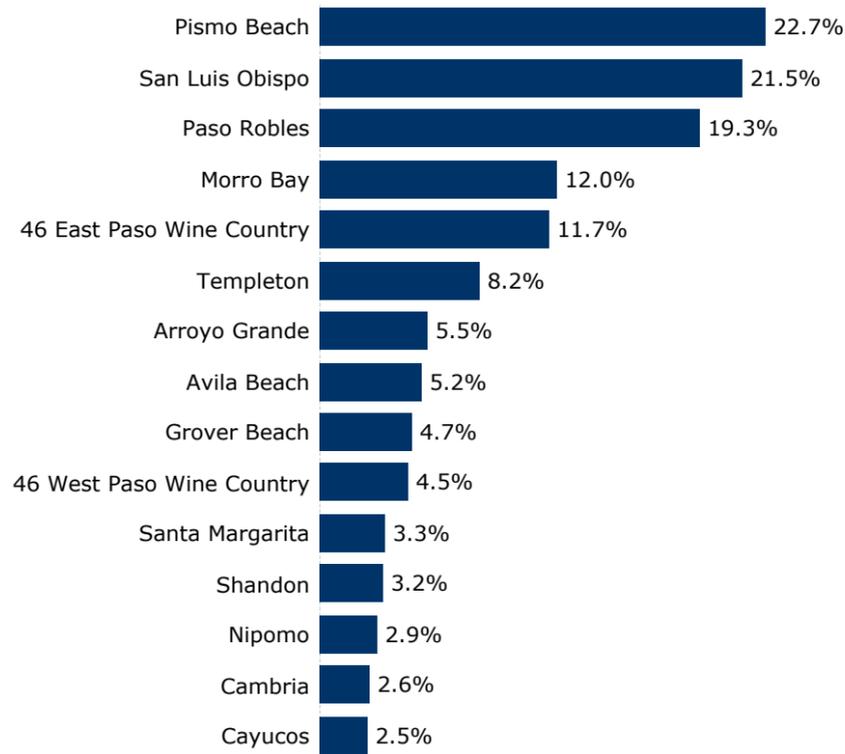
## Atascadero, January 2026

Date: January 2026 | Report: Monthly | Based On: Fiscal | Primary: Atascadero



### Top Cross-Visited Communities

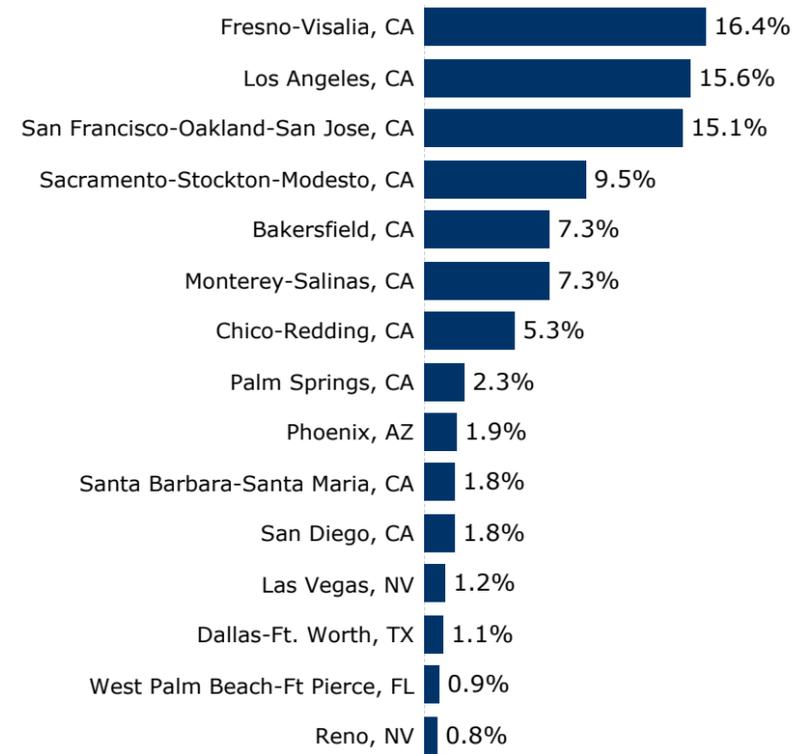
From Atascadero



Communities visited by those starting their trip in Atascadero

### Top Origin Markets

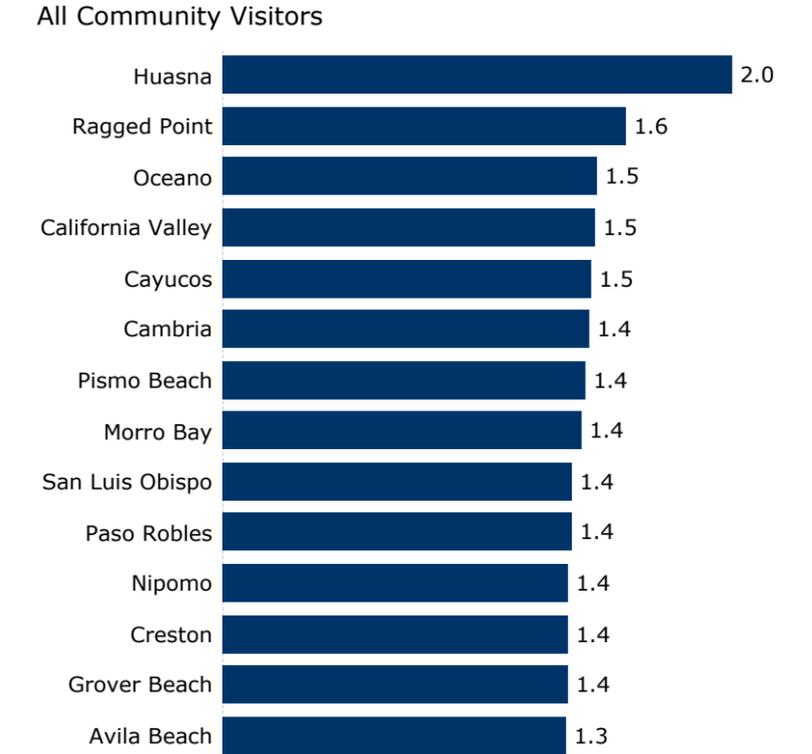
Primary Community Visited: Atascadero



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 January 2026 (Month)



# Quarterly Spending and Visits

San Luis Obispo County, January 2026

Period Ending: 2025 Q3  
 Report: Quarterly  
 Based On: Fiscal

### Atascadero, CA Hotel Performance

July - September 2025

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
67.9%	\$143	\$97	56.7K	38.5K	\$5.5M

