



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, April 15, 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 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.

PRESENTATION:

1. **County Update from Supervisor Heather Moreno**
5th District County Supervisor, Heather Moreno

A. CONSENT CALENDAR:

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

B. BUSINESS ITEMS:

1. **2026-2027 ATBID Annual Assessment Review**
 - Fiscal Impact: None.
 - Recommendation: ATBID Advisory Board review and provide staff direction on any changes to the Annual Assessment for the second year of the two-year budget cycle for the 2026-2027 fiscal year. [City]
2. **VisitAtascadero.com Expanded Calendar Offerings**
 - Fiscal Impact: None.
 - Recommendation: ATBID Advisory Board to review and provide staff direction on adding event venues, signature events and attractions, within close proximity be added to the Event Calendar on the VisitAtascadero.com website. [City & Verdin Marketing]

3. Neighborhood Tab Campaign Extension

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction to continue the Winter Neighborhood Tab Campaign promotion into the Spring timeframe. [Verdin Marketing]

4. Quarterly Marketing Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2026. [Verdin Marketing]

5. 2026 IPW Conference Delegate Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review and provide staff direction regarding delegate assignment for participation at the 2026 IPW conference. [City]

6. Budget Report Update & Performance Results

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Report Update & 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. 2026-2027 Marketing Plan Review (May).
2. Event recap for Christmas at Santa Margarita Ranch (May).
3. Event recap & renewal for Garden Lights & Winter Nights (May).

F. ADJOURNMENT:



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

DRAFT SPECIAL MEETING MINUTES

**Wednesday, March 18, 2026, at 2:30 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 2:31 P.M.

ROLL CALL:

Present: Board Members Clint Pearce, Sarah Maggelet and Christopher Oh, Vice Chairperson Sohi, Chairperson Harden
Vacant: None.
Absent: None.
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.

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]

MOTION BY: Pearce

SECOND BY: Oh

- 1. **Approve Consent Calendar.**

AYES (5): Pearce, Maggelet, Oh, Sohi, Harden

ABSENT (0): None.

VACANT (0): None.

Passed 5-0

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]

Gina Fitzpatrick from Mid-State Fair presented the items and answered questions from the board. (Exhibit A)

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 recap of the California Mid-State Fair Sponsorship Program Details.

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]

Director Banish with the City presented the item and answered questions from the board. (Exhibit B)

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 update, Central Coast Zoo Attendance by Region 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. 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:

Chairperson Harden adjourned the meeting at 4:17 P.M.

MINUTES PREPARED BY:

Ashley Zamora
Recreation Coordinator

Exhibit A: 2025 California Mid-State Fair Results Report
Exhibit B: Visit Atascadero Marketing Budget



CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

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2026-2027 ATBID Annual Assessment Review

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction on any changes to the Annual Assessment for the second year of the two-year budget cycle for the 2026-2027 fiscal year.

DISCUSSION:

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

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

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners, or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area. The ATBID Advisory Board Members represent four (4) hoteliers and one (1) vacation/ short term rental/ B&B category.

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

Assessments are collected and remitted by each lodging business equal to 2.5% of the rent charged by the business as defined in Atascadero Municipal Code Section 3-16 and Section 3-03. ATBID assessment revenue in fiscal year 2026-2027 is expected to be approximately \$534,030, which includes the Assessment increase from 2% to 2.5% that started on January 9, 2025. The Assessment increase of 0.5% is focused on improvements to the Zoo and adjacent areas in Lake Park to drive

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

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events, tourism and additional hotel stays. Expenses for 2026-2027 are projected to be \$546,340. The net change in the fund balance for 2026-2027 is projected to be \$4,410, and the fund balance is projected to be \$756,690 on June 30, 2027.

The Annual Report includes the above assumptions. This meeting is to review the Annual Assessment and then proceed to take it to Council to approve the Annual Report, adopt the Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the regular City Council meeting scheduled for June 9, 2026.

FISCAL IMPACT:

None.

ATTACHMENT(S):

1. ATBID Annual Report DRAFT
2. ATBID Draft Resolution

Atascadero Tourism Business Improvement District (ATBID)
Annual Report DRAFT
Fiscal Year 2026-2027
(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract Services
 - Marketing Firm
 - Destination Management
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive & Co-op Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries; Attend conferences.
 - Press Releases
 - Tour & Travel
 - Collaboration with Central Coast Tourism Council (CCTC) Familiarization Tours (FAMs)
 - Collaboration with Visit California FAMs
 - Collaboration with San Luis Obispo County's Tourism Marketing District (SLO CAL) FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
 - The .5% assessment of the total 2.5% assessment funds is currently in place for improvements to the Zoo, and adjacent areas in Lake Park to drive events, tourism and additional hotel stays.
2. Approximate cost of such activities, programs and projects for the 2026-2027 fiscal year is projected to be \$546,030.
3. Amount of fund balance as of June 30, 2026, is projected to be \$752,280.
4. Estimated fund balance for June 30, 2027, is budgeted at \$756,690.
5. Contributions received other than assessments:

- Estimated interest income of \$16,210 for fiscal year 2025-2026.
 - Estimated interest income for fiscal year 2026-2027 is budgeted at \$16,720.
6. Assessments are collected and remitted by each lodging business equal to 2.5% of the rent charged by the business as defined in Atascadero Municipal Code Section 3-16 and Section 3-03.

DRAFT RESOLUTION

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

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

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

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

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

SECTION 1. The City Council hereby declares its intent to levy and collect assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2026-2027.

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

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

SECTION 4. The City Council sets June 9, 2026, as the date of the public hearing on the levy of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

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

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

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

PASSED AND ADOPTED at a regular meeting of the City Council held on the ___th day of June, 2026.

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

- AYES:
- NOES:
- ABSENT:
- ADOPTED:

CITY OF ATASCADERO

Charles Bourbeau, Mayor

ATTEST:

Lara K. Christensen, City Clerk

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B2

4/15/26

VisitAtascadero.com Expanded Calendar Offerings

RECOMMENDATION:

ATBID Advisory Board to review and provide staff direction on adding event venues, signature events and attractions, within close proximity be added to the Event Calendar on the VisitAtascadero.com website.

BACKGROUND:

In San Luis Obispo County, there are several event venues, signature events and attractions that lend themselves to being listed on our Events or Things-to-do sections of the VisitAtascadero.com website. The variety of entertainment is typically a 20-mile radius and are a popular venue/ experience, that should be considered as an addition to our website. These calendar offerings include but are not limited to the following:

- **Events:** Margarita & Avocado Festival and Kite Festival in Morro Bay, Paso Robles Wine Festival and Firestone Walker Invitational in Paso Robles
- **Attractions:** Sensorio, Paso Robles. Note: California Mid State Fair is already listed under events.
- **Entertainment:** Vina Robles Ampitheater

The criteria could be established as North County and North Coast, where we are keeping the area within a 20-mile radius of the City and not sending them too far away to encourage overnight stays in another city. We have already established our working relationship through sponsorships with events like Christmas at the Ranch and the California Mid State Fair, and we can continue to do that where it makes sense.

FISCAL IMPACT:

None.

ATTACHMENT:

None.

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B3

4/15/26

Neighborhood Tab Campaign Extension

RECOMMENDATIONS:

ATBID Advisory Board to discuss and provide staff direction to continue the Winter Neighborhood Tab Campaign promotion into the Spring timeframe.

BACKGROUND:

At the October ATBID Meeting the Board approved the *Visit Atascadero Micro Campaign* outlining a short-term promotion called "The Neighborhood Tab," aimed at driving immediate visitation and overnight stays in Atascadero. The campaign offered visitors a \$50 gift card at check-in when they book a two-night stay at a participating hotel using the promo code NEIGHBORHOODTAB, encouraging both hotel occupancy and local spending

The campaign launched on December 25, 2025, with nine lodging partners and was supported by paid media, social media and email marketing. The campaign generated over 24,000 landing page views and more than 72,000 engagements with paid media delivering strong reach across Meta and Google platforms.

In total, the campaign produced 143 room nights and approximately \$24,059 in lodging revenue against the \$22,388 investment. Remaining gift cards are available for the Board to consider either extending the campaign or reallocating toward another marketing efforts. Overall, the campaign increased visibility, engaged lodging partners and drove measurable visitation while providing insights to inform future promotions.

DISCUSSION:

Due to the success of this promotion, staff is recommending that the campaign continue until the end of May prior to the Memorial Day weekend. The Board will receive an update from Verdin Marketing on the final details of the campaign (Attachment 1) and share other ideas for "Stay & Play" promotions like this one.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Neighborhood Tab Report

April 2026

Visit Atascadero

Neighborhood Tab Promotion



Program Recap



Recap

- Initial outreach to all lodging partners on 11/25 (136 opens, 57.6% open rate)
- Secured 9 lodging partners
- Developed dedicated landing page
- Purchased 105 gift cards (\$50 value each)
- Shared marketing tool kit with participating partners on Dec 15
- Launched Dec 26
- Promoted through paid media, social media and email marketing



Program Results

Atascadero
CALIFORNIA

ATBID | 4/13/26 | Item B3 | Attachment 1



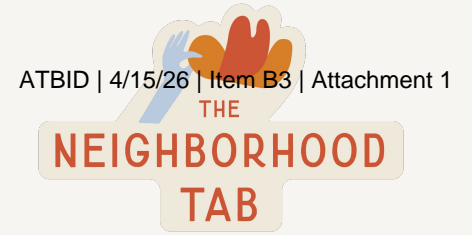
LET US PICK UP THE TAB!

Landing Page

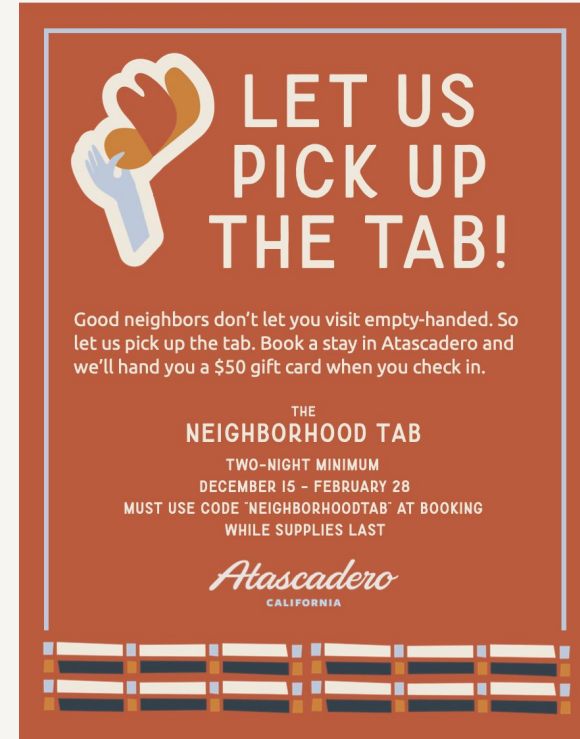
- Webpage Views: 24,095
- Page engagements: 72,264

Toolkit

- Logo graphics
- Poster
- Social graphics
- How-to Guide



ATBID | 4/15/26 | Item B3 | Attachment 1



LET US PICK UP THE TAB!

Good neighbors don't let you visit empty-handed. So let us pick up the tab. Book a stay at Atascadero and we'll hand you a \$50 gift card when you check in.

