



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, March 21, 2018 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Amar Sohi, Holiday Inn Express and Suites
Vice-Chairperson Deana Alexander, The Carlton Hotel
Board Member Jaclyn Dawson, SpringHill Suites by Marriott
Board Member Tom O'Malley, Portola Inn
Board Member Daniel Brewer, Best Western Plus Colony Inn

APPROVAL OF AGENDA:

PUBLIC COMMENT: This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – February 21, 2018

- Recommendation: Approve the Draft Action Minutes of February 21, 2018. [Big Red Marketing]

2. ATBID Draft Action Minutes – March 9, 2018 Special Meeting

- Recommendation: Approve the Draft Action Minutes of March 9, 2018 Special Meeting. [Big Red Marketing]

B. BUSINESS ITEMS

1. Wine Speak 2019 Event Sponsorship

- Recommendation: Approve a sponsorship of Wine Speak 2019 in the amount of \$15,000. [Wine Speak Paso Robles]
- Fiscal Impact (GL 2802): \$15,000.

2. Templeton Tennis Ranch Events Presentation

- Recommendation: Discuss and provide staff direction on potential sponsorship of Templeton Tennis Ranch Events. [Templeton Tennis Ranch]
- Fiscal Impact (GL 2802): None.

3. Revised ATBID Event Sponsorship Application

- Recommendations:
 1. Approve revised ATBID Event Sponsorship Checklist and Application. [Big Red Marketing]
 2. Discuss and provide staff direction on event renewal policy. [Big Red Marketing]
- Fiscal Impact (GL 2802): None.

4. Host Compliance Renewal

- Recommendation: Approve one-year renewal with Host Compliance for \$2,700. [Big Red Marketing]
- Fiscal Impact (GL 2104): Up to \$2,700.

5. Monthly Marketing Statistics Summary

- Recommendation: Receive and file February Marketing Statistics Report. [Verdin Marketing]
- Fiscal Impact: None.

6. Monthly Budget Report

- Recommendation: Receive and file January Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

C. UPDATES

1. Visit SLO CAL TMD Update – Chairperson Sohi
2. Destination Management Update – Big Red Marketing
3. City Business Update – City Manager’s Office

CI. BOARD MEMBER COMMENTS

CII. ADJOURNMENT

Atascadero Tourism Business Improvement District (ATBID)

WELCOME TO THE ATBID MEETING

The ATBID Advisory Board meets in regular session on the third Wednesday of each month at 2:30 p.m. Board meetings will be held at the Atascadero City Hall, 6500 Palma Avenue, Atascadero. Matters are considered by the Advisory Board in the order of the printed Agenda.

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 during City Hall business hours at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, and on our website, www.atascadero.org. All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA

Under the Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience wishing to speak concerning any item not on the Agenda to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Advisory Board.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is the time items not on the Agenda may be brought to the Advisory Board's attention. A maximum of 30 minutes will be allowed for PUBLIC COMMENT (unless changed by the Advisory Board). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in your printed copy.

TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Advisory Board will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Advisory Board regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Chairperson and Advisory Board
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Advisory Board.

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



DRAFT ACTION MINUTES

Wednesday, February 21, 2018 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Chairperson Sohi called the meeting to order at 2:30 p.m.

ROLL CALL:

Present: Board Member Brewer, Board Member Dawson, Board Member O'Malley, Vice Chairperson Alexander, and Chairperson Sohi.

Vacant: None.

Absent: None.

Staff Present: Destination Management Consultant Amanda Diefenderfer, Destination Management Consultant Angelica Ottman, Marketing Consultant Stephanie Sawyer, and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Chairperson Sohi to approve the agenda with the modification to discuss and vote on item B-5 prior to item B-1.

Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT:

None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – January 17, 2018

- Recommendation: Approve the Draft Action Minutes of January 17, 2018. [Big Red Marketing]

MOTION: By Vice Chairperson Alexander and seconded by Board Member Brewer to approve the consent calendar.
Motion passed 5:0 by a roll call vote.

B. BUSINESS ITEMS

Item B-5 was discussed and voted on prior to item B-1.

1. Z-Day California Car Show Event Update Presentation

- Recommendation: Receive and file event planning progress presentation on the 2018 Z-Day California Car Show. [SOCALZ]
- Fiscal Impact (GL 2802): None.

Tony Anaya of Z-Day California Car Show gave the presentation and answered questions from the Board.

Public Comment: Matt Dolman and Amanda Wittstrom-Higgins.

The Event Update Presentation was received and filed by the Board.

2. Tent City Marathon Event Update Presentation

- Recommendation: Receive and file event planning progress presentation on the 2018 Tent City Marathon. [Vitality Fitness]
- Fiscal Impact (GL 2802): None.

Victoria Hartt of Vitality Fitness gave the presentation and answered questions from the Board.

Board Member Dawson left the meeting at 3:33 p.m.

Public Comment: Jessica Sohi.

The Event Update Presentation was received and filed by the Board.

3. Central Coast Craft Beer Fest Event Update Presentation

- Recommendation: Receive and file event planning progress presentation on the 2018 Central Coast Craft Beer Fest. [Central Coast Brewers Guild]
- Fiscal Impact (GL 2802): None.

Matt Dolman of Central Coast Brewers Guild gave the presentation and answered questions from the Board.

Public Comment: Jessica Sohi.

The Event Update Presentation was received and filed by the Board.

4. Wine Speak Recap Presentation

- Recommendation: Receive and file event recap on 2018 Wine Speak event. [Rossi Foundation]
- Fiscal Impact (GL 2802): None.

Amanda Wittstom-Higgins with the Rossi Foundation and Ancient Peaks Winery gave the presentation and answered questions from the Board; during her presentation she handed out an in-depth 2018 Recap Report (Exhibit B), the program (Exhibit C), promotional postcard (Exhibit D) and promotional flyer (Exhibit E).

Public Comment: None.

The Event Recap Presentation was received and filed by the Board.

5. Goodway Group Digital Co-op Advertisement Opportunity with Visit SLO CAL

- Recommendation: Approve \$20,000 digital co-op advertisement opportunity with Visit SLO CAL. [Verdin Marketing]
- Fiscal Impact (GL 2502): \$20,000.

Marketing Consultant Sawyer gave the presentation. Destination Management Consultant Ottman provided additional insights regarding the budget. Sawyer and Ottman answered questions from the Board.

Public Comment: Jessica Sohi.

MOTION: By Board Member O'Malley and seconded by Chairperson Sohi to approve the recommendation to support a \$20,000 digital co-op advertisement opportunity with Visit SLO CAL pursuing placement with option A of both categories noted in the packet. Motion passed 5:0 by a roll-call vote.

Board Member O'Malley left the meeting at 4:28 p.m.

6. Monthly Marketing Statistics Summary

- Recommendation: Receive and file January Marketing Statistics Report. [Verdin Marketing]
- Fiscal Impact: None.

Marketing Consultant Sawyer gave the presentation and answered questions from the Board.

Public Comment: Jessica Sohi.

The Monthly Marketing Statistics Summary was received and filed by the Board.

7. Monthly Budget Report

- Recommendation: Receive and file December Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman gave the presentation and answered questions from the Board.

Public Comment: None.

The Monthly Budget Report was received and filed by the Board.

C. UPDATES

1. Visit SLO CAL TMD Update – Chairperson Sohi updated the Board that there was no Visit SLO CAL Board Meeting this month. The new Visit SLO CAL website launched.
2. Visit SLO CAL Marketing Committee Update – Deputy City Manager Banish updated that the Visit SLO CAL Marketing Committee will be meeting on March 13, to plan for the upcoming fiscal year. She is working with Visit SLO CAL to promote events through their website.
3. Short-term Rentals/Host Compliance Update – Deputy City Manager provided an update that Host Compliance continues to support efforts to identify lodging properties and help bring them into compliance.
4. Destination Management Update – Destination Manager Ottman updated that Ashlee Akers from Verdin Marketing will be attending IPW to represent Visit Atascadero. Big Red Marketing and other Visit Atascadero staff and contractors attended a Brown Act training. Ottman informed the Board that the destination management support for the March Board Meeting will be led by Destination Management Consultant Amanda Diefenderfer.
5. City Business Update – Deputy City Manager Banish provided a report on the recent update of the municipal code that will affect zoning for business types in Downtown Atascadero. Other updates included the town hall meeting regarding the Colony District Committee, new businesses opening in Atascadero, business development plans around Colony Square, a new bounce house business pursuing a location in the City, work with a consultant to enhance the El Camino Real corridor, and the addition of The Habit. Additionally, an update was provided on the Santa Maria Brewing project, local, Barbie Butz received the champion of the community award for the state, and the participation of the West Coast Winter Series skate competition held at the A-Town Skate Park. Finally, she recapped the past events that took place in Atascadero and upcoming events.
6. Marketing Committee Update – Destination Manger Ottman updated that there was no marketing committee meeting this month.

D. BOARD MEMBER COMMENTS

None.

E. ADJOURNMENT

Chairperson Sohi adjourned the meeting at 5 p.m.

MINUTES PREPARED BY:

Amanda Diefenderfer, Destination Management Consultant

- Exhibit A – Z-Day California postcard provided by Terrie Banish
- Exhibit B - Wine Speak Recap Report provided by Amanda Wittstrom-Higgins
- Exhibit C - Wine Speak Program provided by Amanda Wittstrom-Higgins
- Exhibit D - Wine Speak Postcard provided by Amanda Wittstrom-Higgins
- Exhibit E - Wine Speak Flyer provided by Amanda Wittstrom-Higgins
- Exhibit F - Host-Compliance spreadsheet provided by Terrie Banish

APPROVED:

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



**DRAFT ACTION MINUTES
SPECIAL MEETING AGENDA**

Friday, March 9, 2018 at 10:00 a.m.

Atascadero City Hall - 6500 Palma Avenue, Room 306
Atascadero, California

CALL TO ORDER:

Chairperson Sohi called the meeting to order at 10:02 a.m.

ROLL CALL:

Present: Board Member Brewer, Board Member Dawson, Board Member O'Malley,
and Chairperson Sohi.

Vacant: None.

Absent: Vice Chairperson Alexander.

Staff Present: Destination Management Consultant Amanda Diefenderfer, Destination
Management Consultant Angelica Ottman, Marketing Consultant Stephanie
Sawyer, Deputy City Manager/Outreach Promotions Terrie Banish
and Deputy City Manager/City Clerk Lara Christensen.

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Board Member
Brewer to approve the agenda.
Motion passed 4:0 by a roll-call vote.

A. BUSINESS ITEMS

**1. Dissolution of Temporary Finance Committee and Direction for Providing
Financial Information to Board**

• Recommendations:

1. Dissolve temporary ATBID Finance Committee created on January 17,
2018. [Big Red Marketing]

2. Discuss and provide staff direction to present additional information on a monthly or quarterly basis supporting Board understanding of the ATBID budget. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman presented information on the Temporary Finance Committee. Questions from the Board were answered by Destination Management Consultant Ottman, Destination Management Consultant Diefenderfer and Deputy City Manager Banish.

Public Comment: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Sohi to accept staff recommendation to dissolve the ATBID Finance Committee.
Motion passed 4:0 by a roll-call vote.

2. Dissolution of Marketing Committee and Direction for Addressing Time-Sensitive Promotional Opportunities

- Recommendations:
 1. Dissolve ATBID Marketing Committee. [Big Red Marketing]
 2. Discuss alternative means to respond to time-sensitive promotional opportunities. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman presented information on the Marketing Committee. Questions from the Board were answered by Destination Management Consultant Ottman, Destination Management Consultant Diefenderfer, Marketing Consultant Sawyer, Deputy City Manager Banish and Deputy City Manager/ City Clerk Christensen.

Public Comment: None.

MOTION:

- 1) **By Board Member O'Malley and seconded by Chairperson Sohi to dissolve the ATBID Marketing Committee and request staff recommendation of additional options at a future Board Meeting.**
Motion passed 4:0 by a roll-call vote.
- 2) **By Board Member O'Malley and Chairperson Sohi to delegate authority of the oversight of GL 2502 Reactive Advertising & Co-Ops to Big Red Marketing.**
Motion passed 4:0 by a roll-call vote.

- 3) **By Board Member Dawson and second by Board Member Brewer to direct staff to present a cost benefit analysis of a standing marketing committee at a future Board Meeting.**
Motion passed 4:0 by a roll-call vote.