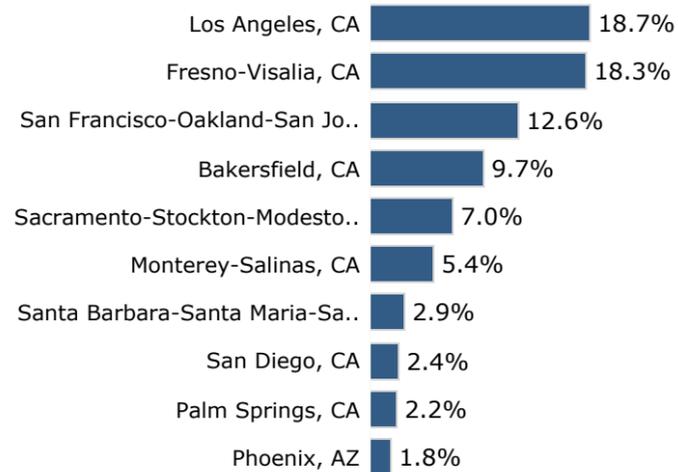
### Transient Occupancy Tax Revenue

July - September 2025

**\$18,415,670**

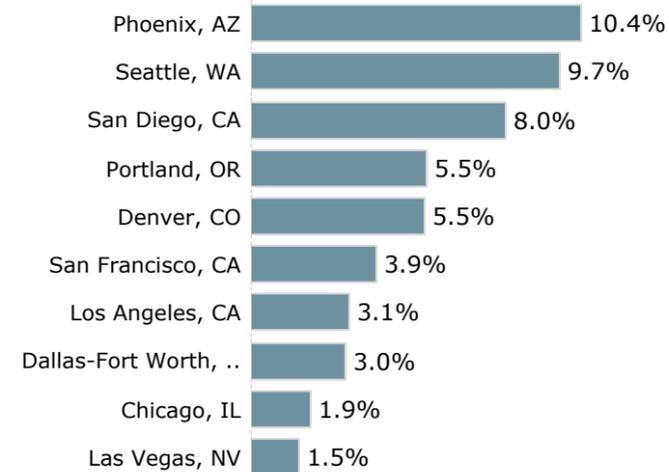
### Top 10 Domestic Origin Markets

July - September 2025, % Share of Trips



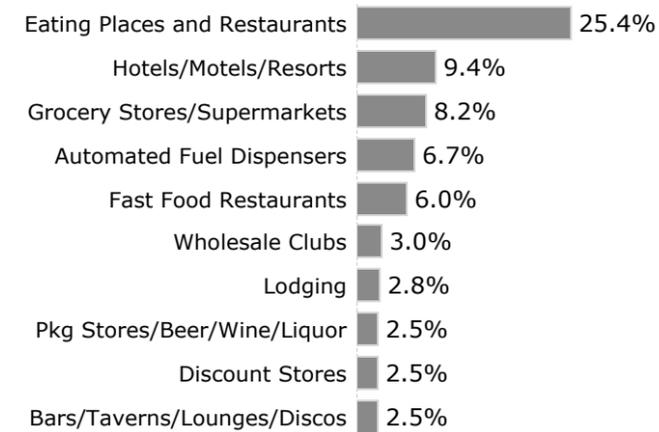
### Top 10 Origin Markets by Air

July - September 2025, % Share of Total



### Domestic Visitor Spending\*

July - September 2025, % Share of Spending



\*Excluding Residents

### Total Visitation

July - September 2025  
% Share of Trips

**2.3M**  
Visitors

65.1% Overnight  
34.9% Day