THE
NEIGHBORHOOD TAB

TWO-NIGHT MINIMUM
DECEMBER 15 - FEBRUARY 28
MUST USE CODE 'NEIGHBORHOODTAB' AT BOOKING
WHILE SUPPLIES LAST

Atascadero
CALIFORNIA



Social Media

- Social media reach: 11,541
- Total engagements: 389

Email Marketing

- Sent designated email on 1/2/26
- Distributed to 4,637 subscribers
- Open rate: 36.3%
- Clicks to landing page: 95

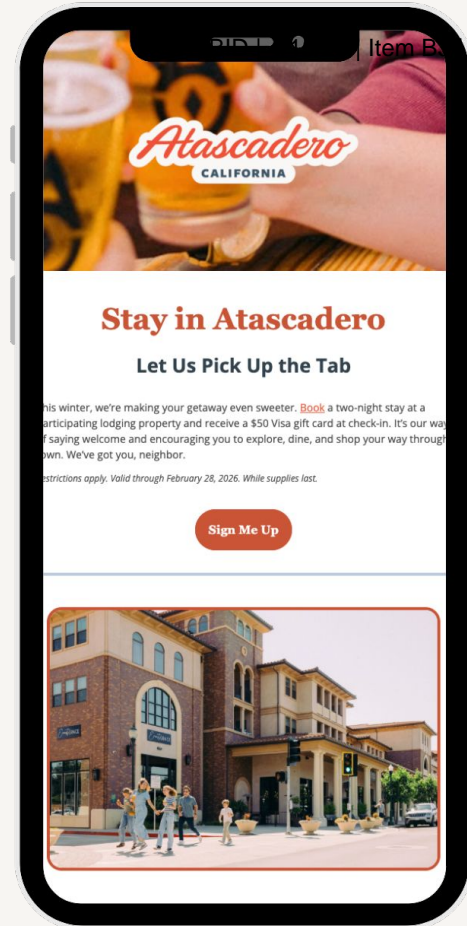


Paid Media

- Google Search
 - Impressions: 174,772
 - Clicks: 4,537
 - CTR: 2.60%
- Google Discovery/YouTube
 - Impressions: 1,171,842
 - Clicks: 17,648
 - CTR: 1.51%
- Display Retargeting
 - Impressions: 169,457
 - Clicks: 38
 - CTR: 0.03%
- Meta (FB/IG)
 - Impressions: 1,871,960
 - Clicks: 33,328
 - CTR: 1.78%
- Meta retargeting (FB/IG)
 - Impressions: 159,392
 - Clicks: 3,001
 - CTR: 1.88%

Let Us Pick Up the Tab!

- Gift cards purchased: 105
- Gift cards remaining: 42
- Nights booked: 143
- Total Revenue: \$24,059
- Total investment: \$22,388
 - Gift cards: \$6,106
 - Coordination/Design: \$6,282
 - Paid media hard costs: \$10,000



Promotion Extension

- Redistribute remaining gift cards
- Activate campaign creative in current media plan
- Reshare in social media and email marketing



Questions

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B4

4/15/26

Quarterly Marketing Report

RECOMMENDATION:

ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2026.

DISCUSSION:

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

Overall marketing performance for Visit Atascadero in Q3 (January -March 2026) remained strong across paid, owned, and earned channels. Paid media delivered 1.9M impressions and more than 30,000 clicks, with Google Search continuing to drive highly qualified traffic (3.89% CTR) and Meta leading overall performance with the highest click volume (17,486) and strongest CTR (4.47%). YouTube and OTT supported upper-funnel goals with high video completion rates (59.58% and 98.64%), indicating strong audience engagement and message retention.

Owned media continued to perform well, with email open rates ranging from 40–44% and click rates between 6.5–8.7%, exceeding industry benchmarks. Social media saw steady audience growth, with Instagram followers increasing by 4.5% and Facebook by 1.7%. While Instagram video views declined, Facebook video views more than doubled, reflecting strong content performance on that platform.

Earned media efforts maintained visibility through placements with Visit California and Visit SLO CAL, highlighting Atascadero across seasonal and evergreen stories.

Website performance showed positive audience growth, with 109,881 unique visitors (+14% YOY) and 145,538 visits (+2% YOY). Pageviews declined year over year, indicating more efficient user behavior and a shift in how audiences are engaging with content.

FISCAL IMPACT:

None.

ATTACHMENT:

1. ATBID Stat Summary – Q3 FY25-26
2. ATBID Q3 Marketing Report – Q3 FY25-26
3. ATBID Marketing Budget report (FY25-26)

April 2026

Marketing Report

Visit Atascadero
FY26 | Q3 (Jan-Mar)



Prepared by:
Ashlee Akers, Chief Strategy Officer &
Ashley Mastako, Senior Account Manager

Performance Summary

In Q3, paid media delivered strong, full-funnel performance, effectively balancing reach and engagement. The campaign generated over 1.9 million impressions and more than 30,000 clicks, with an average CTR of 2.83%. Google Search continued to drive highly qualified traffic with a strong 3.89% CTR, reinforcing its role as a key lower-funnel driver. Meta led overall performance, producing the highest volume of clicks (17,486) and the strongest CTR (4.47%), signaling continued success in both prospecting and retargeting efforts. YouTube and OTT played a critical upper-funnel role, delivering large-scale reach and strong video completion rates (59.58% and 98.64%, respectively), indicating strong audience attention and message retention.

Owned media remained a strong contributor this quarter. Email marketing performed well across all three deployments, with open rates ranging from 40.7% to 44.0% and click rates between 6.5% and 8.7%, exceeding typical industry benchmarks and reinforcing email as a reliable driver of engagement. Social media continued to show steady growth, with Instagram followers increasing by 4.5% and Facebook by 1.7%. While Instagram video views declined by 27%, Facebook video views more than doubled (+102%), indicating a shift in platform performance rather than an overall drop in video engagement.

Earned media efforts supported continued visibility through strategic submissions to Visit California and Visit SLO CAL, resulting in placements across both seasonal and evergreen storylines, including spring travel, unique Central Coast experiences, and culinary features. These efforts helped maintain consistent exposure and extend reach beyond paid channels. Website performance showed positive momentum in audience growth, with 109,881 unique visitors (+14% YOY) and 145,538 total visits (+2% YOY). While pageviews declined by 33% year over year, this likely reflects shifts in user behavior and traffic sources, with users engaging more efficiently with content. Mobile continued to dominate traffic at over 80%, reinforcing the importance of a mobile-first user experience.

Overall, Q3 results demonstrate a strong, integrated performance across paid, owned, and earned channels. The campaign successfully drove awareness, engagement, and qualified traffic, with clear opportunities to continue optimizing toward high-performing channels like Meta and Search while refining creative and platform strategy to sustain and build on momentum in Q4.

3

Paid Media Results

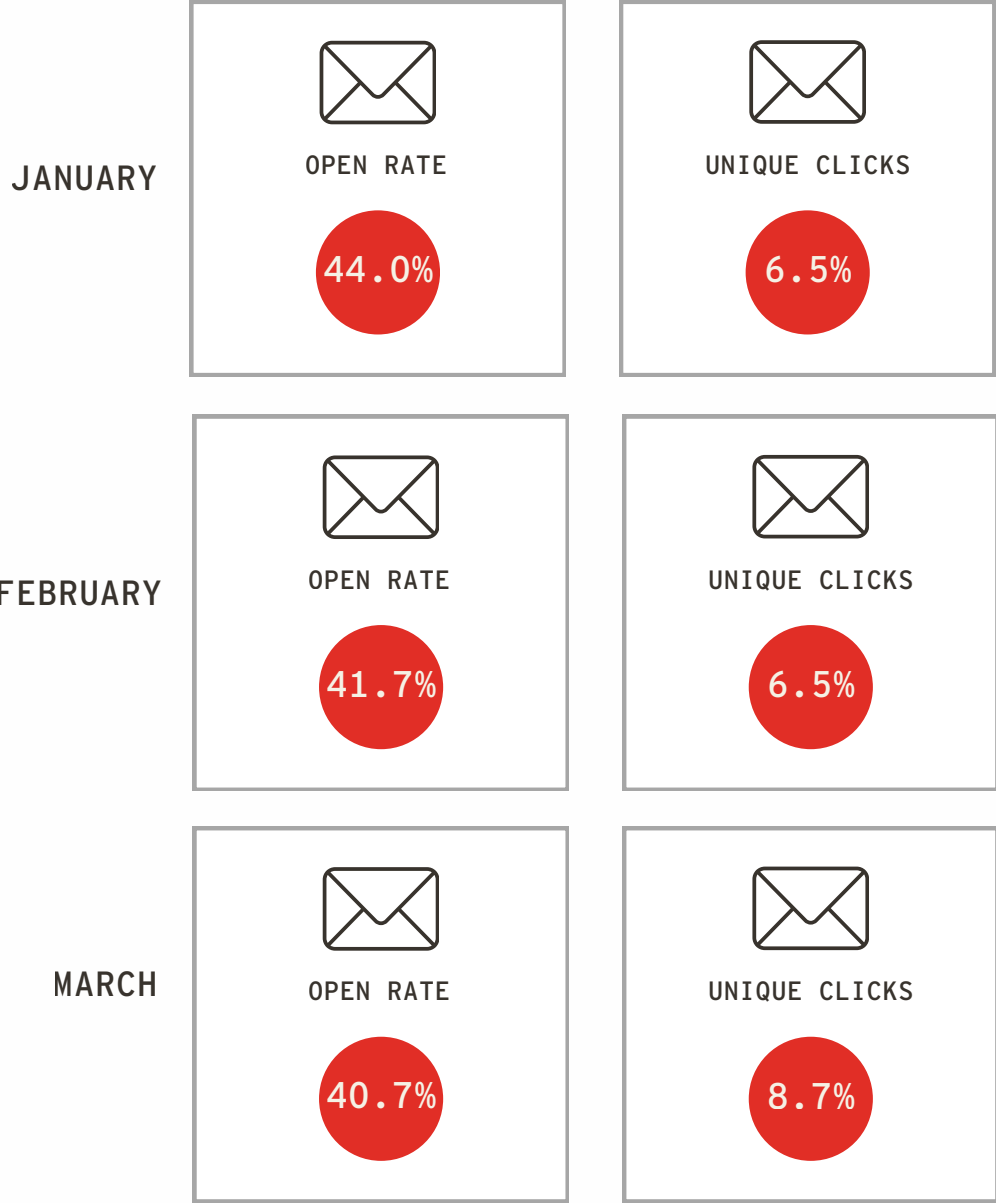
Channel	Creative	Impressions	Clicks/ Conversions	CTR	VCR/VR
OTT Retargeting	Evergreen	169,742	11	N/A	98.64%
Google Search	Evergreen	293,302	11,397	3.89%	N/A
YouTube	Evergreen	1,047,318	1,392	0.13%	59.58%
Meta	Evergreen	391,323	17,486	4.47%	41.36%

Total Campaign Summary

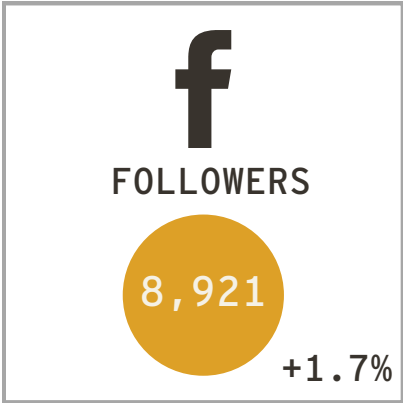
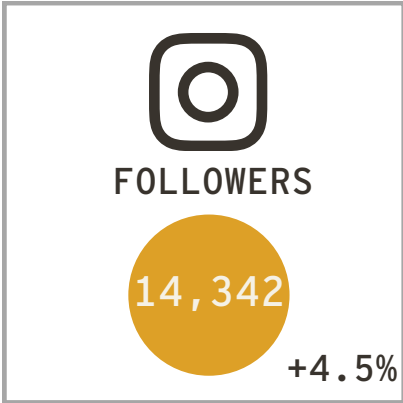
- Impressions: 1,901,685
- Clicks: 30,286
- Avg. CTR: 2.83%

Email Marketing Report

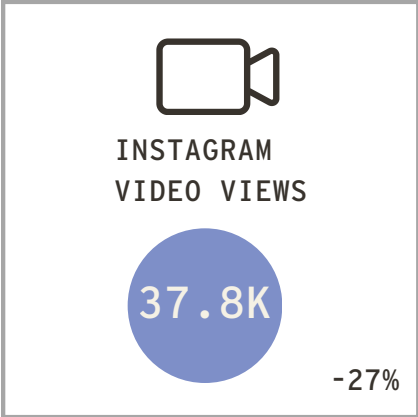
Verdin developed and deployed three monthly e-newsletters in Q3. They included highlights of upcoming local events, thematic content and seasonal happenings. Below are the results:



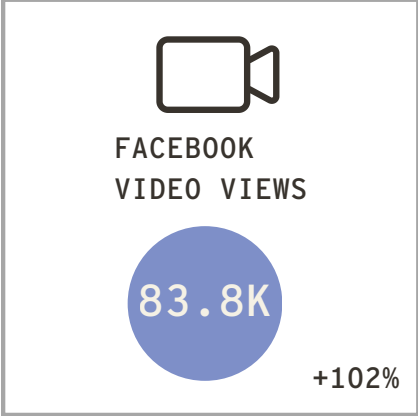
Social Media Performance



Post Content	Engagements	Likes	Comments	Shares	Saves
Instagram Post 1: You bring the thirst, and we'll bring the beer! 🍺 We're about three weeks out from the Central Coast Craft Beer... 55- MAKERS OF BEER, WINE, SELTZER, CIDER & MORE MARCH 21, 2026	273	147	5	109	12
Instagram Post 2: THE WILDFLOWER HUNT IS ON. ** Tis the season for beautiful blooms. These pics were taken outside Atascadero at...	195	170	2	16	7
Instagram Post 3: Take a little stroll through Atascadero's coziest corners. 🍷 Grab a latte at a local café, browse unique finds in smal... ATASCA-COZY	193	142	10	28	13



Post Content	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Facebook Post 1: Hey neighbor, what are you up to this spring? Sun-soaked trails, live music, and laid-back evenings are waiting.... ANCIENT CIVIL	5,146	0	0	18	3,546	1,582
Facebook Post 2: THE WILDFLOWER HUNT IS ON. ** Tis the season for beautiful blooms. These pics were taken outside Atascadero at...	1,983	636	12	11	—	1,324
Facebook Post 3: Take a little stroll through Atascadero's coziest corners. 🍷 Grab a latte at a local café, browse unique finds in smal... ATASCA-COZY	1,874	187	3	24	666	994



Partnerships & PR

Visit California/SLO CAL Submissions:

- Off the beaten path: Unique Central Coast Experiences
- Spring Break Travel
- Characters Across SLO CAL
- Breweries with Unique Events or Offerings:
- Earth Day Offerings and Events
- New Culinary Offerings
- Tea Fit For a Queen

7

Website Results

WEBSITE TRAFFIC 2025 V. 2026

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Jan 2025	33,333	48,367	105,126	1,263,862
Feb 2025	28,444	43,610	104,925	1,089,869
Mar 2025	34,835	51,273	111,244	1,264,267
Jan 2026	46,483	61,375	84,476	1,052,146
Feb 2026	37,167	48,074	75,142	865,289
Mar 2026	26,231	36,089	56,709	580,868

RESULTS

- Unique Visits: 109,881 (up 14% YOY)
- Visits: 145,538 (up 2% YOY)
- Pageviews: 216,327 (down 33% YOY)

ACTIVE USERS BY CITY

Active users by City

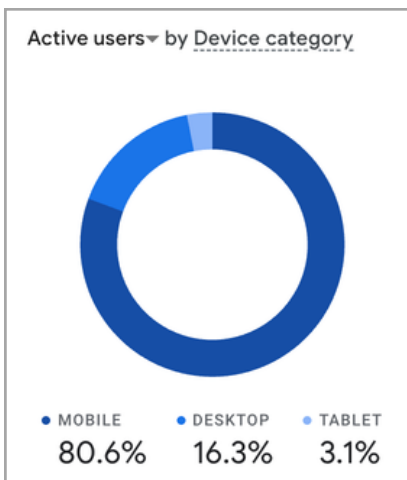
CITY	ACTIVE USERS
Los Angeles	8.9K
San Jose	6.8K
San Francisco	5.9K
Arkhangelsk	3K
Sacramento	2.9K
Lanzhou	1.6K
Anaheim	1.6K

ENGAGED SESSIONS BY CHANNEL

Engaged sessions by Session manual medium

SESSION MANUAL MEDIUM	ENGAGED SESSIONS
organic	8.9K
referral	4.3K
paid	1.2K
email	479
paid_social	319
AVnative	80
native	78

ACTIVE USERS BY DEVICE



TOP PAGES

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Things to Do in Atascadero, CA Local Fun ...	49K
Let us pick up the tab! Atascadero, Califor...	23K
Visit Atascadero, CA Your Favorite Neighbor	5.7K
Calendar of Events Atascadero, California	5.2K
Central Coast Craft Beer Fest Atascadero, ...	3K
Page Not Found Atascadero, California	2.3K
Events Atascadero, California	2.2K

April 2026

Visit Atascadero

Marketing Report



Meet the Team

ATBID | 4/15/26 | Item B4 | Attachment 2



Ashley Mastako
Senior Account Manager



Riley Grim
Director of Creative & Growth



Mary Verdin
President & CEO



Devan Spiegel
Account Manager



Ashlee Akers
CSO

Marketing Recap



Recap

- Neighborhood Tab promo implementation and wrapup
- Visit CA e-news co-op
- Social media content and video reels
- Distributed three e-newsletters
- Content submissions for SLO CAL and Visit CA
- Paid media activation
- Event support and promotion



Website Results



Jan - Mar | 2026 v. 2025

Website Traffic

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2025	33,333	48,367	105,126	1,263,862
Feb 2025	28,444	43,610	104,925	1,089,869
Mar 2025	34,835	51,273	111,244	1,264,267
TOTAL	96,612	143,250	321,295	3,617,998
Jan 2026	46,483	61,375	84,476	1,052,146
Feb 2026	37,167	48,074	75,142	865,289
Mar 2026	26,231	36,089	56,709	580,868
TOTAL	109,881	145,538	216,327	2,498,303

- **109,881 Unique Visits (up 14% YOY)**
- **145,538 Visit (up 2% YOY)**
- **216,327 Pageviews (down 33% YOY and up 34% from last quarter)**

Engaged sessions by channel

SESSION MANUAL MEDIUM	ENGAGED SESSIONS
organic	8.9K
referral	4.3K
paid	1.2K
email	479
paid_social	319
AVnative	80
native	78

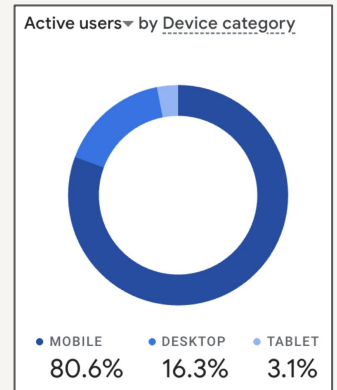
Pages with most views

PAGE TITLE AND S...	VIEWS
Things to Do in Atas...	49K
Let us pick up the ta...	23K
Visit Atascadero, CA ...	5.7K
Calendar of Events ...	5.2K
Central Coast Craft B...	3K
Page Not Found Ata...	2.3K
Events Atascadero, ...	2.2K

Active users by city

CITY	ACTIVE USERS
Los Angeles	8.9K
San Jose	6.8K
San Francisco	5.9K
Arkhangelsk	3K
Sacramento	2.9K
Lanzhou	1.6K
Anaheim	1.6K

Active users by device



Social Media Results



Followers



Facebook: 8.9K (+1.7%)



Instagram: 14.3K (+4.5%)

Video Views



Facebook: 83.8K (+102%)



Instagram: 37.8K (-27%)

Facebook

Followers Top Cities

Atascadero, CA	1,234
Paso Robles, CA	421
Bakersfield, CA	395
Fresno, CA	302
Los Angeles, CA	243

Instagram

Audience Top Cities

Atascadero, California	2,060
Paso Robles, California	893
San Luis Obispo, California	661
Los Angeles, California	564
Bakersfield, California	492

Top Posts

Post ID	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Visit Atascadero Tue 3/3/2026 9:57 am PST	5,146	0	0	18	3,546	1,582
Visit Atascadero Sat 3/21/2026 7:30 am PDT	1,983	636	12	11	—	1,324
Visit Atascadero Fri 1/16/2026 2:56 pm PST	1,874	187	3	24	666	994
visitatascadero Sun 3/1/2026 9:41 am PST	273	147	5	109	12	—
visitatascadero Sat 3/21/2026 9:32 am PDT	195	170	2	16	7	—
visitatascadero Fri 1/16/2026 12:40 pm PST	193	142	10	28	13	—

Email Marketing



Email Marketing

- Distributed three e-newsletters
- Highlighted upcoming events, thematic content, activities, and seasonal happenings
- Avg. open rate: 42.1%
- Avg. unique click rate: 7.2%
- Industry avg. open rate: 28%



An A-Town Spring Break

Where Family Fun Comes Naturally

The most neighborly spring break destination is one where your family can relax, unwind and make great memories together. Book your stay now in affordable Atascadero. We have so many [family-friendly activities](#), plus great hotels with pools the kids will love.

[Book Your Stay](#)



Paid Media



Paid Media Channels

- OTT Retargeting
- Google Search
- YouTube
- Meta

Paid Media Results

- 1,901,685 Impressions
- 30,286 Clicks
- 2.83% Avg. CTR



Atascadero

March

Launched 03/19/2026

Delivered: 174,155

Total Opens: 62,909 - **Unique Opens:** 43,250

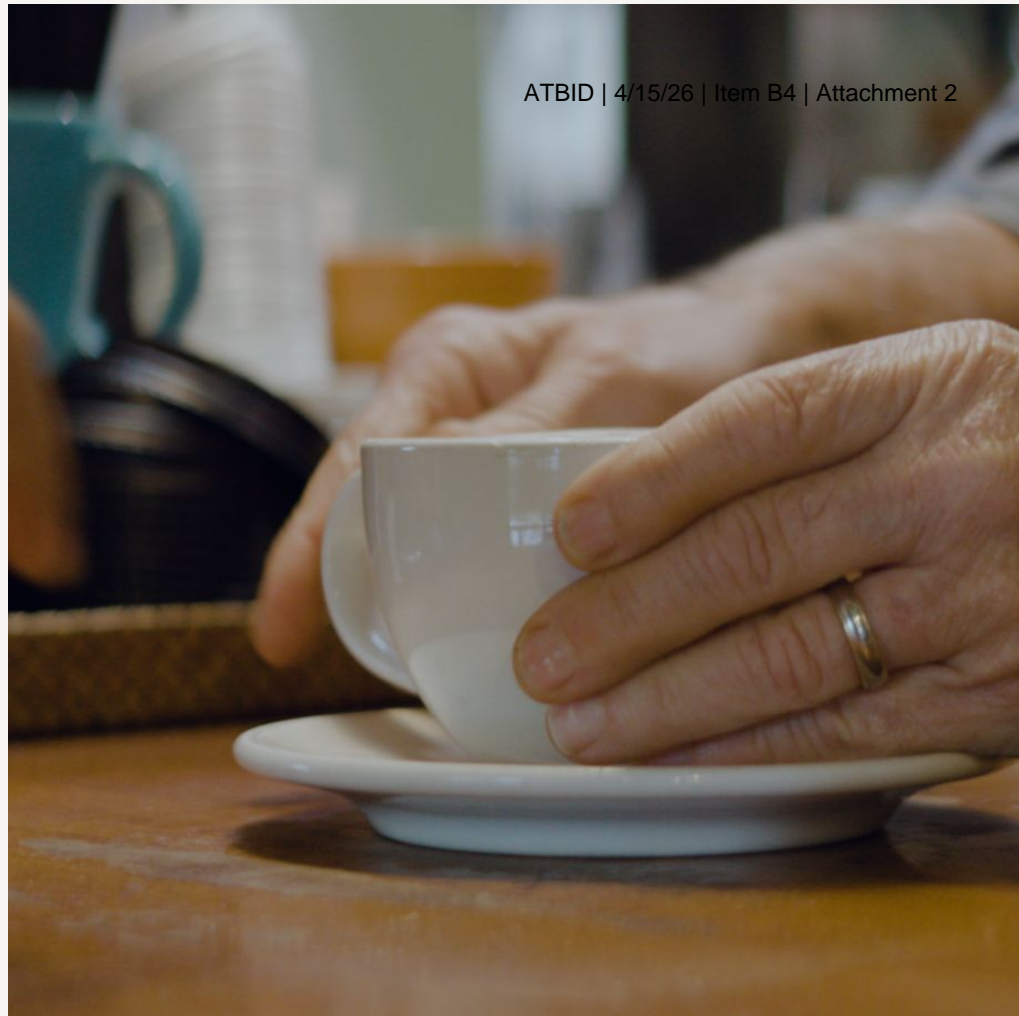
Total Open Rate: 36.12% - **Unique Open Rate:** 24.8%