B. BOARD MEMBER COMMENTS

Board Member O'Malley requested contractors review their existing contracts to confirm scope of work matches the current needs of the ATBID Board.

Chairperson Sohi asked for volunteers to serve as a marketing liaison to the contractors overseeing marketing spending. Board Member Dawson expressed interest and was appointed by Chairperson Sohi.

C. ADJOURNMENT

Chairperson Sohi adjourned the meeting at 12:16 p.m.

The ATBID Advisory Board adjourned to the next Regular Meeting on Wednesday, March 21, 2018 at 2:30 p.m.

MINUTES PREPARED BY:

Amanda Diefenderfer, Destination Management Consultant

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Wine Speak 2019 Event Sponsorship

RECOMMENDATION:

Approve a sponsorship of Wine Speak 2019 in the amount of \$15,000.

DISCUSSION:

Wine Speak “Paso Robles” is designed to be a premier event that will connect top sommeliers, local wine industry leaders and area hospitality employees for an intensive educational journey designed to benefit the entire region. The mission of Wine Speak is to target the highest-level key influencers in the wine business including sommeliers, trade and media, and frontline hospitality in the local community.

At the October 18, 2017, ATBID Board Meeting, Amanda Wittstrom Higgins from the Rossi Foundation presented a sponsorship request alongside an overview of the goals and marketing efforts for Wine Speak. Following the presentation, at the November 15, 2017 ATBID Board meeting, the Board moved to approve a \$10,000 sponsorship of Wine Speak.

Wine Speak took place January 8 – 11, 2018, at multiple venues. The ATBID support of \$10,000 was utilized to help offset the marketing costs to bring visitors to Atascadero for Wine Speak.

The second Wine Speak event is scheduled for January 8 – 10, 2019. Wine Speak 2019 will bring the highest level of attention to the city of Atascadero from a wine perspective. This event will keep Atascadero top of mind for all the top Paso Robles Wineries. Wine Speak Paso will host top media, wine buyers also host the most credible consumers. The success of the 2018 event will enable Wine Speak to attract a larger audience. The Pavilion on the Lake and City Hall have been reserved and the City is looking to renew their co-sponsored participation in this event.

The \$15,000 sponsor benefit includes the Visit Atascadero logo on the event website, signage at each tasting event, the PowerPoint and verbal mentions.

Below is an assessment of how these events align with the tiers of the ATBID Event Support Guidelines (attached for reference):

Wine Speak Paso Robles 2019

Anticipated Attendees: 1,000

Percent from outside of SLO County: 40%

Overnight stay: One – three nights

The number of attendees qualifies this event as a Tier 2, total support up to \$7,500. However, the percentage of attendees from outside the county and number of overnight stays could push this event to a Tier 1, total support up to \$15,000.

FISCAL IMPACT (GL 2802):

\$15,000. The Board approved a \$10,000 sponsorship of Wine Speak at the November 15, 2017 ATBID Board Meeting.

ATTACHMENTS:

1. Wine Speak 2019 Event Application
2. Wine Speak 2018 Event Recap Presentation



Dear Interested Organization,

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

We appreciate the efforts of our local community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received by 5:00 p.m. on Friday, September 30, 2017 to request support from the Atascadero TBID for events taking place in 2018. We strongly encourage you to apply within the time frame communicated; however, some applications may be considered outside this timeline but must be submitted at least 12 weeks in advance of funding deadline.** Unfortunately, we are unable to provide assistance for all events but please know each request will be considered thoroughly.

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

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

In addition to these requirements we consider the following factors:

1. Will event be held during off-season or mid-week?
2. Is event new or existing? If existing, how was previously awarded money spent?
3. Three-year growth plan
4. Attendee demographics
5. Fiduciary responsibility

Please submit application and all additional documents by email to Angelica Ottman at aott@bigredmktg.com in PDF format by 5:00 p.m. on Friday, September 30, 2017. You will receive a confirmation that we have received the application. We anticipate to have a final decision by November.

Thank you,
Angelica Ottman
Atascadero Tourism Business Improvement District



Event Support Application Form

Requesting Organization: Wine Speak Paso Robles (Non profit will be confirmed soon)

Contact: Amanda Wittstrom Higgins **Phone Number:** 805 440 9766

Email: amanda@apwinery.com **Mailing Address:** 22720 El Camino Real

City, State, Zip: Santa Margarita CA 93453

Name of Event: Wine Speak Paso Robles

Event Description: 4 day high end wine event targeting the most influential members of the wine community

Targeted attendees are: key wine media, Master Somms, national wine buyer and experts, and

Enthusiastic wine consumers.

Event Dates/Times: January 7,8,9,10 2019

Event Website: www.winespeakpaso.com

Total Anticipated Attendees: 1000 **% From Outside SLO County:** 40%

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

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

attendance numbers: see attached event recap

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? (See attached marketing plan)

Crowd Control Safety Plan:

All events will be ticketed, all attendees will be checked in and recieved badges, security guards will be on site for events over 75 attendees.

Will the event require an ABC Permit? Yes No

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

Support Requested (desired monetary amount or in-kind marketing support):
\$15,000 (fifteen thousand)

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

This event will bring the highest level of attention to the city of Atascadero from a wine perspective.

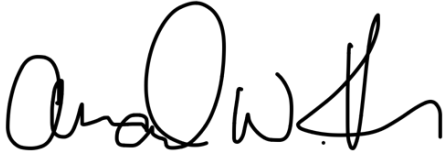
This will also keep Atascadero top of mind for all the TOP Paso Robles Wineries. Often times many people forget that Atascadero is in the HEART of the Paso Robles AVA. Wine Speak Paso allows the city of Atascadero to shine. Not only will this event host top media and wine buyers we also host the most credible consumers. The event prices are high comparativly to other events and because this event is mid week in January (not a high tourist period) that we are hosting guests that are very passionate. Qualifying the attendee is extremely important and we have targeted the very best. Also the success of the 2018 event will enable us to attract more people.

Additional Details:

This is a fantastic opportunity for Atascadero! From a wine tourism perspective, Atascadero
can prove that they are a serious player and terrific city located in the heart of the
Paso Robles AVA!

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

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

Applicant Signature 

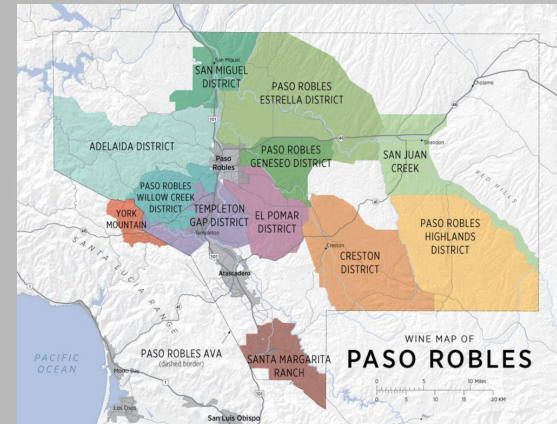
Amanda Wittstrom Higgins, Co Founder, Wine Speak Paso



2018 WINE SPEAK RECAP REPORT

JANUARY 9-11TH, 2018 | ATASCADERO, CA

EVENT OVERVIEW



TEN
EVENTS
WERE HELD
IN THE
HEART OF
PASO
ROBLES AVA

EVENT VIDEO



<https://youtu.be/5RQCdrugfvg>

EVENT OVERVIEW

- We sold out of all events a week before the event
- Sommeliers, media, and consumers have inquired about attending the 2019 event
- We had attendees from Australia, Wisconsin, Washington, Virginia, Maryland, Georgia, Massachusetts and Hawaii
- Earned media highlights: *The Tasting Panel*, *The SOMM Journal*, *The Clever Root*, *The Krush Radio*, *Kjug Radio*, *Wine Industry Advisor*, *Travel Paso*, *Paso Robles Daily News*, *Wine Business Blog*, and *Guild Somm*.

THE **tastingpanel**
MAGAZINE

THE **SOMM** JOURNAL

the **clever root**
fruit. flower. farm. leaf

THE **krush**
92.5 • THE PERFECT BLEND

WIN **WINE**
INDUSTRY
NETWORK
THE Business Resource For The Wine Industry

WINE BUSINESS MONTHLY

PASO
PASO ROBLES, CA

GUILDSOMM

EVENT OVERVIEW

ATTENDANCE STATS

Wine Speak attracted the **highest caliber attendees** and key influencers within the wine industry.

- 605 Trade & Media Attendees Checked in
 - 35% of these attendees were from out of the area.
- 134 Public Attendees Checked in
- 739 Attendees Total

PRE EVENT PRINT MEDIA

Community and Camaraderie on the Central Coast,
The Tasting Panel Magazine, December 2017, page 86

Community and Camaraderie on the Central Coast,
The Somm Journal, December 2017, page 42

Cultivating Community, Exclusive Wine Speak Paso Robles
Event Aims to Expand Palates and Knowledge
The Clever Root, December 2017

EVENT OVERVIEW

PARTICIPATING WINERIES



SOCIAL MEDIA SAMPLING

Wine Speak Paso Robles
Published by Christine Curtis · November 9, 2017 · 10
Somm Spotlight: **RENEE AWANA**
YES, the legend is coming to the Central Coast!!!
FRED DAME, Master Sommelier brings an impressive blend of experience, expertise and enthusiasm to the world of wine and cuisine. He is the first American to have earned his President of the Court of Master Sommeliers Worldwide and assists restaurateurs and hoteliers in developing their wine programs in his role as Vice-President of Freemag Accurates, American Wine & Spirits of California. He is currently the President of the Guild of Sommeliers Education Foundation.
Dama's ability to transmit his passionate interest in wine make him a natural teacher. COME SEE HIM AT WINE SPEAK!!!
www.winespeakpasorobles.com

Wine Speak Paso Robles
Published by Christine Curtis · November 16, 2017 · 10
SPEAKER SPOTLIGHT: **RENEE AWANA**
Renee is the Managing Director of Product Development at Hawaiian Airlines, and is responsible for creating and implementing strategies for all aspects of the guest experience onboard. Her key focus is exceptional in-flight hospitality and ensuring "our guests' vacations begin the moment they board the aircraft." This means not only bringing the sights, sounds, and tastes of Hawaii onboard, but more importantly, building and fostering meaningful...
See More

Wine Speak Paso Robles
Published by Christine Curtis · December 16, 2017 · 10
COMING TOGETHER & COLLABORATING — the goal to learn from each other. #WINEINDUSTRYNETWORK #WINE SPEAK PASO ROBLES #WINEINDUSTRYJOBS

Wine Speak Paso Robles
Published by Christine Curtis · December 16, 2017 · 10
Introducing "Wine Speak Paso Robles" an Intimate Gathering of Master Sommeliers, Wine Industry Leaders and Hospitality Professionals
Hearst Ranch Estate Winery Public Wine Tasting on January 19
General Coast, CA. A multi-faceted dist of master sommeliers, wine industry

Wine Speak Paso Robles - Industry Summit, January 9-11
Wine Speak Paso Robles is a summit bringing together sommeliers, winemakers, hospitality professionals, and other wine industry leaders for learning, sharing insights and experiences, camaraderie, and collaboration. Co-founded by MS Chuck Furuya and Amanda Wittstrom Higgins of Ancient Peaks Winery, the event will include interactive seminars, tastings, wine yard visits, and more. Among the presenters are Master Sommeliers Fred Dame, Nunzio Alioto, Greg Harrington, and Chuck Furuya, plus notable winemakers including Justin Smith (Saxum), Matt Dees (Jonata), and Adam Tolmach (Opal).
The summit will take place from January 9 to 11 in Paso Robles. You can sign up for just one seminar, or the whole event!