### Airport Deplanements & Enplanement

July - September 2025  
SLO CAL Regional Airport

**209.9K**  
Passengers

50.2% Enplanement  
49.8% Deplanements



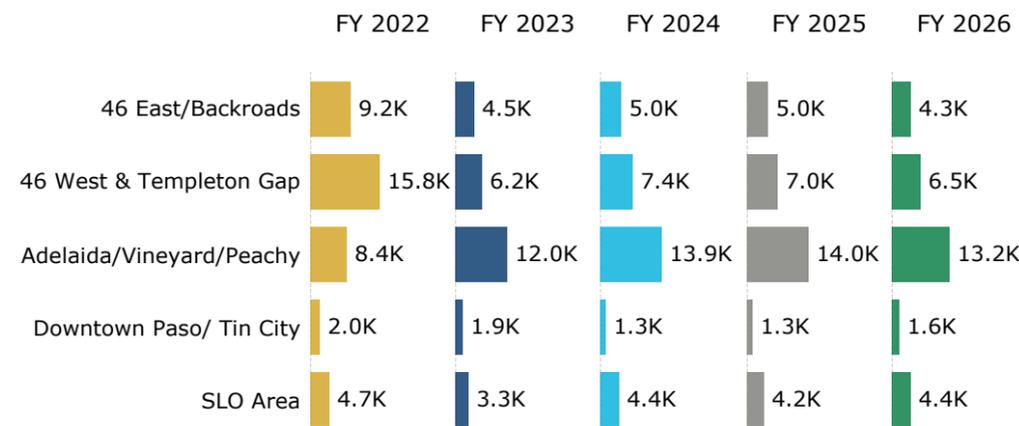
# Community Benchmark Wineries

San Luis Obispo County, January 2026

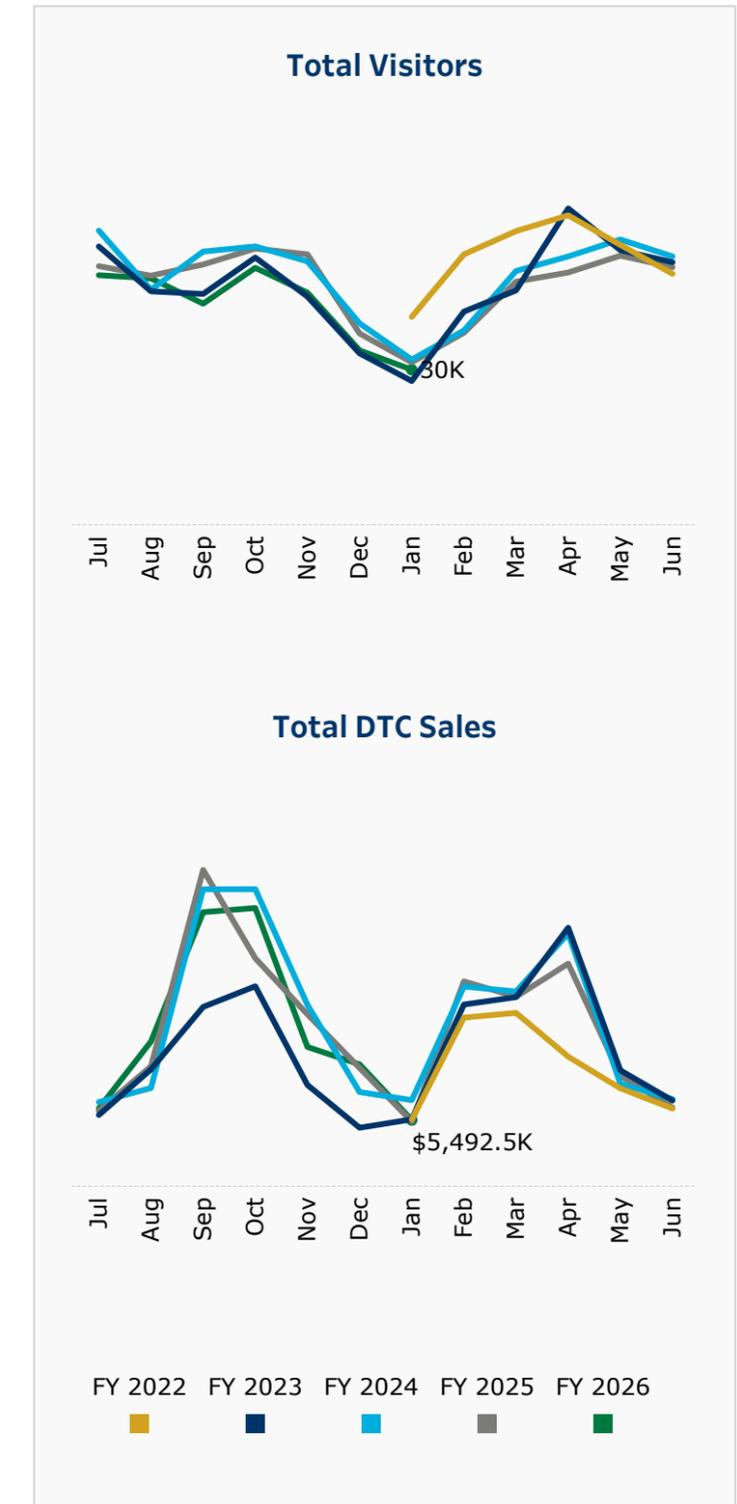
Date: January 2026 | % Change: YOY | Report: Monthly | Based On: Fiscal | Region: All

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
0.11M	\$13.6M	\$43.2M	\$0.55M	603	70,118	220,394	5,430
▼ -3.0%	▼ -2.8%	▼ -0.3%	▼ -39.1%	▼ -3.0%	▼ -2.8%	▼ -0.3%	▼ -39.1%
YOY				YOY			