Total Clicks: 2,907 - **Unique Clicks:** 1,799

CTOR: 4.16%

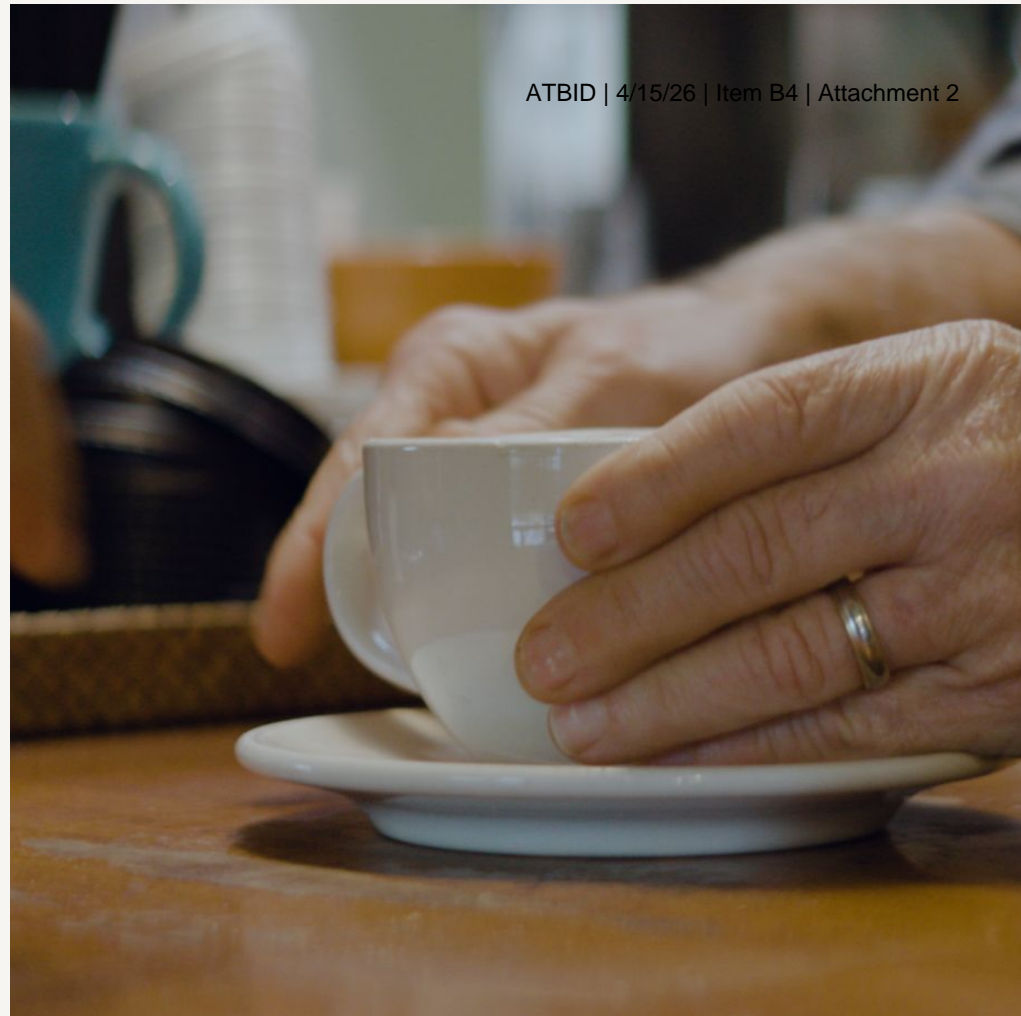
URL – Performance	Clicks
https://www.visitatascadero.com/things-to-do/	238

Public Relations & Partnerships



Public Relations

- Monthly content submissions for SLO CAL and Visit California
 - Off the beaten path: Unique Central Coast Experiences
 - Spring Break Travel
 - Characters Across SLO CAL
 - Breweries with Unique Events or Offerings
 - Earth Day Offerings and Events
 - New Culinary Offerings
 - Tea Fit For a Queen



Questions





Marketing Budget

Visit Atascadero | Budget: \$265,000

Detailed Spending

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Strategy/Planning/Meetings	\$26,000	\$1,997	\$1,997	\$1,387	\$2,104	\$1,903	\$995	\$2,426	\$1,856	\$2,261	\$2,250	\$3,000	\$3,827	\$26,000	\$0
Creative Development	\$40,000	\$2,691	\$2,986	\$3,188	\$3,416	\$2,360	\$696	\$1,568	\$1,040	\$2,475	\$7,000	\$7,000	\$5,582	\$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	\$819	\$1,298	\$617	\$1,500	\$1,500	\$1,522	\$12,000	\$0
Social Media	\$24,000	\$1,998	\$1,998	\$1,998	\$1,932	\$2,080	\$1,981	\$1,866	\$2,047	\$1,998	\$2,000	\$2,000	\$2,105	\$24,000	\$0
Email Marketing	\$15,000	\$1,000	\$1,247	\$1,181	\$1,231	\$1,247	\$1,247	\$1,297	\$1,221	\$1,238	\$1,250	\$1,250	\$1,590	\$15,000	\$0
Public Relations	\$14,000	\$933	\$782	\$607	\$1,848	\$615	\$201	\$528	\$660	\$330	\$500	\$2,357	\$4,640	\$14,000	\$0
Media Planning	\$6,000	\$495	\$479	\$627	\$495	\$446	\$495	\$528	\$512	\$512	\$500	\$500	\$413	\$6,000	\$0
Media Buy	\$108,000	\$5,146	\$3,855	\$6,600	\$7,398	\$8,647	\$8,605	\$10,006	\$9,797	\$13,033	\$14,800	\$10,100	\$10,000	\$107,986	\$14

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	\$19,036	\$18,429	\$22,461	\$39,800	\$37,707	\$29,678	\$264,985	
Added Value			\$1,353		\$1,749	\$677								\$3,779	

Additional Scope

	Budget	Actual Jul	Actual Aug	Actual Sep	Actual Oct	Actual Nov	Actual Dec	Actual Jan	Actual Feb	Actual Mar	Proj. Apr	Proj. May	Proj. Jun	TOTAL	Remaining
Spartan Swag	\$500			\$446										\$446	\$54
Winter Lodging Promotion Creative	\$6,500						\$5,091	\$1,192						\$6,282	\$218
Winter Lodging Promotion Gift Cards	\$6,500						\$6,106							\$6,106	\$394
Winter Lodging Promotion Media Buy	\$10,000							\$5,000	\$5,000					\$10,000	\$0
Key Chain Swag	\$1,700									\$1,695				\$1,695	\$5

Summary: Actual to Budget

	Budget	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	TOTAL
Invoice Totals	\$25,200	\$0	\$0	\$446	\$0	\$0	\$11,196	\$6,192	\$5,000	\$1,695	\$0	\$0	\$0	\$24,530	
Added Value														\$0	



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

Item B5

04/15/26

2026 IPW Conference Delegate Update

RECOMMENDATION:

ATBID Advisory Board review and provide staff direction regarding delegate assignment for participation at the 2026 IPW conference.

DISCUSSION:

IPW is upon us, and we once again will have the opportunity to share in the destination booth with Visit SLO CAL. This is a great opportunity to network and generate group business with both regional and international travel partners. This year's show takes place in Ft. Lauderdale Florida from May 17-21, 2026, where we will showcase SLO CAL in a 10' x 40' exhibit. In 2025, Visit Atascadero was part of Visit SLO CAL's 2025 IPW delegation in Chicago, Illinois. The materials distributed were of interest to tour operators and are an important takeaway as they consider Atascadero an ideal potential destination.

At this time, the Co-op was approved by the ATBID Board earlier in the fiscal year and it is budgeted. Our spot has been secured as part of Visit SLO CAL (VSC) for the booth and registration for delegates for who will participate in the shared appointments in the VSC booth. The current budget allows for booth participation, airfare and hotel accommodation for one representative from Visit Atascadero. Sales leads generated at the 2026 IPW will be shared with lodging owners, as in years past.

Due to recent changes in staff with the promotion of Ashlee Akers to the VP of Marketing for SLO CAL, we would like the ATBID Board to consider and approve sending DMO, Terrie Banish, to attend IPW this year and going forward to represent at the IPW event into the future.

FISCAL IMPACT:

None.

ATTACHMENT:

None.

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CITY OF ATASCADERO

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT STAFF REPORT

Item B6

4/15/26

Budget Report Update & Performance Results

RECOMMENDATION:

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

DISCUSSION:

The ATBID summary and expenditure reports reflect expenditures submitted through February 2026, along with the most recent Transient Occupancy Tax (TOT) data. 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 February.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Expenditure Detail Report (FY 25-26)
2. ATBID Summary 25-26
3. Tourism TOT report 4.7.26
4. SLO CAL Community Intelligence Report February 2026
5. STR Report February 2026

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 Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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
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					155,000.00	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2025 ap IN 12489		5,930.62				
Line Description: JULY 2025 DESTINATION MARKETIN						
Vendor: 06479 VERDIN Check # 182985						
7/31/2025 po LI 12489					-5,930.62	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 182985						
8/31/2025 ap IN 12519		4,245.48				
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 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

235 Atascadero Tourism Bus Improv Dist
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077025 Digital Media Advertising	(Continued)					
9/30/2025 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 ap IN 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089		8,960.08				
11/30/2025 po LI 12679 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184089				-8,960.08		
12/31/2025 ap IN 12749 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184466		9,353.54				

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 Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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>
0000.6077025 Digital Media Advertising	(Continued)					
12/31/2025 po LI 12749 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184466				-9,353.54		
1/22/2026 ap IN 5460 012226 Line Description: TICKETMASTER - CHRIS STAPLETON Vendor: 05498 US BANK Check # 184754		989.40				
1/31/2026 ap IN 12799 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758		10,324.27				
1/31/2026 po LI 12799 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758				-10,324.27		
1/31/2026 ap IN 12800 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758		5,022.27				
1/31/2026 po LI 12800 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758				-5,022.27		
2/28/2026 ap IN 12854 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 185049		9,956.71				

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 Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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>
0000.6077025 Digital Media Advertising	(Continued)					
2/28/2026 po LI 12854 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 185049				-9,956.71		
2/28/2026 ap IN 12855 Line Description: TAB WINTER PROMOTION Vendor: 06479 VERDIN Check # 185049		5,000.00				
0000.6077025 Digital Media Advertising	0.00	78,360.19	78,360.19	82,629.21	-160,989.40	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
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 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 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				

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 Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

235 Atascadero Tourism Bus Improv Dist
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
8/28/2025 ap IN 14871 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120		6,000.00		0.00		
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		0.00		
8/28/2025 po LI 14876 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183120					-33,000.00	
9/25/2025 ap IN 14908 Line Description: DESTINATION MARKETING SERVICES Vendor: 00406 VISIT SLO CAL Check # 183419		500.00		0.00		
9/25/2025 po LI 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		0.00		