SOCIAL MEDIA SAMPLING

Wine Speak Paso Robles is with Amanda Wittstrom Higgins and Chuck Furuya
Published by Christine Curtis '17 · January 8 at 8:25am · @winespeakpaso

We are OFFICIALLY SOLD OUT of all tickets! 🎉 Who was lucky enough to get their hands on some tickets?? We couldn't be more happy with the energy and support we've got through planning this event. We are so excited for next week! #winespeakpaso #pasorobles #pasowine #centralcoast #foodies

SOLD OUT

Wine Speak Paso Robles is with Chuck Furuya
Published by Christine Curtis '17 · December 4, 2017 · @winespeakpaso

CHECK OUT this amazing line up for Wine Speaks Grand Tasting!! Owners or winemakers will be pouring their top three wines at the Grand Tasting on January 10th. Don't Miss. Out... See More

Liquid Lunch w/ Wine Speak Paso, Amanda Wittstrom Higgins, Matt Trevisan, Greg Cherry, and Shane Jackson

3,854 people reached

Hollie Wogon · 15 What about Mike Sino? Failed to mention an amazing Winemaker! Like · Reply · 0

Cery Ingram · 56:37 Love lime Colindo still have a bunch from 03_04_05!! Like · Reply · 0

View 2 more comments

EBLAST SAMPLING - CONSUMER

BIGGEST. SALE. EVER.
TODAY ONLY

CYBER MONDAY SALE! ENJOY 25% OFF TICKETS!!
Enter "CYBERMONDAY" at checkout to receive discount.

WINE SPEAK PASO ROBLES
JANUARY 9th-11th, 2018

Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and enthusiasts together for premier tastings. Give the ultimate gift to the special wine lovers in your life. **purchase tickets now!**

GET TICKETS

A special invitation...

WINE SPEAK PASO ROBLES
JANUARY 9th-11th, 2018

Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and professionals together for an educational journey. Join us in bringing Paso Robles wine region to new heights!

GET TICKETS

WHO IS POURING
Our Grand Tasting Event will include select wineries from our region. A few are listed below and much more!

LIMNE CALADO, DAOU, DENNER, TABLAS CREEK, VILLA CREEK, BOOKER, ANCIENT PEAKS, SAXUM, CLESI, SOLENE, SEVEN OAKEN

EVENT DETAILS

Introducing an exclusive wine event...
JANUARY 9TH-11TH 2018

WINE SPEAK
PASO ROBLES CALIFORNIA

Wine Speak Paso Robles is a premier wine event happening on the Central Coast! This is the ultimate gift. **purchase tickets now!**

GET TICKETS

EVENT DETAILS

"TASTE OF PASO ROBLES" GRAND TASTING
JAN 10th, 6-9pm
COST: \$85

Location: The Arcadia Lakes Pavilion

AVERAGE OPEN RATE: 22.3%

SOCIAL MEDIA SAMPLINGS

Wine Speak Paso Robles is with Amanda Wittstrom Higgins and Chuck Furuya
Published by Christine Curtis '17 · January 8 at 8:25am · @winespeakpaso

Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and professionals together for an educational journey. Join us in bringing Paso Robles wine region to new heights!

3,854 people reached

Wine Speak Paso Robles is with Amanda Wittstrom Higgins and Chuck Furuya
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3,854 people reached

EBLAST SAMPLING - TRADE

A LITTLE GIFT, LOTS OF CHEER

WINE SPEAK

Need a stocking stuffer or another gift under the tree? Give the ultimate gift - a premier wine experience.

TICKETS ARE SELLING FAST! GRAB YOURS NOW!

GET TICKETS

ABOUT

A wine event you don't want to miss...

WINE SPEAK PASO ROBLES
January 9th-11th, 2018

Wine Speak Paso Robles is a premiere industry summit that brings sommeliers, wine industry leaders and hospitality professionals together for a three-day educational journey. Join Master Sommelier Chuck Furuya and his peers as they steer winemaker seminars, hospitality classes, wine tastings and special vineyard excursions—all designed to advance professional collaboration, knowledge and performance throughout the wine industry.

GET TICKETS NOW

Introducing an exclusive wine event...
JANUARY 9TH-11TH 2018

WINE SPEAK
PASO ROBLES CALIFORNIA

Wine Speak Paso Robles is a premier wine event happening on the Central Coast! Tickets are selling fast. **purchase tickets now!**

GET TICKETS

AVERAGE OPEN RATE: 29.5%

EBLAST SAMPLING - HOSPITALITY

A special invitation...



WINE SPEAK PASO ROBLES HOSPITALITY EXPERIENCE
January 11th, 2018
PROFESSIONAL DEVELOPMENT SEMINARS BY LOCAL HOSPITALITY

GET TICKETS

Wine Speak's hospitality development seminars are designed to empower local winery, restaurant and hotel employees with essential professional skills and knowledge. These seminars will be led by an all-star cast of master sommeliers, wine directors and hospitality executives.

COST: \$150 for the entire day
Lunch is not included. Food truck items will be available for purchase.

SPECIAL APPEARANCES

*So You Want To Be a Wine Professional?
Don't miss this event...*



WINE SPEAK PASO ROBLES HOSPITALITY EXPERIENCE

BIGGEST. SALE. EVER.
TODAY ONLY



CYBER MONDAY SALE!! ENJOY 25% OFF TICKETS!!
Enter "CYBERMONDAY" at checkout to receive discount.

WINE SPEAK PASO ROBLES JANUARY 9th-11th, 2018

Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and enthusiasts together for premier tastings. Give the ultimate gift to the special wine lovers in your life, **purchase tickets now!**
(Space is limited)

GET TICKETS

AVERAGE OPEN RATE: 27.8%

PRINT CAMPAIGNS - PUBLIC

9,000 CIRCULATED THE COUNTY



PROGRAM DETAILS

DATES
JANUARY 9th-11th, 2018

ABOUT WINE SPEAK PASO ROBLES
Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and enthusiasts together for premier tastings and collaborations.

WHO SHOULD ATTEND
Anyone who loves wine and wants an exclusive wine experience.

EVENT	DATE	COSTS
"BYOB" Causal Kicks Night	Jan 9th 6-9pm	\$75
"Taste of Paso Robles" Grand Tasting	Jan 10th 6-9pm	\$85
Professional Hospitality Seminars	Jan 11th 9am-4pm	\$150

WHO IS POURING
Our Grand Tasting Event will include select wineries from our region. A few are listed below and more!



EBLAST

Our templates were used to and shared by the following partners:

BREAKAWAY TOURS
and Event Planning



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE



And several participating wineries.

PRINT CAMPAIGNS - HOSPITALITY

3,000 CIRCULATED THE COUNTY



DAY THREE - HOSPITALITY
THURSDAY, JANUARY 11TH, 2018

PROFESSIONAL DEVELOPMENT SEMINARS FOR LOCAL HOSPITALITY

Wine Speak's hospitality development seminars are designed to empower local winery, restaurant and hotel employees with essential professional skills and knowledge. These seminars will be led by an all-star cast of master sommeliers, wine directors and hospitality executives.

COST: \$150 for the entire day
Lunch is not included. Food truck items will be available for purchase.

"If your company is trying to develop a talented team, improve your customer experience, and drive more revenue this is the event for you!"
- Amanda H. Hagan, Regional Sales Director at Ancient Peaks Winery

SCHEDULE	SPECIAL APPEARANCES
ABC's for Tasting Beers, Spirits and Restaurant Servers January 11, 9:30 am to 1:30 pm *Wine Intended*	FRED DAME VP, Vice President of Package Accounts at American Wine & Spirits, Chairman of The Board of Gralipasso
"So You Want to Be a Wine Professional?" Seminar January 11, 1:30 pm to 3:30 pm	CHUCK FURLIVA VP, Partner of DR Restaurants (Paso Robles, Arroyo)
The Philosophy of Aloha: Building a Great Customer Service Culture Seminar January 11, 3:30 pm to 4:30 pm	RENEE AWANA Business Advisor, Managing Director, Product Development

HAWAIIAN BIRLINES

LEARN MORE AT WWW.WINESPEAKPASO.COM EMAIL: INFO@WINESPEAKPASO.COM TEL: 805.365.7745

PRINT CAMPAIGNS - TRADE

4,000 CIRCULATED THE COUNTY

WWW.WINESPEAKPASO.COM

PROGRAM DETAILS

DATES
JANUARY 9th-11th, 2018

ABOUT WINE SPEAK PASO ROBLES

WHO SHOULD ATTEND

COSTS (per person)

200+ WINE TASTED	4 WINE TASTING SOMMELIERS	3 WINE TASTING DAYS	1 WINE TASTING LOCATION
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EVENT HIGHLIGHTS

SPECIAL APPEARANCES

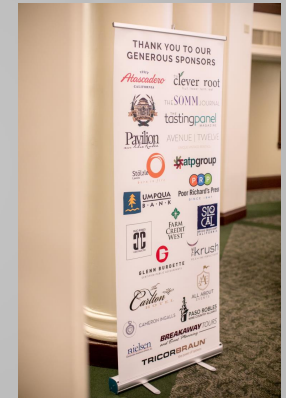
COMMUNITY, CAMARADERIE, COLLABORATION

LEARN MORE AT WWW.WINESPEAKPASO.COM EMAIL: INFO@WINESPEAKPASO.COM TEL: 800.365.9746

SPONSORSHIP EXPOSURE



- Sponsorship signage flanked every entrance, panel, and tasting event.
- Power point played during every seminar
- Several verbal mentions throughout the event



PRINT CAMPAIGNS - SUMMARY

WINE SPEAK
PASO ROBLES
CALIFORNIA

COMMUNITY, CAMARADERIE & COLLABORATION

WWW.WINESPEAKPASO.COM

EACH TRADE ATTENDEE RECEIVED AN EVENT BROCHURE



IMAGE HIGHLIGHTS



IMAGE HIGHLIGHTS



IMAGE HIGHLIGHTS



IMAGE HIGHLIGHTS



IMAGE HIGHLIGHTS



COMMENTS FROM ATTENDEES

"Wow, this place is gorgeous. They should do events like this more often."

- Grand Tasting Winery Attendee

"I need to come back to Atascadero and write about this place!"

- Matt Kettman, Wine Enthusiast



"Down town Atascadero is awesome. I want to open a restaurant here. I met with a realtor last night!"

- Restaurateur from Clovis, CA

"This is the best tasting event we have ever been to in the AVA."

- Every producer I spoke to!

MEDIA COVERAGE

POST EVENT

"Central Coast, CA—The recent inaugural "Wine Speak Paso Robles" event is being hailed as a success by both attendees and organizers. A repeat performance is now in the works for January 8-10 of 2019."



MEDIA COVERAGE

POST EVENT THE SOMM JOURNAL

"At the first SOMM Journal media event of the year, Paso Speak Founder Amanda Wittstrom-Higgins did a spectacular job of uniting some of the most sought-after winemakers."

-Meridith May

"It's meaningful to us to be a part of these events, not just "cover" them as another media outlet. It's this sense of partnership that inspires us to bring them to life in print and share the experiences with our readers. We couldn't possibly write about all the events we're asked to attend, but we are wholly committed to documenting those with which we are truly and integrally connected."

- Meridith May

THIS ARTICLE WILL GO OUT IN THE FEB/MAR 2018 TASTING PANEL AND SOMM JOURNAL EDITIONS.

{ letter from the managing editor }



Amanda Wittstrom-Higgins, Founder of Wine Speak Paso, is also VP of Operations for Ancient Peaks Winery. She is pictured with SOMM Journal Publisher/Editorial Director Meridith May and Managing Editor Anne "Sally" Chittenden. The advertisement award successfully conveyed winemakers, wine educators, and wine lovers.

Taking Our Role as Media Partner to the Next Level

BRIGHT AFTER THE HOLIDAYS: Managing Editor Jesse "Jack" Brinckbach and I left off to the Central Coast to join the group from **Wine Speak Paso**—a new initiative to unite wine-loving professionals and winemakers together for some awesome wine adventures.

At the first SOMM Journal media event of the year, Paso Speak Founder Amanda Wittstrom-Higgins, who also serves as VP of Operations for Paso Robles winery Ancient Peaks, did a spectacular job of uniting some of the most sought-after winemakers (a Justin Smith of Saturn, Andy Papp and Bruce Noyes) with Master Sommeliers (including Paso Speak Co-Founder Chuck Furuya, wine educator Fred Dennis, Harlan Adams, and Greg Harrington, as well as The SOMM Journal's Randy Quaresima).

We'll have more on this event in our April issue, but we are thrilled to launch into 2018 with a series of other adventures on our calendar for the new year. We hope to see you in Santa Barbara for **World of Pinot Noir** (April 11-13), in Napa for the **Global Grapes Summit** at the Culinary Institute of America at Copia on April 23-24, in Paso Robles for the **Wine & Spirits Wholesalers of America 15th Annual Convention & Exposition** (May 1-4), and in the wine education seminar **Cru Artisan College** will also return for another impressive series of events in Denver, New Orleans, and Napa—we will keep you posted through social media and online updates, but it would be most helpful if you can send me your contact information via email at meridith@sommsjournal.com so we can get you on the invite list. The 3-day seminar and tasting are coming up May 14-18.