**SLO CAL Region Visitation by Year**  
January 2026 - Monthly



**Average DTC Sales by Region**  
January 2026 - Monthly



Tab 2 - Multi-Segment

Visit SLO CAL

For the month of: January 2026



January 2026

Current Month - January 2026 vs January 2025												
	Occ %		ADR		RevPAR		Percent Change from January 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	51.4	49.9	102.97	100.78	52.89	50.31	2.9	2.2	5.1	5.1	0.0	2.9
Atascadero, CA+	44.3	45.3	107.49	105.30	47.61	47.67	-2.2	2.1	-0.1	-0.1	0.0	-2.2
Cambria, CA+	50.1	52.1	171.27	168.09	85.84	87.64	-3.9	1.9	-2.1	-2.1	0.0	-3.9
Morro Bay, CA+	50.5	49.9	121.24	114.88	61.26	57.32	1.3	5.5	6.9	6.9	0.0	1.3
Paso Robles, CA+	46.9	52.2	153.89	157.77	72.24	82.34	-10.1	-2.5	-12.3	-4.8	8.5	-2.4
Pismo Beach, CA+	52.7	54.6	178.98	179.04	94.39	97.71	-3.4	-0.0	-3.4	-3.0	0.4	-3.0
San Luis Obispo, CA+	61.7	62.3	145.77	144.11	90.01	89.82	-0.9	1.2	0.2	7.6	7.4	6.4
San Simeon, CA+	50.4	40.8	99.03	108.06	49.92	44.13	23.4	-8.4	13.1	13.1	0.0	23.4
Five Cities+	52.6	53.8	173.75	174.44	91.39	93.88	-2.3	-0.4	-2.7	-1.8	0.9	-1.4
North Coast+	50.4	48.0	135.84	141.28	68.51	67.83	5.1	-3.9	1.0	1.0	0.0	5.1
North County+	46.3	50.2	140.86	143.16	65.19	71.85	-7.8	-1.6	-9.3	-3.9	6.0	-2.3
South County+	57.0	57.8	159.51	159.57	90.88	92.17	-1.4	-0.0	-1.4	2.5	3.9	2.5
San Luis Obispo County	52.6	53.9	148.13	148.93	77.90	80.24	-2.4	-0.5	-2.9	1.5	4.6	2.1

Year to Date - January 2026 vs January 2025												
	Occ %		ADR		RevPAR		Percent Change from YTD 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	51.4	49.9	102.97	100.78	52.89	50.31	2.9	2.2	5.1	5.1	0.0	2.9
Atascadero, CA+	44.3	45.3	107.49	105.30	47.61	47.67	-2.2	2.1	-0.1	-0.1	0.0	-2.2
Cambria, CA+	50.1	52.1	171.27	168.09	85.84	87.64	-3.9	1.9	-2.1	-2.1	0.0	-3.9
Morro Bay, CA+	50.5	49.9	121.24	114.88	61.26	57.32	1.3	5.5	6.9	6.9	0.0	1.3
Paso Robles, CA+	46.9	52.2	153.89	157.77	72.24	82.34	-10.1	-2.5	-12.3	-4.8	8.5	-2.4
Pismo Beach, CA+	52.7	54.6	178.98	179.04	94.39	97.71	-3.4	-0.0	-3.4	-3.0	0.4	-3.0
San Luis Obispo, CA+	61.7	62.3	145.77	144.11	90.01	89.82	-0.9	1.2	0.2	7.6	7.4	6.4
San Simeon, CA+	50.4	40.8	99.03	108.06	49.92	44.13	23.4	-8.4	13.1	13.1	0.0	23.4
Five Cities+	52.6	53.8	173.75	174.44	91.39	93.88	-2.3	-0.4	-2.7	-1.8	0.9	-1.4
North Coast+	50.4	48.0	135.84	141.28	68.51	67.83	5.1	-3.9	1.0	1.0	0.0	5.1
North County+	46.3	50.2	140.86	143.16	65.19	71.85	-7.8	-1.6	-9.3	-3.9	6.0	-2.3
South County+	57.0	57.8	159.51	159.57	90.88	92.17	-1.4	-0.0	-1.4	2.5	3.9	2.5
San Luis Obispo County	52.6	53.9	148.13	148.93	77.90	80.24	-2.4	-0.5	-2.9	1.5	4.6	2.1

Participation				
Properties		Rooms		
Census	Sample	Census	Sample	
7	4	438	371	
8	6	616	575	
21	11	751	405	
31	10	969	470	
23	12	1616	1126	
29	17	2020	1605	
41	23	2635	1879	
10	4	601	248	
47	25	2894	2187	
40	15	1520	653	
32	18	2259	1701	
87	48	5511	4066	
200	92	10650	7022	

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