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 Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6077060 Advertising	(Continued)					
10/21/2025 ap IN 1021252		7,500.00				
Line Description: 2025 CHRISTMAS AT THE RANCH SP						
Vendor: 09670 VINTAGE TRADITIONS FOUNDATION Check # 183707						
11/18/2025 ap IN 10099979		462.84				
Line Description: BILLBOARD - 2025 HOLIDAY TRAIL						
Vendor: 08832 CG VISUAL SOLUTIONS CORP. Check # 183872						
12/2/2025 ap IN 151		550.00				
Line Description: 2025 HOLIDAY TRAIL BILLBOARD						
Vendor: 08573 HIGH COUNTRY OUTDOOR, INC. Check # 184022						
12/31/2025 ap IN 12751		6,105.96				
Line Description: WINTER LODGING PROMOTION GIFTC						
Vendor: 06479 VERDIN Check # 184604						
2/9/2026 ap IN 168396		2,000.00				
Line Description: SLO MONOPOLY SPONSORSHIP 26-27						
Vendor: 09388 TOP TRUMPS USA INC Check # 184745						
0000.6077060 Advertising	0.00	60,314.93	60,314.93	12,000.00	-72,314.93	0.00
Total Advertising	160,250.00	138,675.12	138,675.12	94,629.21	-73,054.33	145.59
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	0.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	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

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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)					
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				
9/30/2025 po LI 12592 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 183563				-8,762.75		

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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)					
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		
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		

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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)					
1/31/2026 ap IN 12799 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758		8,712.00		0.00		
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		0.00		
1/31/2026 po LI 12800 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 184758				-1,171.50		
2/28/2026 ap IN 12854 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 185049		8,472.75		0.00		
2/28/2026 po LI 12854 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 185049				-8,472.75		
0000.6501125 Promotions Consultants	0.00	74,252.47	74,252.47	35,838.03	-110,090.50	0.00
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 Line Description: ATBID Admin Service Fee- July		2,291.67		0.00		

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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	(Continued)					
8/1/2025 je GJ JE26 08-28 Line Description: ATBID Admin Service Fee- Aug		2,291.67				
9/1/2025 je GJ JE26 09-23 Line Description: ATBID Admin Service Fee- Sep		2,291.67				
10/1/2025 je GJ JE26 10-19 Line Description: ATBID Admin Service Fee- Oct		2,291.67				
11/1/2025 je GJ JE26 11-19 Line Description: ATBID Admin Service Fee- Nov		2,291.67				
12/1/2025 je GJ JE26 12-19 Line Description: ATBID Admin Service Fee- Dec		2,291.67				
1/1/2026 je GJ JE26 01-15 Line Description: ATBID Admin Service Fee- Jan		2,291.67				
2/1/2026 je GJ JE26 02-16 Line Description: ATBID Admin Service Fee- Feb		2,291.67				
0000.6509010 Other Professional Services	0.00	18,333.36	18,333.36	0.00	-18,333.36	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				
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				

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Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2025 through 02/28/2026

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>
0000.6509032 Additional Promotional Services	(Continued)					
2/18/2026 ap IN INV021826		5,000.00				
Line Description: 2026 CCCBF SPONSORSHIP						
Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 184652						
2/19/2026 ap IN 1006		5,000.00				
Line Description: 2026 CIDER FESTIVAL SPONSORSHI						
Vendor: 07961 CENTRAL COAST CIDER ASSOC Check # 184797						
0000.6509032 Additional Promotional Services	0.00	50,000.00	50,000.00	0.00	-50,000.00	0.00
Total Contract Services	264,500.00	142,585.83	142,585.83	35,838.03	86,076.14	67.46
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	281,260.95	281,260.95	130,467.24	26,881.81	93.87
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	281,260.95	281,260.95	130,467.24	91,881.81	81.76

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Periods: 0 through 8

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2025 through 02/28/2026

Grand Total	503,610.00	281,260.95	281,260.95	130,467.24	91,881.81	81.76
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Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								TYPE
235								Special Revenue
		ACTUAL	ACTUAL	ACTUAL	ACTUAL	YTD ACTUAL*	BUDGETED	
		6/30/2022	6/30/2023	6/30/2024	6/30/2025	2025-2026 through 2/28/2026	2025-2026	
REVENUES								
41530.6300	Taxes and Assessments	\$ 409,652	\$ 431,401	\$ 419,591	\$ 442,589	\$ 263,696	\$ 510,800	
45920.0003	Assessment Penalties	933	3,904	657	934	2,501	-	
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>266,197</u>	<u>527,010</u>	
EXPENSES								
6050000	Office Expense	264	-	(5)	24	-	250	
6070000	Advertising	127,366	126,556	142,357	253,865	138,675	160,250	
6500000	Contract Services **	143,436	163,051	220,803	223,637	152,586	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***	-	-	-	-	22,388	65,000	
	Total Expenses	<u>275,903</u>	<u>293,960</u>	<u>367,832</u>	<u>482,791</u>	<u>316,311</u>	<u>503,610</u>	
NET INCOME/(LOSS)		123,341	144,311	83,150	(3,423)	(50,114)	23,400	
BEGINNING AVAILABLE BALANCE		<u>400,770</u>	<u>524,111</u>	<u>668,422</u>	<u>751,572</u>	<u>748,148</u>	<u>728,880</u>	
ENDING AVAILABLE BALANCE		<u>\$ 524,111</u>	<u>\$ 668,422</u>	<u>\$ 751,572</u>	<u>\$ 748,148</u>	<u>\$ 698,035</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		10,000
Sunken Garden Lights Sponsorship		10,000
Central Coast Brewers Guild		5,000
Destination Marketing Services		74,252
Administrative Services Fee		18,333
		<u>\$ 152,586</u>

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 241,653.81	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022 *	\$ 624,858.40	\$ 498,385.17	\$ 388,893.34	\$ 609,246.66	\$ 2,121,383.57
Fiscal Year 2023 *	\$ 625,917.25	\$ 470,541.39	\$ 347,201.52	\$ 583,045.37	\$ 2,026,705.53
Fiscal Year 2024 *	\$ 671,002.30	\$ 493,566.44	\$ 331,201.07	\$ 601,950.80	\$ 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	\$ 438,919.16	\$ -	\$ -	\$ 1,003,250.80

* 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.



Community Performance Report

San Luis Obispo County, February 2026

Hotel Performance

San Luis Obispo County in February posted strong results in hotel performance. Demand grew significantly at 10.3% YOY, leading occupancy to gain 5.5% to 61.3%. This was the highest supply, demand, ADR, and revenue for the month of February. Hotel submarkets grew demand resoundingly, with the most growth seen in San Simeon (37%), North Coast (19%), Arroyo Grande (15%), and SLO City (13%). Occupancy fell in only two markets: North County (-1.7%) and Paso Robles (-2.7%), though supply and demand grew in both. Comp set hotel performance was equally strong, with US hotel demand up 2.9% in tandem with 2% growth in ADR and 5% growth in revenue. The highest demand growth was seen in Monterey County (12.3%), followed by SLO County (10.3%).

TOT Revenue

TOT for SLO County in January was \$3.3M, down 3.9% YOY. Arroyo Grande, SLO City, Unincorporated, and Morro Bay reported gains, while Paso Robles (-7.2%), Pismo (-21.8%), and Grover Beach (-30.7%) reported decreases. FYTD, TOT was \$35M, down 1.5% YOY.

Visitor Arrivals

Visitors to San Luis Obispo County in 2025 Q4 (FY 2026 Q2) were 1.8M, up 3.8% from the same quarter one year ago. International visitors decreased 3.2% YOY, but other visitor categories grew: day (3%), overnight (4.2%), and domestic (3.9%). Relative to the same period last calendar year, visits were up 3.5%, driven by Day (+4.7%) as well as Overnight (+2.9%), and less by International, which remained down 3.6% for the calendar year.

Previous Quarter

Visa card in-market visitor spending for 2025 Q4 totaled \$787.9M, down 2.6% YOY. International spend was down 6.7% YOY, while domestic was up 2.6%. Top origin markets were Santa Barbara (\$42.9M), Los Angeles-Long Beach-Anaheim (\$32.2M), and Fresno (\$16.4M). For the calendar year, spending reached \$3.2B, up 7% YOY. Domestic grew 7.1%, while international decreased 8.6%.



183.1K
Hotel Demand
▲ 10.3% YOY - Monthly



\$3,280,286
Transient Occupancy Tax
▼ -3.9% YOY - Monthly



\$232.1M
Total Spending for 2025 Q4
▲ 3.0% YOY - Quarterly



1.9M
Visitors for 2025 Q4
▲ 3.8% YOY - Quarterly



Community Lodging

San Luis Obispo County, February 2026

Date February 2026 Location Atascadero, CA % Change YOY Report Monthly Based On Fiscal

Atascadero, CA Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
52.5%	\$112	\$59	17.2K	9.1K	\$1.0M
▲ 0.2%	▼ -1.9%	▼ -1.7%	▲ 0.0%	▲ 0.2%	▼ -1.7%

YOY

Transient Occupancy Tax Revenue

January 2026 - Monthly

\$3,280,286

San Luis Obispo County

▼ -3.9% YOY

Transient Occupancy Tax

San Luis Obispo County
Total - Fiscal Year

Hotel Performance by Community

February 2026 - Monthly

Community	Occupancy	ADR	RevPAR
Arroyo Grande, CA	60.6%	\$113	\$68
Atascadero, CA	52.5%	\$112	\$59
Cambria, CA	61.0%	\$181	\$110
Five Cities	60.8%	\$196	\$119
Morro Bay, CA	56.1%	\$132	\$74
North Coast	60.8%	\$151	\$92
North County	55.8%	\$156	\$87
Paso Robles, CA	57.0%	\$172	\$98
Pismo Beach, CA	60.4%	\$201	\$122
San Luis Obispo County	61.3%	\$167	\$102
San Luis Obispo, CA	70.7%	\$167	\$118
San Simeon, CA	60.7%	\$121	\$73
South County	65.6%	\$181	\$119

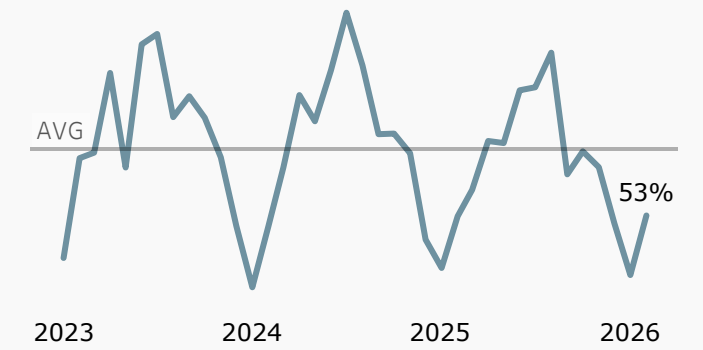
Transient Occupancy Tax

Monthly, % Change YOY

Unincorporated	1,029,074, ▲ 5.8%
Pismo Beach	731,937, ▼ -21.8%
San Luis Obispo	718,912, ▲ 6.8%
Paso Robles	446,576, ▼ -7.2%
Morro Bay	254,935, ▲ 4.0%
Arroyo Grande	66,496, ▲ 13.9%
Grover Beach	32,356, ▼ -30.7%