It's wonderful to be a part of these events, not just "cover" them as another media outlet. It's this sense of partnership that inspires us to bring them to life in print and share the experiences with our readers. We couldn't possibly write about all the events we're asked to attend, but we are wholly committed to documenting those with which we are truly and integrally connected.

Meridith May

4 | THE SOMM JOURNAL | FEBRUARY/MARCH 2018

MEDIA COVERAGE

POST EVENT

"Wine Speak Paso Robles was an important event because it brought professionals to the region while also looking at wines outside the region. Not only did it enhance our palates to understand the nuances of Cabernet and Syrah in the old and new worlds, but it further fortified Paso Robles's place in the global wine arena."

- Meridith May, publisher and editor of The Tasting Panel and The SOMM Journal magazines.

THE SOMM JOURNAL



TRADE COMMENTS

POST EVENT

"I am not one who attends these type of events because usually is very little to learn. However Wine Speak was different because it allowed someone who is in the business to see first hand wine producers discuss their philosophy's on producing their style of wines."

-Nunzio Alioto, MS, Former Chairman of the Court of Master Sommeliers



SURVEY RESULTS

GRAND TASTING ATTENDEES

How would you rate the grand tasting on a scale from 1-5? (5 being best)

-Weighted Avg: 4.53 out of 5

Would you attend this event again?

-98% said yes

*Survey Data results as of 2.1.18

TRADE COMMENTS

POST EVENT

"I thought the event was so important because it brought together all of the different sides of our industry under one roof. I found the event to be incredibly well organized and thoughtful in its approach, with lots of good conversation." - Matt Dees, Winemaker at Jonata

JONATA

"Spending a day in the hospitality seminars led by our industry's best has given me a renewed sense of excitement about what I can contribute—not only to our winery, but to the community as a whole."

- Melissa Swanson, Sales and Marketing director for Alta Colina Winery



SURVEY RESULTS

GRAND TASTING COMMENTS

A survey was sent out to all participants of the Grand Tasting on January 10th, 2018. Anonymous responses.

"The opportunity to meet and to taste great wines made by some of the most gifted and talented people on our planet."

"The quality and number of the participating wine and food vendors was outstanding. The number of attendees was limited enhancing accessibility to vintners during the entire event."

"Having the winemakers there to answer questions, obscure wines to taste and the super-premium brands available."

"Ability to access some hard to come by cult wines and ease of accessing everything because of smallish number of people attending. Food options plentiful and good."

"It may have been the finest wine tasting event ever held on the central coast. It proved without a doubt these wines are second to none."

SURVEY RESULTS

WINE MAKING SEMINARS

Do you feel like the seminars were worth your time and investment?

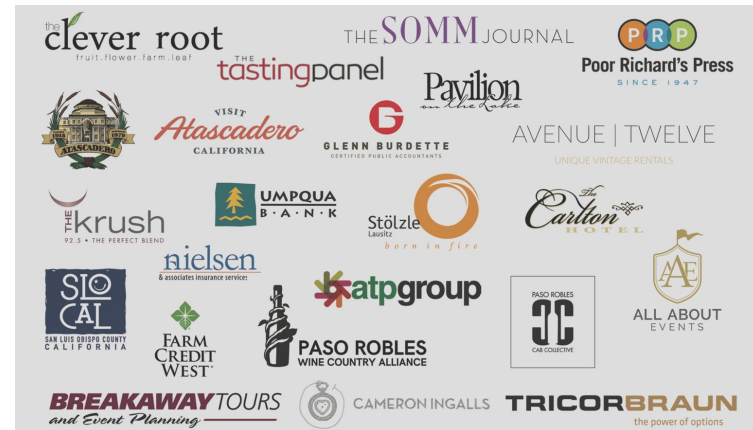
- 100% said yes

Did you travel from out of the area to attend Wine Speak?

- 34% said yes

*Survey Data results as of 2.1.18

SPONSORS



SURVEY RESULTS

HOSPITALITY SEMINAR COMMENTS

A survey was sent to all hospitality day attendees asking for comments. Anonymous responses.

"You created magic in the last session about aloha. From the moment we entered the room, we felt the aloha spirit and learned how to change our operations for better hospitality."

"I enjoyed all of it! It was inspiring to hear each of these professionals speak so humbly about their sector of the industry."

"Honestly~ the presentation was BEAUTIFUL. I really enjoyed the content and service direction the teachers spoke about and displayed. It really showed what hospitality as a WHOLE is all about (whether you are with wineries, restaurant, or hoteliers)."

2019 PLANNING

SAVE THE DATE!
WINE SPEAK 2019
JANUARY 8-10TH.
2019

THANK YOU FOR ALL YOUR SUPPORT





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Templeton Tennis Ranch Events Presentation

RECOMMENDATION:

Discuss and provide staff direction on potential sponsorship of Templeton Tennis Ranch Events.

DISCUSSION:

The Templeton Tennis Ranch's Mama Loves Pickleball Tournament is a new event that will take place May 12 – 13, 2018, from 9am – 5pm. The number of anticipated attendees is between 200 – 250 people with 50% from outside SLO County. The Templeton Tennis Ranch plans to grow this event in September where 95% of the attendees will be from out of the area.

The Templeton Tennis Ranch's 2018 Central Coast Pro Tennis Open is a USTA pro-circuit \$60,000 women's professional tennis tournament, which is one of 90 pro-circuit events in the United States. This event will take place September 23 – 30, 2018, with an expected 1,500 attendees, 25% of which are out of the area.

Below is an assessment of how these events align with the tiers of the ATBID Event Support Guidelines:

1. Mama Loves Pickleball Tournament
Anticipated Attendees: 200 - 250
Percent from outside of SLO County: 50%
Overnight stay: Possibly one night
Qualifies for Tier 3, total event sponsorship support up to \$500
2. 2018 Central Coast Pro Tennis Open
Anticipated Attendees: 1,500
Percent from outside of SLO County: 25%
Overnight stay: Multi-night stay
Qualifies for Tier 2, total event sponsorship support up to \$7,500

Following discussion and direction to staff at March 21, 2018, Board Meeting, staff will present a recommendation at April 18, 2018, ATBID Board Meeting.

FISCAL IMPACT (GL 2802):

None. Total requested amount for sponsorships is \$8,000 - \$500 for Mama Loves Pickleball and \$7,500 for the 2018 Central Coast Pro Tennis Open.

ATTACHMENTS:

1. Mama Loves Pickleball Tournament Event Application
2. 2018 Central Coast Pro Tennis Open Application
3. Mama Loves Pickleball Tournament Event Presentation
4. 2018 Central Coast Pro Tennis Open Event Presentation



Event Support Application Form

Requesting Organization: TEMPLETON TENNIS RANCH

Contact: RALPH GOERING Phone Number: 661-900-3406 (DIRECT)

Email: ralphottt@tennis.com Mailing Address: 345 CHAMPIONSHIP LANE

City, State, Zip: TEMPLETON, CA 93465

Name of Event: MAMA LOVES PICKLEBALL TOURNAMENT

Event Description: TWO-DAY ROUND ROBIN DOUBLES PB TOURNAMENT

Event Dates/Times: MAY 12 & 13, 2018 PLAY STARTS AT 9:00 AM
THRU 5:00 PM

Event Website: WWW.TRTENNIS.COM

Total Anticipated Attendees: 200-250 % From Outside SLO County: 50%

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

If this event has taken place previously, please provide historical data including attendance numbers: _____

WE HOPE TO MAKE THIS AN ANNUAL EVENT.

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? WE ARE WORKING WITH A PROTRINAT PIS ORGANIZER - PICKLEBALL IS GREAT. HIS WEBSITE WILL CARRY OUR EVENT (WWW.PICKLEBALLISGREAT.COM), AND THE ATASCADERO PICKLEBALL CLUB.

Crowd Control Safety Plan:

NORMAL CROWD CONTROL.

Will the event need an ABC Permit? Yes No WE HAVE A BEER/WINE LICENSE.

Has a City permit been issued for your event or have contracted the venue for your event date? Yes No NO PERMIT REQUIRED.

Support Requested (desired monetary amount or in-kind marketing support): \$500

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

IT WILL BRING VISITORS TO THE AREA AND WILL BENEFIT LOCAL HOTELS, RESTAURANTS & SERVICES.

Additional Details:

THIS EVENT IS A TEST RUN ON TTR HOSTING THIS
SIZE OF EVENT. A WESTERN REGIONAL PB ATASCADERO
EVENT IS BEING PLANNED FOR SEPTEMBER. IT
WILL BE LARGER AND UP TO 95% OF THE ATTENDEES
WILL BE FROM OUT OF THE AREA (ALASKA, HAWAII, ETC.)
WE NEED LOCAL SUPPORT TO HOST THESE EVENTS.

*****Please include a detailed event budget and feel free to attach additional information for consideration.**

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

Applicant Signature 
FEB. 12, 2018

ITEM NUMBER:

B-2

DATE:

03/21/18

ATTACHMENT:

1

Templeton Tennis Ranch

"MAMA LOVES PICKLEBALL TOURNAMENT"

May 12 and 13, 2018

Revenues:	Price PP	Players	
Registration early	\$20	160	\$3,200
Registration - late	\$40	40	\$1,600
Event Fee	\$10	200	\$2,000
Snacks	\$2	100	\$200
Lunch - Saturday	\$9	125	\$1,125
Lunch - Sunday	\$9	125	<u>\$1,125</u>

Total anticipated revenues **\$9,250**

Costs:

Payment to organizer		\$3,000
TTR Labor		\$1,800
Water/Ice		\$300
Awards		\$100
Additional Insurance		\$250
Court cleaning/maintenance		\$1,000
Food costs and labor		\$1,960
Marketing/website update		\$200
To Atascadero PB Club (on site organization)		\$800

Total estimated costs **\$9,410**

Net income/(loss) **-\$160**

Estimated room nights

100 persons - 2 nights, double occupancy		
	50 rooms times 2	100
	Average costs	\$200

Estimated local hotel revenues **\$20,000**

Estimated dinner revenues	100 times \$15	\$1,500
	two nights	\$3,000



Event Support Application Form

Requesting Organization: TEMPLETON TENNIS RANCH

Contact: RALPH GOEHRING Phone Number: 661-900-3406 (DIRECT)

Email: ralph@ttrtennis.com Mailing Address: 345 CHAMPIONSHIP LANE

City, State, Zip: TEMPLETON, CA 93465

Name of Event: 2018 CENTRAL COAST PRO TENNIS OPEN

Event Description: A USTA PRO CIRCUIT - \$60,000 WOMEN'S PROFESSIONAL TENNIS TOURNAMENT. THIS IS ONE OF 90 PRO CIRCUIT EVENTS IN THE U.S.

B FULL DAYS
Event Dates/Times: SEPT. 23 - 10:00AM - FINISHES ON SEPT. 30 - NOON

Event Website: WWW.TTRTENNIS.COM & WWW.TTRPROTENNIS.COM

Total Anticipated Attendees: 1,500 % From Outside SLO County: 25%

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

If this event has taken place previously, please provide historical data including attendance numbers: 2017 WAS OUR FIRST YEAR. WE HAD 1,200+ ATTENDANCE OVER THE B DAYS. WE ESTIMATE OVER 200 ROOM NIGHTS OCCURRED.

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? WE WILL SIGNIFICANT IN-KIND

ADVERTISING: PRINT, RADIO, TV & SOCIAL MEDIA. WE WILL SPECIFICALLY TARGET SOUTHERN CALIFORNIA & NEVADA THROUGH "INSIDE TENNIS" MAGAZINES. WE WILL UTILIZE OUR WEBSITE & SLO CAL ALSO.

Crowd Control Safety Plan:

AS ATTENDANCE IS SPREAD THROUGH THE WEEK, CROWD CONTROL WAS NOT AN ISSUE. WE DO HAVE STAFF TO ASSIST.

Will the event need an ABC Permit? Yes No WE HOLD A BEER/WINE LICENSE.

Has a City permit been issued for your event or have contracted the venue for your event date? Yes No NO ADDITIONAL PERMITS NEEDED.

Support Requested (desired monetary amount or in-kind marketing support): \$7,500
& IN KIND MARKETING. CASH IS THE MOST CRITICAL.