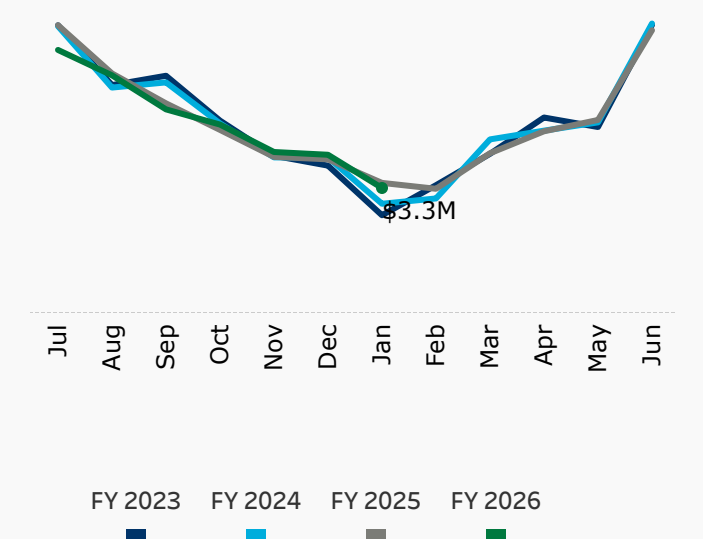
Occupancy

Occupancy Atascadero, CA



Transient Occupancy Tax

San Luis Obispo County
Total - Fiscal Year





Lodging Summary - Hotels and Short Term Rentals

San Luis Obispo County, February 2026

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

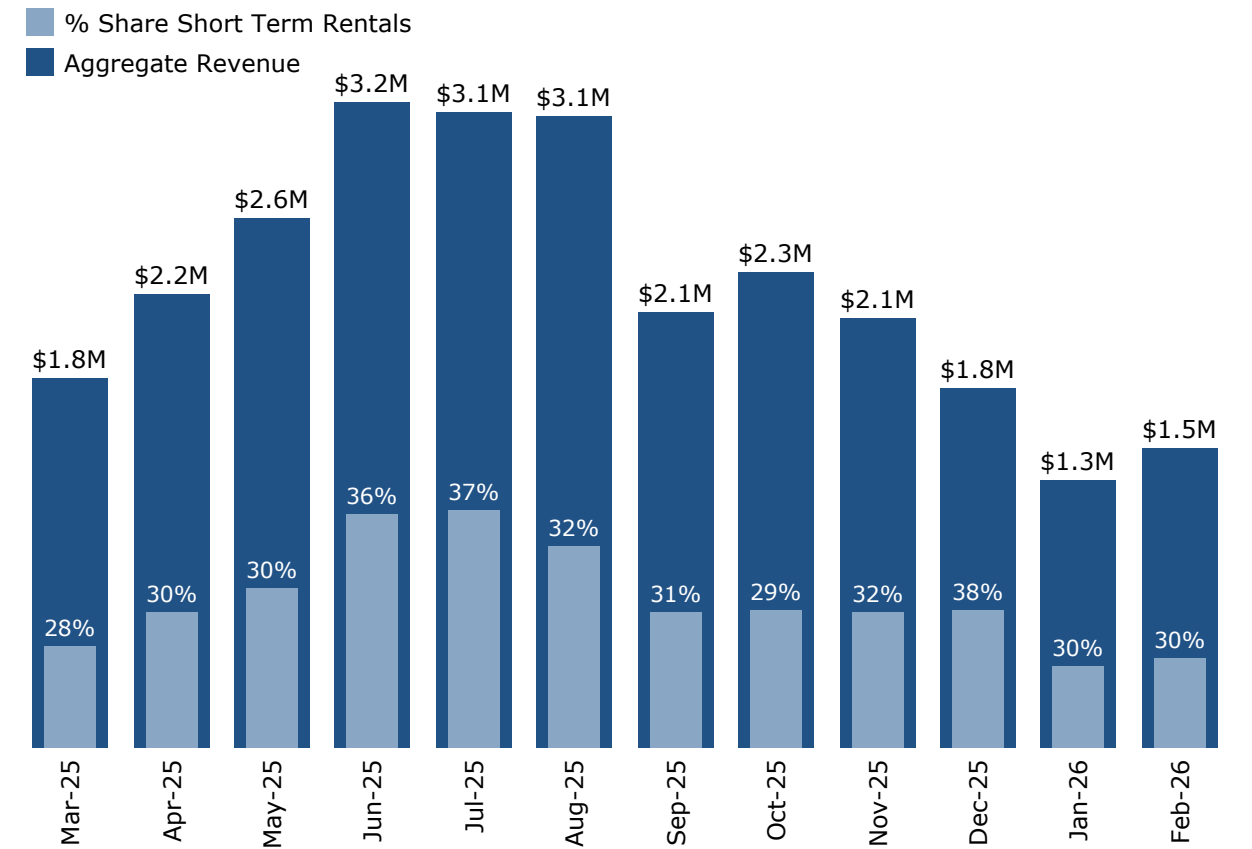
Aggregate Lodging						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	45.5%	\$136.51	\$62.09	23.5K	10.7K	\$1.5M
YOY	▲ 0.5%	▲ 6.4%	▲ 6.9%	▲ 2.6%	▲ 3.1%	▲ 9.7%
YTD Fiscal	52.5%	\$160.25	\$84.15	205.5K	107.9K	\$17.3M
YTD YOY	▼ -3.0%	▼ -4.7%	▼ -7.5%	▲ 2.9%	▼ -0.1%	▼ -4.8%

Hotels: Atascadero, CA						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	52.5%	\$112.40	\$59.04	17.2K	9.1K	\$1.0M
YOY	▲ 0.2%	▼ -1.9%	▼ -1.7%	▲ 0.0%	▲ 0.2%	▼ -1.7%
YTD Fiscal	59.1%	\$131.27	\$77.61	149.7K	88.5K	\$11.6M
YTD YOY	▼ -3.5%	▼ -6.4%	▼ -9.6%	▲ 3.2%	▼ -0.4%	▼ -6.7%

Short Term Rentals: Atascadero						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	26.2%	\$268.83	\$70.45	6.3K	1.7K	\$443.6K
YOY	▲ 16.8%	▲ 21.8%	▲ 35.0%	▲ 10.6%	▲ 22.6%	▲ 49.3%
YTD Fiscal	34.8%	\$292.46	\$101.69	55.8K	19.4K	\$5.7M
YTD YOY	▼ -1.1%	▼ -1.8%	▼ -2.9%	▲ 2.4%	▲ 1.2%	▼ -0.6%

Lodging Revenue & Contribution

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



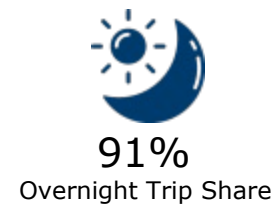
Source: CoStar Group, STR, LLC. Reproduction or other reuse of this data without the express written permission of STR, LLC is strictly prohibited. ©Visit SLO CAL ; AirDNA (Listing Type = Entire Place, Private Rooms, Shared Rooms, Hotel Rooms, and Not Reported). Short Term Rental data includes all active,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



Monthly Visitation

San Luis Obispo County, February 2026

Date: February 2026 | Report: Monthly | Based On: Fiscal



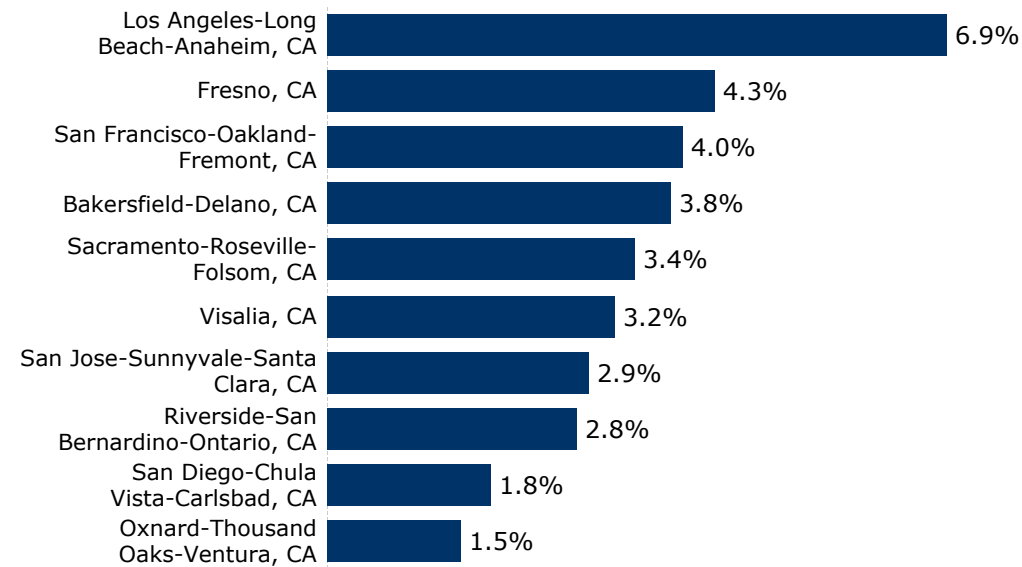
Top 15 Points of Interest

February 2026 - Monthly

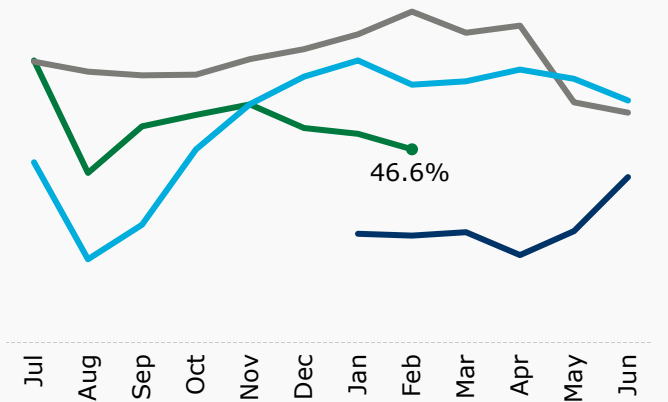
Point of Interest	% Overnight	% Repeat	% Share of Total
San Luis Obispo	81.9%	66.4%	20.2%
Pismo Beach	81.9%	62.2%	16.1%
Paso Robles	78.9%	65.7%	14.4%
Atascadero	82.9%	73.6%	10.2%
Morro Bay	83.9%	63.3%	9.8%
46 East Paso Wine Country	73.5%	64.6%	6.2%
Nipomo	82.3%	78.1%	6.0%
Downtown Pismo Beach	82.9%	54.3%	5.2%
Arroyo Grande	82.5%	65.8%	5.1%
Cambria	84.2%	64.6%	4.9%
Downtown Cambria	84.2%	64.6%	4.5%
Downtown Paso Robles	83.5%	61.6%	3.3%
Grover Beach	81.6%	63.6%	3.3%
Los Osos & Baywood Park	83.5%	73.3%	2.8%
Templeton	76.3%	69.5%	2.2%

Top 10 Domestic Origin Markets

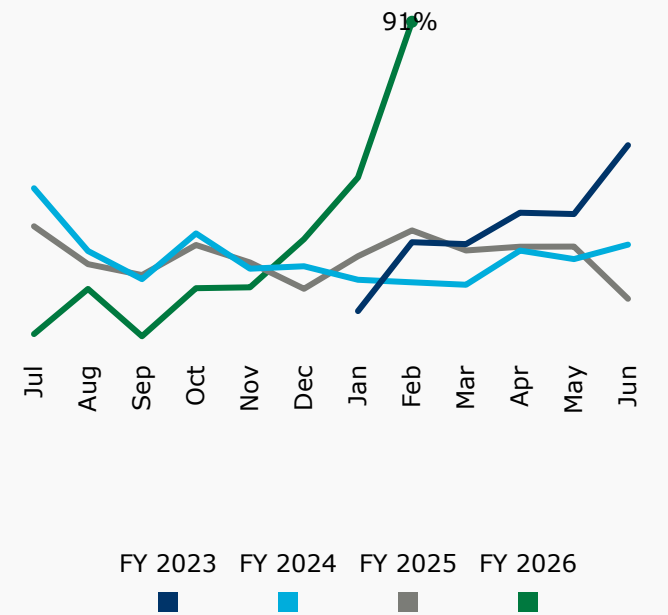
February 2026 - Monthly, % Share of Trips