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


VIRTUALLY ALL OF OUR PLAYERS, THEIR COACHES & FAMILIES WERE NEW TO CENTRAL CALIFORNIA. THIS BY ITSELF IS OVER 100 PERSONS EXPERIENCING OUR AREA FOR THE FIRST TIME - THEY REPRESENTED ~~SEVERAL~~¹⁸ COUNTRIES AND 24 STATES (NON-CALIFORNIANS). ADDITIONALLY, WE WILL BRING IN VISITORS FROM SO. CAL. & THE VALLEY TO WATCH THESE PROFESSIONALS. THIS TOURNAMENT WILL BENEFIT MANY LOCAL BUSINESSES.

Additional Details:

THE USDA PROVIDED \$17,000 IN ADDITIONAL SUPPORT LAST
YEAR (BEING OUR FIRST YEAR) THAT WE MUST RAISE
THIS YEAR WE LEARNED A LOT LAST YEAR AND EXPECT
WON'T ATTENDERS THIS YEAR. (WE NEED
SIGNIFICANT LOCAL SUPPORT TO RETURN THIS HIGH-PROFILE
EVENT.

*****Please include a detailed event budget and feel free to attach additional information for consideration.**

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

Applicant Signature 
Feb. 12, 2018

TTR - Host of \$60,000 Women's
 2018 Pro Circuit Tournament
 Event Budget - Based on 2017 Event

Costs

Prize Money	\$60,000	
Officials Fees	\$18,500	
Officials Housing	\$16,000	
Food - Officials, ball kids, volunteers	\$2,300	
Liability Insurance	\$2,500	
Towels/sheets	\$600	In kind by SpringHill Suites
Water	\$500	
Player food (bananas, bagels, etc.)	\$300	In Kind by House of Bagels
Sponsor Player Party	\$2,800	\$500 in kind by Cahoots Cat
Sponsor Banners	\$1,000	
Advertising Inside Tennis	\$550	
Advertising TCSD - Banners Main St.	\$250	
Advertising New Times	\$600	
Trophies	\$250	In kind by KJONs
Printing Programs	\$1,400	\$100 in kind by Color Craft

Subtotal **\$107,550**

TTR Costs

Personnel	\$6,720	
Volunteer support	\$500	
Community Liaison	\$500	
Light bulbs and changing	\$800	
Cleaning	\$800	
Bleachers/seating/shade	\$500	
Sound/Lighting	\$800	
Press Aide Fees & Housing	\$400	Scott to House
Stringer Housing	\$0	Scott to House
Ice	\$100	
Country Flags & Set up	\$300	
Transportation - Vehicle rental/Fuel	\$1,100	Donated

Total **\$12,520**

Grand Total **\$120,070**

Revenue

USTA Funded Prize Money	\$48,000	
Entry fees	\$2,300	
Stringing - net to TTR	\$300	
Pro-Am - net after player cost	\$1,000	(\$150/player; \$50 to pro)
Food sales - net	\$1,200	
Beer sales - net	\$800	
Wine sales - net	\$450	
Program Advertising	\$250	Cal Poly Tennis
Program Advertising	\$750	Others?
Wine 50 bottle ticket sales (TTR share)	\$1,000	
Possible USTA Grant	\$3,000	Cash RG
Ticket Sales	\$5,000	
Total Revenue	\$64,050	

Net Loss \$56,020

Sponsors (Assumes exact same as 2017)

	Cash	In Kind
Tenet Health	\$5,000	Cash RG
TW	\$2,500	Cash RG/SC
J Dusi		\$500 In-Kind RG
Tiebreaker Brewing Co	\$4,200	In-kind SC
SCTA	\$2,500	Cash SC
Lindamar	\$2,500	Cash RG
Opolo	\$0	?
K Jons	\$250	In Kind SC
Medina Light Show Designs		\$3,000 In Kind RG
Simply Clear Marketing & Media		\$2,500 In Kind FC
San Luis Obispo Tribune		\$5,000 In Kind FC
SLO CAL		\$2,500 In Kind RG
New Times/Sun		\$500 In Kind RG
Osborn Insurance Services	\$1,000	Cash RG
San Luis Sports Therapy	\$1,000	Cash FC
Paso Chevrolet	\$1,000	Cash RG/SC
Wells Fargo Bank	\$1,000	Cash RG
Coast Hills Credit Union	\$1,000	Cash RG
Mike Peeples Photography		\$2,500 In Kind SC
Tolusa Wines		\$1,000 In Kind RG
Pier 46 Restaurant	\$500	Cash and In Kind RG
Head	\$0	?
David Bolivar	\$500	Cash RG
Designs in Life	\$500	Cash RG
La Bellasera Hotel & Suites	\$500	Cash RG

ITEM NUMBER:
DATE:
ATTACHMENT:

B-2
03/21/18
2

Bland Solar & Air	\$500	Cash CF
SpringHill Suites - towels	\$600	In kind RG
The Blueprinter & Graphics		\$500 In Kind RG
Marc Eisemann - The Contractor	\$500	Cash RG
Morro Creek Ranch		\$200 In Kind RG
House of Bagels	\$250	In Kind RG
Cahoots Catering Co.		\$500 In Kind FC
Gasperson - vehicle usage	\$1,000	In Kind SC
Friends		
Breytenbachs	\$200	Cash RG
Threadcraft Embroidery	\$100	Cash RG
Phil Keohen	\$250	Cash RG

Total Sponsorship Committed **\$27,350** **\$18,700**

Estimated Sponsorships Required **\$28,670**

Official housing savings estimate **\$10,800**

CURRENT DEFICIT **\$17,870**

Local Sports

First ever professional tennis tournament being held in Templeton

Central Coast Pro Tennis Open runs through Sunday

By:

Dave Alley (<http://www.keyt.com/meet-the-team/dave-alley/49183470>)

✉ (<mailto:davealley@kcoy.com>)

f (<https://www.facebook.com/dave-alley-keyt-kcoy-kkfx-1634761250107839/>)

🐦 (<https://twitter.com/kcoydave>)

Posted: Sep 28, 2017 03:38 PM PDT

Updated: Sep 28, 2017 09:23 PM PDT



TEMPLETON, Calif. - The Central Coast is serving up something different this week on the local sports scene, the inaugural Central Coast Pro Tennis Open.

"It's professional tennis," said tournament director Ralph Goehring. "It's a women's \$60,000 prize purse and we have about 80 women from all over the world, representing about 20-to-25 different countries, competing mainly for ranking points and prize money."

The week-long event is being held at Templeton Tennis Ranch.

It features several players that have been ranked inside the world's top 50.

Several of the players in the field have also previously played in many of tennis' biggest tournaments.

"This is world class tennis," Goehring said. "More than half of the players have just recently played at the U.S. Open and many of them have played in Wimbledon, Roland Garros, the French Open and the Australian Open."

The tournament is the first of its kind for the Central Coast. The quality of competition is a caliber of tennis never before seen here in the area.

"This is a total gift that we have this going on here," said tennis fan Jennifer Martin.

"To have this literally in our backyard is exceptional and I'm really excited that (Templeton Tennis Ranch) has brought it here."

Held through Sunday at the two-year facility that's located just off Highway 101, fans are given an opportunity to catch the action up close and personal.

"You can see how the ball is moving and how hard we hit it," said American doubles player Sanaz Marand. "There's a different sound than what they're used to. I hope they enjoy it."

For most of the players in the field, especially the ones from outside the country, this marks their first time ever on the Central Coast.

✓ Judging from initial reaction from the players, the tournament is a big hit.

"The weather is no nice and the area is really beautiful," said Viktorija Golubic of Switzerland. "There's a couple of good restaurants around, so I think it's nice here."

Golubic is the top-seed singles player in the tournament. Currently ranked 112th in the world, the 24-year-old is complimentary, not just of the area, but also, the still-new facility.

"It's a nice place here," Golubic. "It seems like it's in the middle of no where, but I was surprised the club is this nice and we've had really good weather every day, so I'm really enjoying it so far."

In addition to international players and other Americans, the tournament also features a couple of local players.

Playing as a wild card entry, the Arroyo Grande graduate Sophie Whittle pulled off perhaps the biggest win of her young career on Wednesday, upsetting No. 3 seeded Francoise Abanda of Canada.

With the victory, Whittle advanced to Thursday's Second Round with an evening match versus Laura Robson of Great Britain.

Earlier, Whittle teamed up with current Arroyo Grande junior Delanie Dunkle in doubles play.

ITEM NUMBER:
DATE:
ATTACHMENT:

B-2
03/21/18
2

With the players enjoying their experience, it's no surprise tournament organizers are hoping this event will be held for years to come.

"We want to keep it," Goehring said. "We want to keep it here every year as long as we can to keep them coming back and to have this top quality event in our area for a long, long time."

Goehring adds the tournament is a big win for the area, not just for local tennis fans, but the entire Central Coast.

✓ "It's putting Templeton on the tennis map," Goehring said. "It's bringing people who more than likely may never come to the Central Coast. We're introducing them into the Central Coast, so they can get a flavor of our part of the state and the country."

The Central Coast Pro Tennis Open runs through Sunday, Oct. 1.

For more information, visit www.ttrprotennis.com

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Pro Circuit Descends on Templeton, CA

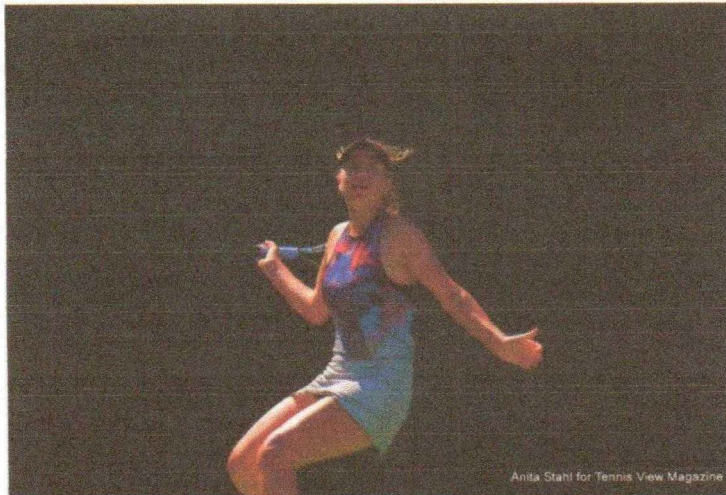
Tennis has made household names out of more women athletes than any other sport. To reach those ranks, however, it takes years of travelling the junior circuit and fighting your way up through the ITF and WTA tournaments to reach the Grand Slams that crown the champions everyone remembers. Maria Sharapova devotes swaths of her bestselling memoir to describing the grunt work and playing lower level tournaments far away from any limelight that propelled her to center court at Wimbledon.

This fall, San Luis Obispo County in California was honored to host its first professional tennis tournament: The Central Coast Pro Tennis Open. The event was previously known as the Red Rock Pro Open and played in Las Vegas, NV. It awarded \$60,000 in total prize money, placing it solidly in the middle of the USTA Pro Circuit tournaments, which carry between \$15,000 and \$100,000 at approximately 90 annual tournaments.



✓ The Central Coast Pro Tennis Open was played at the Templeton Tennis Ranch, just south of Paso Robles where it is obscured among the rolling hills that form the area's famous wine country. The temperatures were high and the humidity low, the hard courts playing fast and the balls flying. With the players at this level barely making enough money to travel from one tournament to the next, many relied on hospitality of club members to take them in for the duration. During play, a local could be heard saying he did not actually know who any of the players were, but his good friend was hosting a nice girl currently on Court 2 so he would root for her. Although the 32-player singles draw was mostly American, players from as far as South Africa, Norway, and New Zealand competed; Viktorija Golubic of Switzerland held the top seed.

Sonya Kenin, an 18-year-old Moscow born American who turned pro after losing 5-7, 2-6 to Sharapova in the third round of the US Open this year has already been compared to the Russian twelve years her senior. Just a few short weeks after playing against the five-time Grand Slam champ under Ashe's stadium lights, Kenin was back to the grind of playing ITF tournaments and entered the Central Coast as the second seed. This ITF Pro Circuit is where players can earn the points they need to compete on the WTA tour. It's where rising stars like Kenin, currently ranked 121, can get match tough as they grow out of the junior circuit and get points to play more WTA tournaments. Kenin's father, in typical tennis dad fashion, was at her side every moment they were on site. Kenin only got to play one match though, retiring at 6-4, 5-7, 5-0 against Russian Alisa Kleybanova, looking visibly shaken and sluggish in the third set, never standing up quite straight and struggling to move her feet.



In addition to launching careers, the Pro Circuit also serves as a place for more experienced players like Laura Robson to regain their footing. Robson, 23 years old and once hailed as the next big thing in British tennis, held a career high ranking of 27 in 2013 when frequent injuries began to plague her. By year's end of 2014 she had dropped to 951. Through wild cards and ITF tournaments, she has worked her way back up to 246. She made the quarterfinals of the Central Coast Open before falling to Taylor Townsend [5] 6-1, 6-3.

Another British player, Naomi Broady [6], fits an altogether different profile of Pro Circuit player. She stands 6'2" tall and extends every inch of her length into a brutal serve that defines her game. She held a career-high ranking of 76 in 2016 and is currently at 132. Speaking with *Tennis View*, Broady half-jokingly described herself as too old for the grind of ITF tournaments, but explained this week had actually been an exception to her general experience. Her local hosts, Mike and Kirsten Lane, had placed encouraging notes throughout the house that morning to cheer her on: "We travel ten months out of the year, and it's firstly very expensive but it's very lonely as well. Tennis is an individual sport and although sometimes we travel with our coaches, at this level we can't always afford to. This week I'm lucky enough to have my coach with me but sometimes we're by ourselves so it's really nice to have that family feel, home cooked meals and not just sit in your hotel room alone for the whole evening." Although the fast courts strongly favor Broady's style, she was defeated by Maria Sanchez 6-3, 2-6, 7-5 in the quarterfinals.



Sophia Whittle [WC] was a local favorite and drew a significant crowd to the stadium. Her first match was against Canadian Francoise Abanda [3]. The Gonzaga junior had never played a professional level match before, but quickly shook off any nerves and won with a convincing 6-2, 6-3. As she explained, it was all about confidence: "I knew that I could beat anyone so I just set my mind to it." She also alluded to the benefit of entering as an underdog, explaining that "I think I play better when I don't set any expectations." Whittle would later be defeated by Robson in the second round, 7-6 (1), 6-0.

At the end of the 32-player draw, two Americans were left standing: Seschia Vickery [4] and Jamie Loeb [8]. Each went into the Sunday final with the intent to keep the match as short as possible: Saturday's semifinals both went into three sets, included a tie-break, and lasted nearly three hours. As Vickery would later say, "It's just tennis. Anything could happen any day," and as it happened on that day, she quickly got the upper hand. Relentlessly, Vickery played to a 6-1, 6-2 victory, never giving Loeb the chance to fight back or prolong the match. "Playing every single day, it wasn't the actual heat so much but that was just the biggest factor this week: who could stay in there physically till the end and thankfully that was me, thanks to my fitness coach."



Vickery, who stands 5'4" tall and currently ranked 115 held a career-high ranking of 108 in 2015, but her goals are clearly set much higher. She travelled to Templeton with two coaches including game development coach Matt Evans, who spoke with *Tennis View* after the tournament. "I think she's just starting to discover and understand what she can really do on court. Matches like this provide her a really good platform to move on from... She's fabulous repeating and outlasting anyone out the backhand side, she manipulates and uses court space, and manages time exceptionally well." Moving forward, Evans is looking to develop her movement and balance from counterpunching tools into offensive weapons.

✓ The range of players that enter a Pro Circuit event is remarkable, but what really stands out is the access that fans can get. At Templeton, the players stroll around the grounds, watch each other play from the stands and get lunch at the café just as the fans do. Far away from the hurried and frantic world of premier WTA events, the ITF has carved out a space for people who love tennis for the sake of tennis, even if they may not have previously heard of the individuals playing it. At the Central Coast Pro Tennis Open, you might get the chance to strike up a conversation with a player liked and who knows, in five years you might watch them on ESPN holding up a trophy at the Billie Jean King National Tennis Center.

Teaser Image:



Article Author:
Anita Stahl
Inline Images:

Ad in "INSIDE TENNIS" MAGAZINE -
REACHES 500,000 IN So Cal & NV.

Central Coast Pro Tennis Open
Sept 24 - Oct 1
\$60,000 Women's
USTA Pro Circuit
Tournament
www.ttrprotennis.com



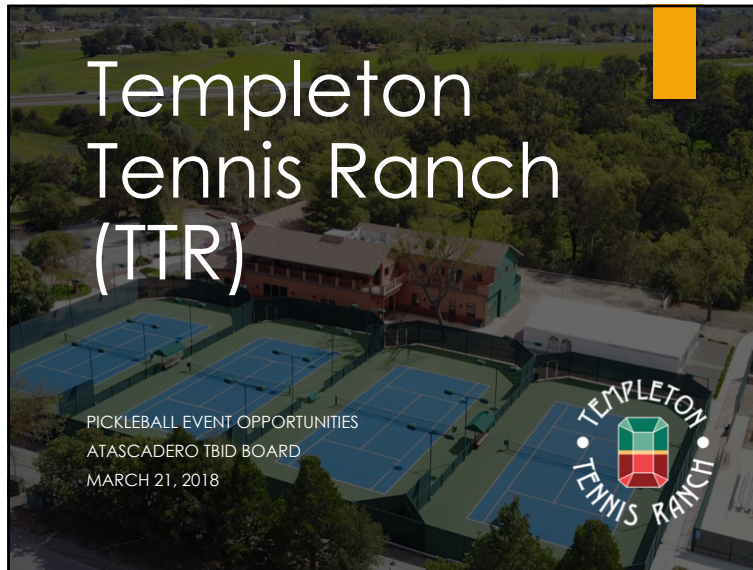
Wine Country, Tennis Country!

Come experience a superior tennis and recreation club located in the heart of the Central Coast's wine region; six lighted tennis courts, four lighted pickleball courts, fitness, yoga, massage, bocce and the *Ohana Hale* cafe.

Visitors and guests welcome!


Templeton Tennis Ranch
345 Championship Ln, Templeton CA 93465
(805) 434-9605 www.ttrtennis.com






The Sport of Pickleball

- ▶ Pickleball is the fastest growing sport in the US (2016 – 2MM players 2018 – 3MM players)
- ▶ TTR began with 4 courts, will have 8 courts by May and 10 courts by YE (2 indoors)
- ▶ The USAPA Western Region (CA & HI) Ambassador is Steve Sidwell of Paso Robles – Steve is pushing TTR to become a major venue in PB
- ▶ Some tournaments are now experiencing over 1,000 players
- ▶ TTR's location and high-quality facility is ideal for capturing large PB events



Building Pickleball

- ▶ May 12-13 – Our first multi-day event – “Mama Loves Pickleball”
- ▶ Is organized by Mike Hoxie of “Pickleball Is Great”, in conjunction with Atascadero PB Club
- ▶ Target is 150 players with 50%+ out-of-county
- ▶ A successful event will help solidify TTR as a PB venue that is able to host larger events
- ▶ The Western Regional Ambassadors Event is planned for Spring 2019 – estimating 150 to 200 participants – over 95% from out of the area
- ▶ We are currently evaluating hosting an event in the Fall, 2018



Economic Impact

- ▶ 2018 is a critical year to establish TTR as an excellent California PB venue
- ▶ Once established a future annual event can achieve well over 500 room nights and significant food and amenity revenue
- ▶ These events can introduce participants to the Central Coast Region and we can expect continued visitation with post-event revenue
- ▶ Unfortunately, while TTR is the catalyst to attracting these events, TTR will make very little money as registration fees are minimal
- ▶ TTR is not in a financial position to host events without making a profit



Marketing

- ▶ May 2018 event – handled by Pickleball Is Great
- ▶ Will add to TTR's website and will have local articles
- ▶ Western Region Ambassador event will be organized by Pickleball Is Great and the USAPA Western Region
- ▶ We will encourage local articles to increase awareness
- ▶ Will target affiliate clubs (out-of-the-area)



Budget

- ▶ This is a new event and we are hoping on a breakeven scenario
- ▶ Costs are usually higher on a first-time event
- ▶ We are requesting a sponsorship of \$500+



Hotel Partner Group

- ▶ TTR is building its hotel partners group – currently this consists of SpringHill Suites and Holiday Inn Express Atascadero
- ▶ We desire to add 2 hotels in Paso Robles and 1 RV facility, and perhaps a coastal hotel or vacation rental service
- ▶ Our partner hotel group will be listed on our website and be preferred lodging for participants in TTR hosted events



Summary


- ▶ TTR and, by extension, the Central Coast tourism industry as a partner with TTR has an excellent opportunity to create and establish a significant source of revenue for 2018 and beyond
- ▶ TTR will be bidding on hosting some future events, that if we can capture them, will result in significant future revenues into the area
- ▶ Local financial support will likely be necessary to add and/or retain these events
- ▶ TTR is well positioned to draw people to the Central Coast due to our excellent facility and location




Who We Are

- ▶ TTR began operations in March of 2015
- ▶ Owned by the Ralph Goehring family
- ▶ 5 tennis courts, 8 pickleball courts, 11,000 sq ft clubhouse w/ fitness center, saunas, café, massage and yoga
- ▶ Outdoor space includes a large lawn with stage, bocce court, fire pit and courtyard area
- ▶ Significant use green materials and practices – have a 80,000 gal water capture system for landscape use
- ▶ Adding a 4,320 sq ft Multi-purpose room for community events – targeting Sept 1

USTA Pro Circuit



- ▶ Began in 1979 – is now the largest professional developmental tennis circuit in the world
- ▶ Men & Women – over 100 events in the US with over \$3.5MM prize money. (30% are \$60K or greater).
- ▶ USTA Pro Circuit alumni have achieved over 50 Grand Slam singles titles and 20 Pro Circuit veterans have risen to No. 1 in the world.
- ▶ For young players, the Pro Circuit is the ultimate proving ground, and for fans, it provides the opportunity to get a glimpse today at the stars of tomorrow!



Central Coast Pro Tennis Open (CCPTO)


- ▶ TTR sought, and the USTA awarded TTR, a \$60,000 Women's Pro Circuit Tournament
- ▶ This was the FIRST Professional tennis event in SLO county!
- ▶ TTR is very fortunate to have captured this event – it is ours to keep until we give it up (which we do NOT want to do)
- ▶ This is an exceptional event and the SLO County Board recognized the tournament week as "Tennis Awareness Week" in SLO County
- ▶ The CCPTO consists of
 - i) a singles qualifying round -32 players (4 advance)
 - ii) a singles main draw – 32 players
 - iii) a doubles main draw – 32 players (16 teams)

It is played over 8 days (Sept 23 to Sept 30)



Demographics

- ▶ In 2017, we had 62 players: 33 Americans (9 from CA), and 29 players from 17 countries
- ▶ World rankings from 100 to 400
- ▶ This is 1 of 16 women's US Pro Circuit Tournaments of \$60,000 or higher
- ▶ TTR attracted ~ 1,000 persons during the 8 day event with 200+ turnouts for semi-finals and finals

Local Impact

- ▶ SpringHill Suites was our tournament hotel – they had 130 room nights (2017)
- ▶ We estimate total paid rooms were 200 - 250
- ▶ USTA Officials and players request home stays – we accommodated maybe 50%
- ▶ We estimate about 30% of total spectators were from out-of-the-county
- ▶ We had over 30 kids participate as ball kids on the court giving them an enrichment experience
- ▶ We had a Youth Play Day with the pro's and we had a pro at a local middle school for an assembly
- ▶ We had a pro meet and play with local high school girls tennis teams



2017 Marketing

- ▶ A significant portion of our marketing was provided on an in-kind basis – mostly print and radio (Tribune, Simply-Clear Marketing, New Times, ESPN)
- ▶ We had social media support from: TTR, SLOCAL and SoCal Tennis Assoc.
- ▶ Media articles/stories: over 26 articles; includes KSBY and KCOY and national tennis magazines
- ▶ Provided daily updates and news releases as the tournament progressed
- ▶ For the tournament, we hired a USTA Press Aide that managed our event message and arranged interviews, etc.
- ▶ We had a banner ad over Templeton Main Street



2018 Marketing

- ▶ We will perform similar local marketing as we did for 2017 – we would like more radio
- ▶ We will hire a USTA Press Aide for 2018 also
- ▶ We are planning on having more marketing into the SoCal and SJV market (in 2017, we had 2 ads)
- ▶ We are currently building our club affiliate program – and expect to reach our affiliates' members with direct marketing.
- ▶ Our goal is to reach an attendance of 1,500+
- ▶ We plan on targeting more local schools to encourage youth to play



Budget

- ▶ The USTA provided \$17k in funding in 2017 which will not occur in 2018 (first year only)
- ▶ Est. Total revenues: \$64,000
- ▶ Total costs: \$120,000
- ▶ Sponsorships (2017) \$39,000
- ▶ Current Deficit **\$17,000**
- ▶ Sponsorships are absolutely critical to meeting our cash outlay – we plan to exceed 2017
- ▶ Our event was well attended and received by the local communities last year - this encourages more sponsors
- ▶ We are seeking local TBID funds as we are a catalyst in bringing out-of-the-area folks to the North County
- ▶ Sponsorship banners and name recognition are available: full page ad, website link, dominant court signage



Player Quotes

"The facility is great and the court surface is fast and really suits my game"

Taylor Townsend, 21, Atlanta, Ranked #97 (was ITF World Junior Champion 2012)




Player Quotes

"The weather is so nice and the area is really beautiful"

Viktorija Golubic, Switzerland, Ranked #106




Player Quotes

"The facility is really nice, I hear they have some amazing wine tasting here, so maybe after the tournament I'll have to try some"

Jamie Loeb, NY, Ranked #153 (2015 NCAA Singles Champion)





Player Quotes

"We had never heard of Templeton before this week, and we're from Southern California"

Kaitlyn Christian (body double for Emma Stone in "The Battle of the Sexes"), Won the CCPTO Doubles Title with her partner Guiliana Olmos (both played at USC).