Share of Repeat Visits to SLO County



Share of Overnight Visits to SLO County

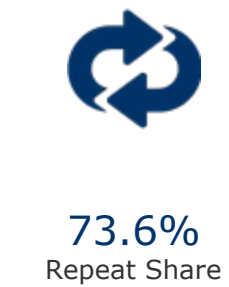




Community Cross-Visitation

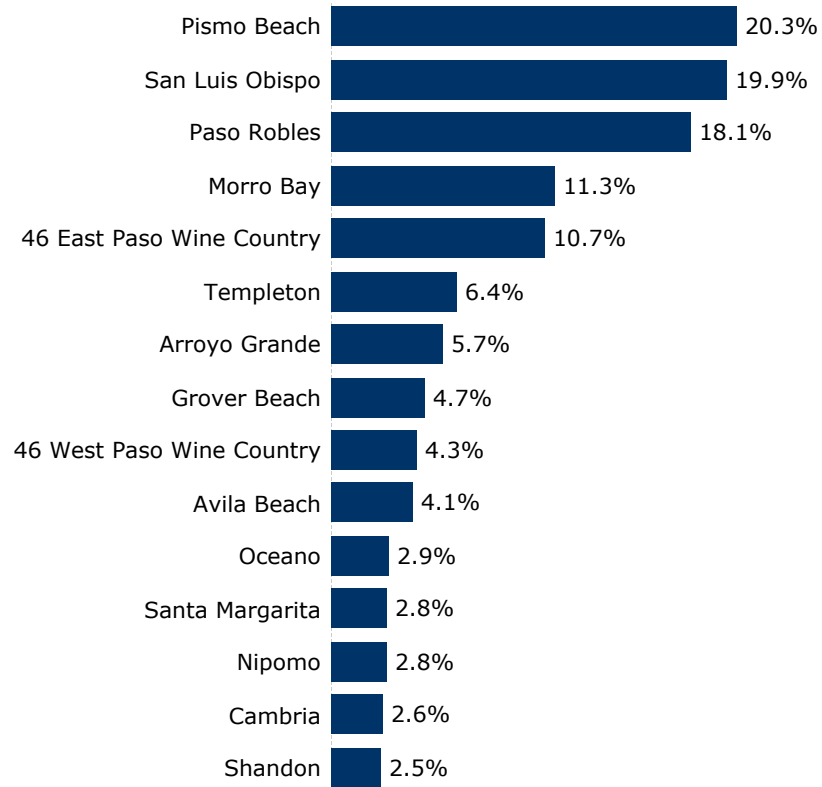
Atascadero, February 2026

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



Top Cross-Visited Communities

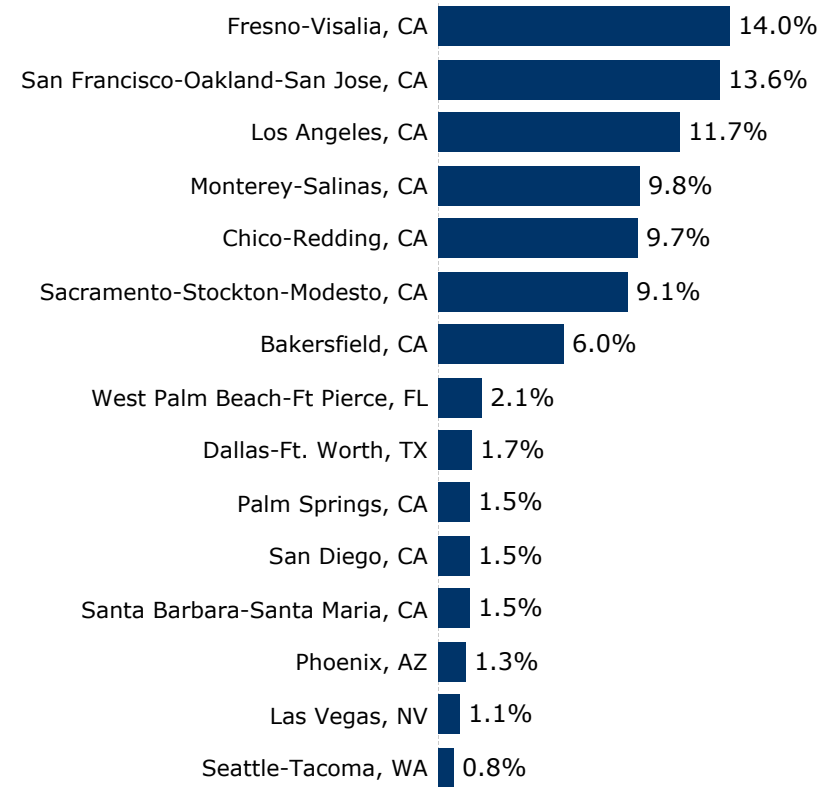
From Atascadero



Communities visited by those starting their trip in Atascadero

Top Origin Markets

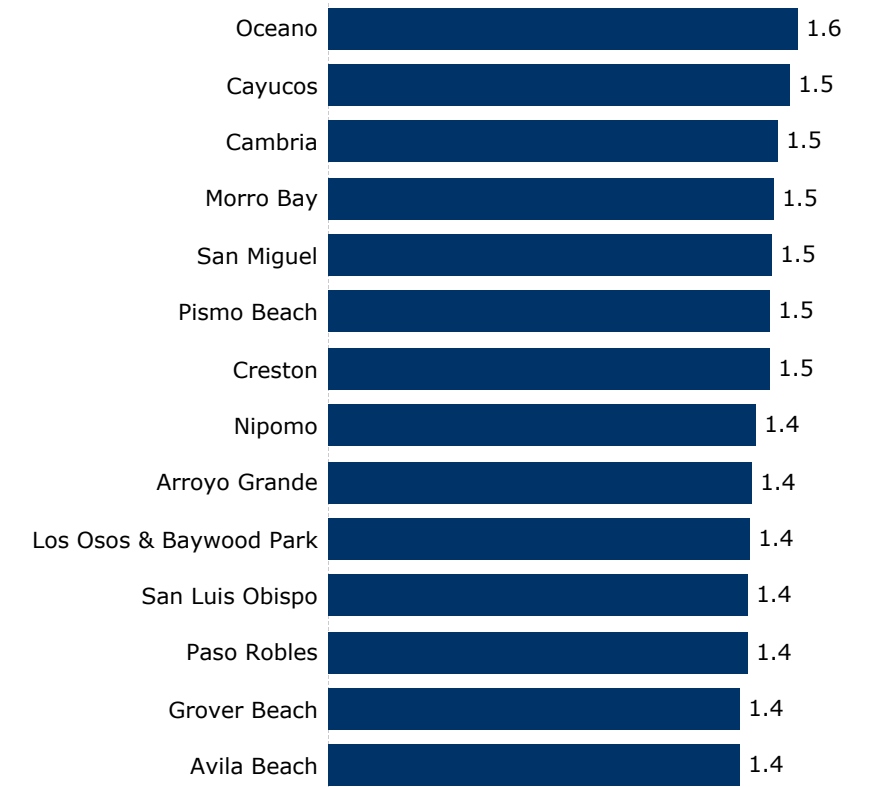
Primary Community Visited: Atascadero



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 February 2026 (Month)



Quarterly Spending and Visits

San Luis Obispo County, February 2026

Period Ending: 2025 Q4
 Report: Quarterly
 Based On: Fiscal

Atascadero, CA Hotel Performance

October - December 2025

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
57.3%	\$129	\$74	56.7K	32.5K	\$4.2M

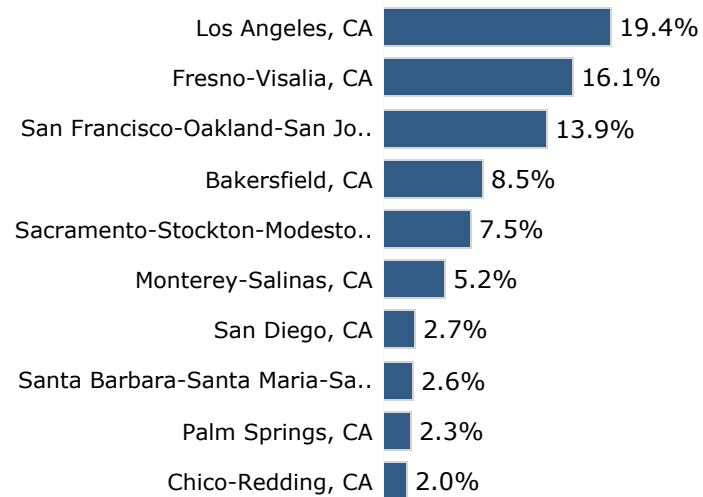
Transient Occupancy Tax Revenue

October - December 2025

\$13,294,561

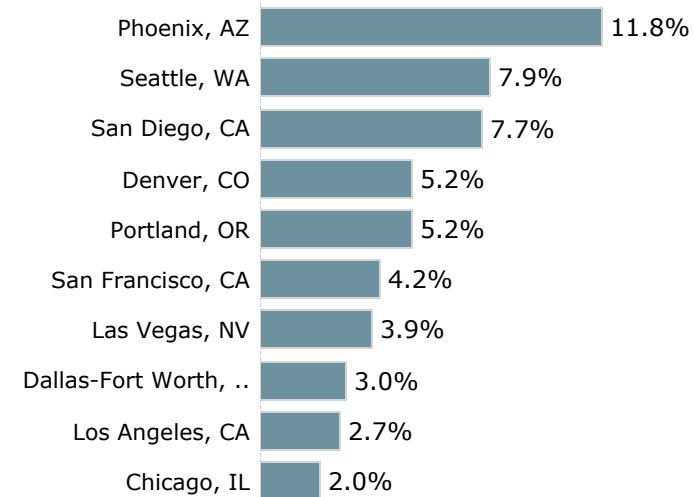
Top 10 Domestic Origin Markets

October - December 2025, % Share of Trips



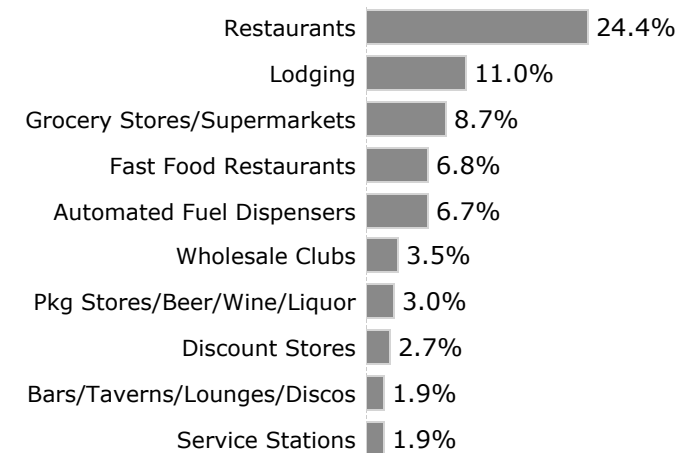
Top 10 Origin Markets by Air

October - December 2025, % Share of Total



Domestic Visitor Spending*

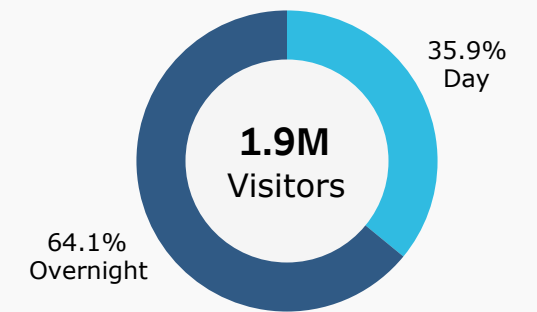
October - December 2025, % Share of Spending



*Excluding Residents

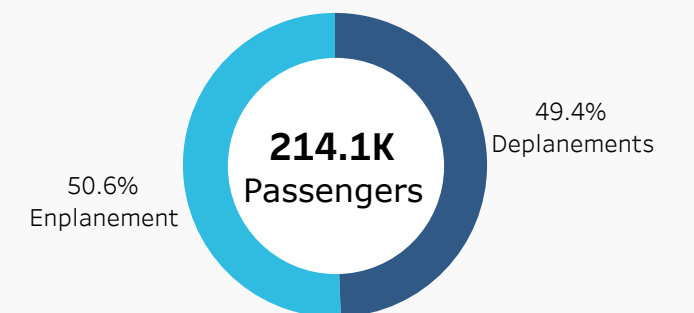
Total Visitation

October - December 2025
 % Share of Trips



Airport Deplanements & Enplanement

October - December 2025
 SLO CAL Regional Airport





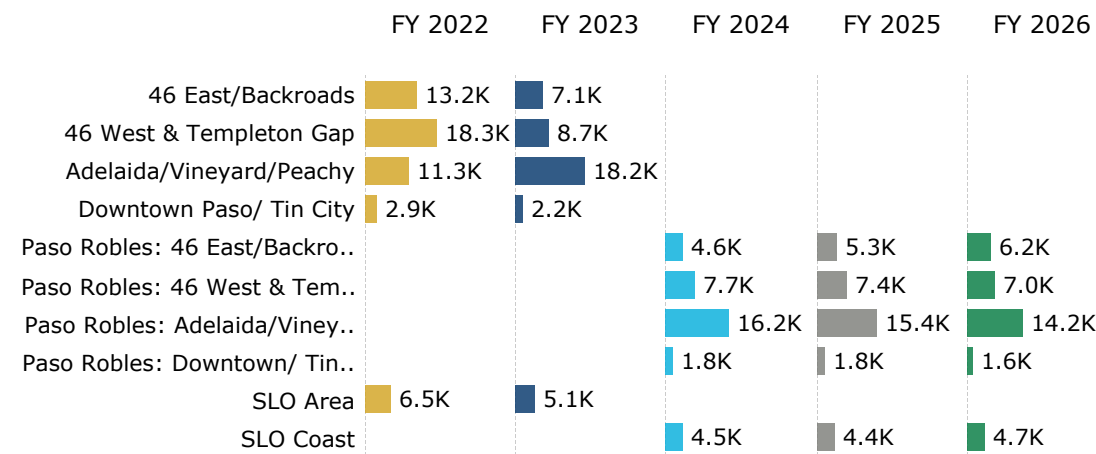
Community Benchmark Wineries

San Luis Obispo County, February 2026

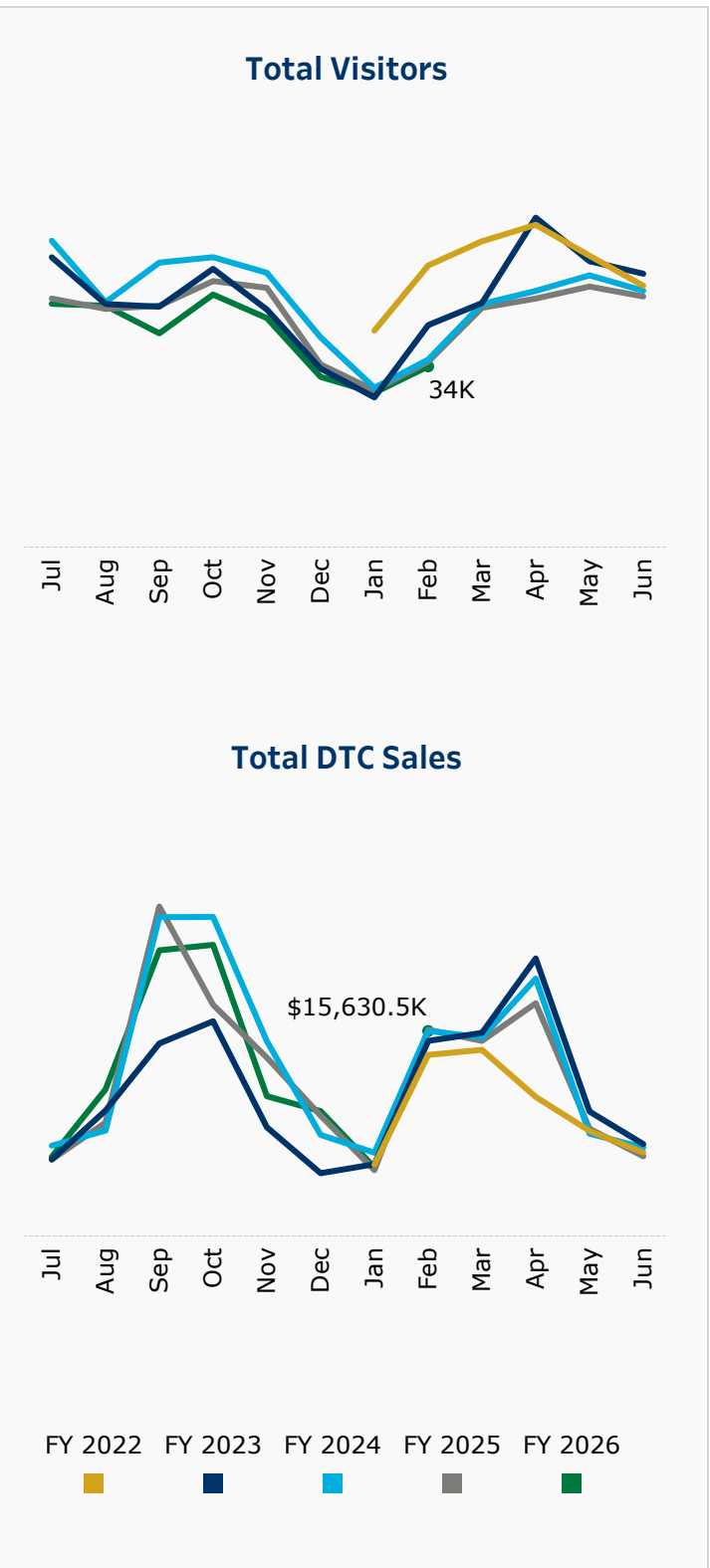
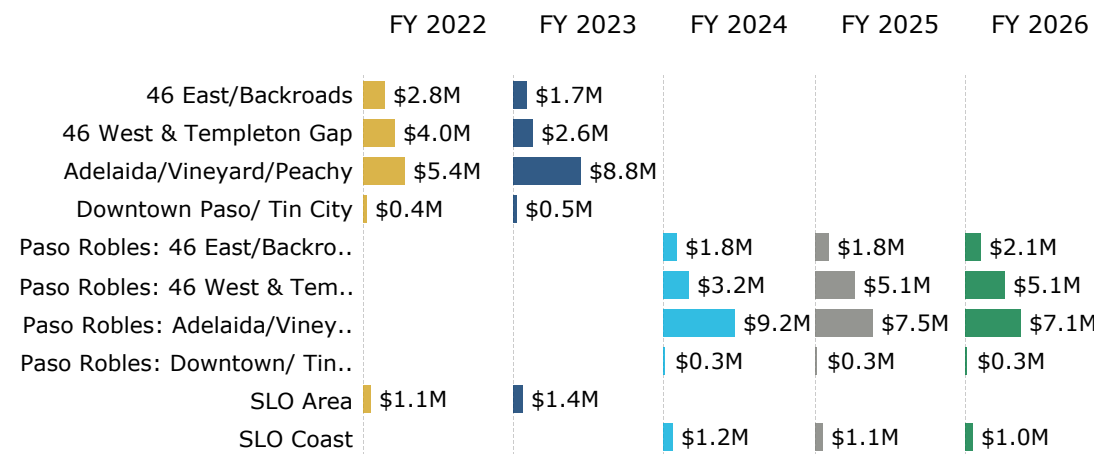
Date: February 2026 | % Change: YOY | Report: Monthly | Based On: Fiscal | Region: All

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
0.13M	\$15.7M	\$86.1M	\$0.75M	692	81,594	445,911	7,613
▼ -4.8%	▼ -5.4%	▼ -8.6%	▼ -8.2%	▼ -4.8%	▼ -5.4%	▼ -8.6%	▼ -8.2%
YOY				YOY			

SLO CAL Region Visitation by Year
February 2026 - Monthly



Average DTC Sales by Region
February 2026 - Monthly





February 2026

Current Month - February 2026 vs February 2025												
	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Arroyo Grande, CA+	60.6	52.6	113.05	109.81	68.48	57.75	15.2	2.9	18.6	18.6	0.0	15.2
Atascadero, CA+	52.5	52.4	112.40	114.56	59.04	60.05	0.2	-1.9	-1.7	-1.7	0.0	0.2
Cambria, CA+	61.0	54.6	180.63	178.27	110.25	97.40	11.7	1.3	13.2	13.2	0.0	11.7
Morro Bay, CA+	56.1	51.6	132.01	119.48	74.05	61.60	8.8	10.5	20.2	20.2	0.0	8.8
Paso Robles, CA+	57.0	58.5	172.29	177.59	98.19	103.97	-2.7	-3.0	-5.6	2.5	8.5	5.6
Pismo Beach, CA+	60.4	58.3	201.27	194.23	121.57	113.19	3.7	3.6	7.4	7.8	0.4	4.1
San Luis Obispo, CA+	70.7	67.1	167.18	160.58	118.23	107.72	5.4	4.1	9.8	17.8	7.4	13.2
San Simeon, CA+	60.7	44.2	120.88	113.41	73.38	50.12	37.4	6.6	46.4	46.2	-0.2	37.1
Five Cities+	60.8	57.3	196.00	187.48	119.25	107.41	6.2	4.5	11.0	12.0	0.9	7.2
North Coast+	60.8	51.0	151.07	148.80	91.84	75.92	19.2	1.5	21.0	20.9	-0.1	19.1
North County+	55.8	56.7	155.98	159.71	87.01	90.61	-1.7	-2.3	-4.0	1.7	6.0	4.2
South County+	65.6	61.8	181.43	174.27	118.97	107.75	6.1	4.1	10.4	14.7	3.9	10.2
San Luis Obispo County	61.3	58.1	166.66	162.04	102.16	94.12	5.5	2.9	8.5	13.5	4.6	10.3

ATBID | 4/15/26 | Item B6 | Attachment 5

Year to Date - February 2026 vs February 2025												
	Occ %		ADR		RevPAR		Percent Change from YTD 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	55.7	51.2	108.16	105.18	60.29	53.84	8.9	2.8	12.0	12.0	0.0	8.9
	48.2	48.7	110.03	110.03	53.03	53.54	-1.0	-0.0	-1.0	-1.0	0.0	-1.0
	55.3	53.3	176.17	173.04	97.43	92.27	3.7	1.8	5.6	5.6	0.0	3.7
	53.2	50.7	126.58	117.08	67.32	59.36	4.9	8.1	13.4	13.4	0.0	4.9
	51.7	55.2	164.50	167.75	85.12	92.61	-6.3	-1.9	-8.1	-0.2	8.5	1.7
	56.4	56.3	190.31	186.50	107.29	105.06	0.1	2.0	2.1	2.5	0.4	0.5
	66.0	64.6	156.66	152.23	103.40	98.32	2.2	2.9	5.2	12.9	7.4	9.7
	55.3	42.4	110.41	110.70	61.10	46.97	30.4	-0.3	30.1	29.8	-0.2	30.2
	56.5	55.5	185.12	180.83	104.61	100.30	1.9	2.4	4.3	5.2	0.9	2.8
	55.4	49.4	143.78	144.96	79.60	71.67	12.0	-0.8	11.1	11.0	-0.1	11.9
	50.8	53.3	149.47	151.52	75.95	80.75	-4.7	-1.4	-5.9	-0.3	6.0	1.0
	61.1	59.7	170.68	166.79	104.21	99.56	2.3	2.3	4.7	8.8	3.9	6.3
	56.7	55.9	157.76	155.40	89.51	86.84	1.5	1.5	3.1	7.8	4.6	6.2

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
7	4	438	371
8	6	616	575
21	14	751	480
31	9	974	453
23	13	1616	1142
29	17	2020	1605
41	23	2635	1879
10	4	600	247
47	25	2894	2187
40	18	1519	727
32	19	2259	1717
87	48	5511	4066
200	95	10666	7095