Summary

- ▶ Bringing this caliber event to the Central Coast is economically beneficial to our region
- ▶ The CCPTO has created a reason for players from all over the world to come to SLO County
- ▶ TTR, our local volunteers and housing hosts, are excellent ambassadors for the region – this will lead to future visits and positive word-of-mouth conversations
- ▶ Our local communities and citizens can enjoy world-class tennis right here!
- ▶ TTR does require financial support to continue to host this USTA Pro Circuit Tournament

Thank You

- ▶ We are happy to answer your questions!





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Revised ATBID Event Sponsorship Application

RECOMMENDATIONS:

1. Approve revised ATBID Event Sponsorship Checklist and Application.
2. Discuss and provide staff direction on event renewal policy.

DISCUSSION:

The event sponsorship application was approved at the July 7, 2016, ATBID Board Meeting. A revised Event Sponsorship Application was presented and approved by the Board at the April 19, 2017, ATBID Board meeting.

Recently, it was determined that further rules and regulations for sponsored event coordinators need to be included on the ATBID Event Sponsorship Application. These rules and regulations define the responsibility of the event coordinator. Event coordinators will be held accountable for promoting and advertising their event, including, but not limited to, listing the event on the Visit SLO CAL website. Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately and accordingly on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and the marketing collateral. Additionally, event coordinators should ensure every effort is made to promote Atascadero as a destination as a whole. On the event website, event planners should only link to the Visit Atascadero lodging page and pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.

The revised application also recommends that, in the case of questions or uncertainties, the event planner reach out to ATBID's designated Destination Management Consultants.

In order to hold event planners responsible for ensuring the Visit Atascadero logo and branding is used appropriately, accordingly and sensibly, the revised application includes a disclaimer stating that should any discrepancies be brought to the ATBID's attention, it may heavily affect consideration of future ATBID event sponsorship funding.

Finally, the deadline for applications has been updated to reflect a rolling deadline instead of a hard deadline.

Furthermore, staff recommends that the Board discuss and provide direction on the possibility of establishing an event renewal policy.

FISCAL IMPACT (GL 2802):

None.

ATTACHMENTS:

1. Revised ATBID Event Sponsorship Checklist
2. Revised ATBID Event Sponsorship Application
3. ATBID Event Support Guidelines



Event Checklist

Event coordinator is responsible for ensuring all necessary documents, approvals and services listed below are acquired. No sponsorship funding will be awarded until proof of items listed below are obtained.

- Event budget (required with application)
- Marketing strategy (required with application)
- Crowd Control safety plan (required with application)
- Event parking details
- Security company service description
- Necessary City permits
- ABC License (if applicable)
- Visit Atascadero logo on marketing collateral (including on event website, if applicable)
- If applicable, link to Visit Atascadero lodging page on event website

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



Dear Interested Organization,

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

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 12 weeks in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

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

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

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

1. Will event be held during off-season or mid-week?
2. Is event new or existing? If existing, how was previously awarded support utilized?
3. Three-year growth plan
4. Attendee demographics
5. Fiduciary responsibility

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

Thank you,
Angelica Ottman
Destination Management Consultant
Atascadero Tourism Business Improvement District



Event Support Application Form

Requesting Organization: _____

Contact: _____ Phone Number: _____

Email: _____ Mailing Address: _____

City, State, Zip: _____

Name of Event: _____

Event Description: _____

Event Dates/Times: _____

Event Website: _____

Total Anticipated Attendees: _____ Portion From Outside SLO County: _____%

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

If this event has taken place previously, please provide historical data including attendance numbers: _____

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? _____

Crowd Control Safety Plan:

Will the event require an ABC Permit? Yes No

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

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

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

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com).
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral.
- Event planners should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.

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

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

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

Applicant Signature _____ Date _____

In case of questions or the need for clarification, please contact Destination Management Consultant, Angelica Ottman at aott@bigredmktg.com.



Atascadero Business Improvement District (ATBID) Event Support Guidelines

Tier 1

- Attracts 3,000 or more attendees
- More than 30% of attendees are visitors
- Event encourages 2+ night stay

**Total Support =
Up to \$15,000**

Tier 2

- Attracts between 501 - 3,000 attendees
- Less than 30% of attendees are visitors
- Event encourages 1 night stay

**Total Support =
Up to \$7,500**

Tier 3

- Attracts 500 or less attendees

**Total Support =
Up to \$500**



Atascadero Business Improvement District (ATBID) Event Support Guidelines

Additional considerations:

- 1) Does event support Visit Atascadero objectives?
- 2) Will event be held during off-season or high-season?
- 3) Is event new or existing? If existing, how was previously awarded money spent?
- 4) Three-year growth plan
- 5) Attendee demographics
- 6) Fiduciary responsibility



***ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT***
Staff Report

Host Compliance Renewal

RECOMMENDATION:

Approve one-year renewal with Host Compliance for \$2,700.

DISCUSSION:

Host Compliance helps municipalities understand the scale and scope of the short-term rental activity in their community and enact short-term rental regulation that minimizes any noise, trash, parking and traffic problems, as well as impacts on housing and neighborhood character. Host Compliance can manage the registration, permitting, compliance monitoring and enforcement processes so city staff can focus on higher value-added activities.

At the February 15, 2017, ATBID Board Meeting, the Board approved using Host Compliance as a cost-effective solution to Atascadero's short-term rental monitoring and compliance.

Since using with Host Compliance, over 30 lodging properties have come into compliance, chosen to become a long-term lease or informed that short-term stays are not allowed because they are permitted as a deed restricted/affordable housing. The attached document entitled "Vacation Stay Rentals" has been provided by the City to show the progress that has been made since using with Host Compliance.

Staff recommends that the Board approve a one-year renewal with Host Compliance for \$2,700 to continue monitoring short-term rentals.

FISCAL IMPACT (GL 2104):

Up to \$2,700. Last year, the Board approved short-term rental compliance services with Host Compliance at the February 15, 2018 ATBID Board meeting for \$2,700.

ITEM NUMBER:
DATE:

B-4
03/21/18

ATTACHMENTS:

1. Vacation Stay Rentals List
2. Host Compliance Presentation

VACATION STAY RENTALS

Ref	Bus-Lic.	Identified Address	Owner Name	Owner Street Address	Owner City	Owner State	Owner Zip	Active Listing	Listings First Activity	Last Documented Stay
1	B/L	14006 Morro Road, Atascadero, CA, United States	Steven M Trestal	14006 Morro Road	Atascadero	CA	93422	TRUE	5/13/17 0:00	4/14/17 0:00
2	B/L	10519 Cuesta Court, Atascadero, CA, United States	Guillen Kyle & Cassandra	10519 Cuesta Ct	Atascadero	CA	93422	TRUE	7/4/16 7:44	10/16/16 17:11
3	B/L	10720 Portal Road, Atascadero, CA, United States	GEIBEL WILLIAM C & PAULA K	10720 Portal Rd	Atascadero	CA	93422	TRUE	11/27/14 12:11	4/10/17 0:00
4	NL	10805 Colorado Road, Atascadero, CA, United States	BURELLE LAWRENCE H & ELAINE M	10805 Colorado Rd	Atascadero	CA	93422	TRUE	3/13/17 5:22	
5	NL	11365 Avion Road, Atascadero, CA, United States	GAO XIAOHONG	11365 Avion Rd	Atascadero	CA	93422	TRUE	6/20/16 6:18	4/6/17 23:17
6	B/L	11505 Santa Ana Road, Atascadero, CA, United States	GRASH CHARLES M TRE ETAL	825 Riverside Ave Ste 15	Paso Robles	CA	93446	TRUE	4/30/15 0:00	4/9/17 16:10
7	B/L	11519 Piona Lane, Atascadero, CA, United States	CURRY RYAN A & STEFANI N	11519 Piona Ln	Atascadero	CA	93422	TRUE	4/6/16 11:07	7/19/16 2:02
8	B/L	10775 Santa Ana Road, Atascadero, CA, United States	YOUNG-MOHLER AMIE R TRE	10755 Santa Ana Rd	Atascadero	CA	93422	TRUE	4/8/13 14:01	8/10/16 1:55
9	B/L	21 Quail Ridge Dr, Atascadero, CA, United States	BROAD GARY	20 Bayview St	San Rafael	CA	94901	TRUE	2/28/17 0:21	
10	B/L	2905 North Ferrocarril Road, Atascadero, CA, United States	HAZELHOFER GREGORY M & CHELSEA A	2905 Ferrocarril Rd	Atascadero	CA	93422	TRUE	3/16/16 8:53	4/9/17 16:01
11	B/L	3955 Monterey Road, Atascadero, CA, United States	KIDEN DAVID J ETAL	3955 Monterey Rd	Atascadero	CA	93422	TRUE	3/22/17 0:21	4/9/17 15:57
12	B/L	4060 Nogales Avenue, Atascadero, CA, United States	SILVA KEVIN G TRE ETAL	4695 San Anselmo Rd	Atascadero	CA	93422	TRUE	7/13/15 17:09	4/8/17 18:23
13	B/L	5092 Palma Avenue, Atascadero, CA, United States	HARVEY BENJAMIN P & CHLOEE C	5092 Palma Ave	Atascadero	CA	93422	TRUE	9/17/16 16:35	3/5/17 19:22
14	B/L	5220 Vida Avenue, Atascadero, CA, United States	CUMMINGS DANA M	5220 Vida Ave	Atascadero	CA	93422	TRUE	10/16/16 18:18	3/19/17 18:11
15	B/L	5304 Barrenda Avenue, Atascadero, CA, United States	Hardy Robert Tre Etal	6700 Rocky Canyon Rd	Atascadero	CA	93422	TRUE	10/16/16 16:16	4/9/17 18:24
16	B/L	5420 Palma Avenue, Atascadero, CA, United States	SNOW ROLAND H II TRE ETAL	1250 Paint Horse Pl	Paso Robles	CA	93446	TRUE	1/20/15 13:24	4/12/17 20:02
16	B/L	5445 Olmeda Avenue, Atascadero, CA, United States	STAHL ANNE	5445 Olmeda Ave	Atascadero	CA	93422	TRUE	6/23/14 12:21	2/7/17 0:00
17	LT	5529 Madrono Place, Atascadero, CA, United States	NATHANSON NICOLE A	5529 Madrono Pl	Atascadero	CA	93422	TRUE	10/25/15 18:59	3/19/17 16:31
18	B/L	5595 Lobos Lane, Atascadero, CA, United States	PETERSON BARRY M ETAL	5595 Lobos Ln	Atascadero	CA	93422	TRUE	2/15/16 19:37	4/9/17 15:12
19	NL	5711 Olmeda Avenue, Atascadero, CA, United States	ERWIN ROBERT N & CLARA C	5711 Olmeda Ave	Atascadero	CA	93422	TRUE	8/18/14 17:11	4/9/17 15:53
20	B/L	6291 Monterey Court, Atascadero, CA, United States	KIEL JOHN S	6291 Monterey Ct	Atascadero	CA	93422	TRUE	7/24/16 16:17	4/13/17 0:00
21	B/L	6480 Alta Pradera Lane, Atascadero, CA, United States	OTIS TERRY B ETAL	6480 Alta Pradera Ln	Atascadero	CA	93422	TRUE	9/19/16 11:57	4/9/17 15:28
22	B/L	6680 Navarette Avenue, Atascadero, CA, United States	WILLIAMS AMBER ETCON	6680 Navarette Ave	Atascadero	CA	93422	TRUE	5/31/16 0:00	2/21/17 17:18
23	B/L	6705 Llano Road, Atascadero, CA, United States	BERDOLL CHRIS I ETUX	6705 Llano Rd	Atascadero	CA	93422	TRUE	5/23/16 8:59	10/19/16 9:06
24	B/L	6960 Santa Lucia Road, Atascadero, CA, United States	FUTAK TRUDY	6960 Santa Lucia Rd	Atascadero	CA	93422	TRUE	12/28/14 14:23	3/19/17 15:26
25	NL	7060 Santa Lucia Road, Atascadero, CA, United States	BAGDWAL LAVINDER	PO Box 1906	Atascadero	CA	93423	TRUE	6/25/16 18:51	8/21/16 7:06
26	B/L	7100 Carmelita Avenue, Atascadero, CA, United States	DEROSE MARIO & NORA L ETAL	7100 Carmelita Ave	Atascadero	CA	93422	TRUE	2/16/16 15:52	4/12/17 23:25
27	B/L	7150 Bella Vista Road, Atascadero, CA, United States	MILLER MELANIE S	7150 Bella Vista Rd	Atascadero	CA	93422	TRUE	10/10/16 15:09	11/28/16 6:40
28	B/L	7975 San Marcos Road, Atascadero, CA, United States	HAYS ANDREW & ELLEN	7975 San Marcos Rd	Atascadero	CA	93422	TRUE	6/19/14 12:54	3/26/17 18:47
29	B/L	8030 Atascadero Avenue, Atascadero, CA, United States	DIENZO RAYMOND & LAURA	8030 Atascadero Ave	Atascadero	CA	93422	TRUE	12/14/15 18:10	4/8/17 15:09
30	B/L	8220 Santa Rosa Road, Atascadero, CA, United States	TRUMBULL JONATHAN & JEAN	8220 Santa Rosa Rd	Atascadero	CA	93422	TRUE	1/29/16 13:44	4/9/17 18:49
31	NL	8580 Alegre Avenue, Atascadero, CA, United States	KELLY ROBERT D JR & ELIZABETH A	8405 Morro Rd	Atascadero	CA	93422	TRUE	2/16/15 15:33	2/15/16 21:23
32	NL	8850 San Gabriel Road, Atascadero, CA, United States	FOWLER ROBERT H	8850 San Gabriel Rd	Atascadero	CA	93422	TRUE	9/1/14 16:32	10/16/16 15:47
33	B/L	9045 Via Tortuga, Atascadero, CA, United States	BURKE MICHAEL T TRE ETAL	9045 Via Tortuga	Atascadero	CA	93422	TRUE	11/25/15 17:35	9/14/16 16:42
34	B/L	9060 Santa Lucia Road, Atascadero, CA, United States	MANCUSO VIRGINIA C TRE	9060 Santa Lucia Rd	Atascadero	CA	93422	TRUE	5/30/16 7:46	4/9/17 22:45
35	LT	9160 Santa Lucia Road, Atascadero, CA, United States	HOGUE PATRICK L TRE ETAL	PO Box 1076	Atascadero	CA	93423	TRUE	6/13/14 0:00	9/16/14 0:00
36	B/L	9205 Balboa Road, Atascadero, CA, United States	GURREAU YULE B & LAURA L	9205 Balboa Rd	Atascadero	CA	93422	TRUE	6/30/15 11:52	4/4/17 0:00
37	DR	9350 Via Cielo, Atascadero, CA, United States	WHEELER STEVEN B & SELENA M ETAL	9350 Via Cielo	Atascadero	CA	93422	TRUE	4/1/16 0:00	4/9/17 16:49
38	NL	9555 Sausalito Road, Atascadero, CA, United States	WANINWEGEN CURTIS S & MARTHA S	9555 Sausalito Rd	Atascadero	CA	93422	TRUE	2/15/15 15:36	6/14/16 9:41
39	LT	9630 Santa Lucia Road, Atascadero, CA, United States	NICHOLS DAVID J & CHANTEL C	9630 Santa Lucia Rd	Atascadero	CA	93422	TRUE	5/19/16 21:46	
40	LT	9730 Atascadero Avenue, Atascadero, CA, United States	KIRK BLAIR G	9730 Atascadero Ave	Atascadero	CA	93422	TRUE	1/31/16 15:35	4/9/17 15:54
41	B/L	9230 Curbanil Avenue, Atascadero, CA, United States	ROBACCIOTTI DEL	14465 Sandoval Rd	Atascadero	CA	93422	TRUE	6/21/17 0:00	7/3/17 0:00
42	B/L	13545 Old Morro Road, Atascadero, CA, United States	DAVIS ROBERT F & MELINDA S	13545 OLD MORRO RD	Atascadero	CA	93422	Yes	More than one year ago	Last 31-60 days
43	B/L	4419 Del Rio Road, Atascadero, CA, United States	Stilwell & Hoffman	4419 DEL RIO RD	Atascadero	CA	93422	Yes	Last 31-60 days	Last 31-60 days
44	B/L	2560 Alturas Road, Atascadero, CA, United States	ORGILL KENNETH R	2560 ALTURAS AVE	Atascadero	CA	93422	Yes	Last 61-120 days	Last 61-120 days
45	B/L	5225 Alamo Avenue, Atascadero, CA, United States	SHORES JIMMIE D	PO BOX 216	Atascadero	CA	93422	Yes	Last 31-60 days	Last 31-60 days

NOTE: GREEN, YELLOW, ORANGE, & BLUE ALL INDICATE "ACTION COMPLETE".....JUST DIFFERENT RESULTS.

LEGEND:
 GREEN = B/L = NEW BUSINESS LICENSE APPLIED FOR (or) HAVE EXISTING BUSINESS LICENSE
 YELLOW = LT = NOW DOING "LONG TERM" LEASE INSTEAD
 ORANGE = NL = NO LONGER DOING "VACATION STAYS" OR ANY TYPE OF "PAID" STAYS AT ALL (ONLY FREE; i.e. FAMILY)
 BLUE =DR = DEED RESTRICTED/AFFORDABLE HOUSING, SO INFORMED THAT SHORT TERM STAYS NOT ALLOWED

Totals:

DR - 1
 NL - 7
 LT - 4
 B/L - 19

31



Cost-effective solutions to Atascadero's short-term rental monitoring and compliance problems

February, 2018

1

Short Term Vacation Rental Program Results

- ✓ Identified rental units: 86
- ✓ Rental units with address identified: 59 or 68.60%
- ✓ New rental units since initial setup: 65
- ✓ Average new listings per month: 8
- ✓ Average new rental units per month: 5

- ✓ What compliance results have you had? Time for some help? Our Compliance Monitoring customers are averaging over 65% compliance from our services.
- ✓ Some great examples of results from Compliance Monitoring programs:
 - Truckee, CA achieved over 75% compliance of letters sent driving almost 400 new registrants.
 - Fort Collins, CO achieved over 80% compliance of letters sent
 - Placer County, CA achieve over 80% compliance of letters sent resulting in more than \$750,000 in recovered revenue.

Services Reminder



Mobile Enabled Permitting and Registration: Mobile/web forms and back-end systems for streamlining Atascadero's permitting and registration processes and capturing payments, signatures and required documents



Address Identification: Online dashboard with complete address information and screenshots of all identifiable STRs in Atascadero's jurisdiction



Compliance Monitoring: Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators (using Atascadero's form letters)



Rental Activity Monitoring and Tax Collection Support: Ongoing monitoring of Atascadero's STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



Dedicated Hotline: 24/7 staffed telephone hotline for neighbors to report non-emergency STR problems



3

Renewal Pricing for 2018 for Atascadero

We have identified on average within the past 10 months 69 listings and 52 unique short-term rental units within Atascadero. Multi-year renewals available. Lock in pricing and receive future discounts.

Renewal of Services:



Address Identification \$2,070 /yr

Additional Services Available:



Mobile Registration \$5,000 /yr



Compliance Monitoring \$765 /yr



Rental Activity Monitoring \$1,020 /yr



24/7 Dedicated Hotline \$612 /yr

Prices based in USD.

Multi-year renewal pricing for Atascadero

	2 Year Commitment Price/Year	3 Year Commitment Price/Year 10% Discount
 Mobile Registration	\$5,000 /yr	\$4,500 /yr
 Address Identification	\$2,070 /yr	\$1,863 /yr
 Compliance Monitoring	\$765 /yr	\$689 /yr
 Rental Activity Monitoring	\$1,020 /yr	\$918 /yr
 24/7 Dedicated Hotline	\$612 /yr	\$551 /yr



Prices based in USD.

5



Contact info

Please feel free to contact us anytime if you have any questions!

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6





ITEM NUMBER:
DATE:

B-5
3/21/18

***ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT***
Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file February Marketing Statistics Report.

DISCUSSION:

February's digital ads focused on millennial outdoor enthusiasts living in drive markets to Atascadero. Verdin is currently running a video-only campaign and shifted the focus to views-to-completion rates over clicks to test engagement. The videos continue to perform well and the engagement supports our messaging and targeting efforts, with excellent cost-per-click totals. Looking ahead to a month of event-heavy promotion, these ads will continue to run but will target the family travel market in March.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. February Statistics Summary

FEBRUARY STAT SUMMARY

ATASCADERO TBID

March 5, 2017

WEB ANALYTICS (2018 vs. 2017)

WEBSITE TRAFFIC

Website Views:
9,118 vs. 10,017

New Visitors:
3,702 (85.54% of visitors)

PPV (Page Per Visit):
2.08

TOS (Time on Site):
1:05

GEOGRAPHIC REFERRALS

San Francisco: 575
Los Angeles: 399
Atascadero: 334
San Jose: 308
Paso Robles: 151

ACQUISITION

Social: 1,528 v. 662
Organic: 1,292 v. 1,103
Direct: 752 v. 1,922
Referral: 331 v. 1,774
Top Keyword Search:
Santa Barbara Zoo

TOP REFERRING URLS

Facebook: 1,506
Yahoo/Bing/Google: 1,301
univision.com: 48
centralcoast-tourism.com: 29
centralcoastcraftbeerfest.com: 22

PAGE VIEWS

Lodging: 1,955
Homepage: 1,497
Things to do: 1,269
Events: 654

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 5,786
Impressions: 232,357
Organic: 22,257
Paid: 194,491
Reach: 190,113
Engagements: 4,023
Top Post: Santa Margarita Ranch wedding post
Reach: 1,746
Main audience: Women over 35, living in SLO County and Valley

INSTAGRAM AND TWITTER

Instagram Followers: 1,048
New Followers: 25
Likes received: 876
Comments received: 23
Main audience: Women under 35, new audience
Twitter Followers: 189
Reach: 5,251
Engagements: 10
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The advertising that ran in February included Facebook video ads and Travel Spike video ads.

FACEBOOK

The Millennial focused video ran in February. The budget was broken out separately for Facebook and Instagram. The results were improved by running separate campaigns, and they also illuminated the benefits of each platform. Performance improved for both Facebook and Instagram over January, with a strong increase in video views.

Facebook:

Total Impressions: 154,512	Total Clicks: 1,983	
CTR: 1.71%	Views to completion: 1,528 (+65%)	Cost per view: \$0.18

Instagram:

Total Impressions: 26,307	Total Clicks: 110	
CTR: 0.42%	Views to completion: 20,398 (+51%)	Cost per view: \$0.02

Total Facebook February Results (including social posts):

Total Impressions: 199,374	Total Clicks: 3,401 (+305)	
CTR: 1.71%	Actions (including likes, shares, comments): 36,307	
Video Views to 100%: 22,763		

TRAVEL SPIKE

Travel Spike began mid-February. This season the Travel Spike platform is promoting video and engagement. While the impressions stay high, video traditionally has higher engagement rates than click rates. This is to be expected.

Total Impressions: 25,164	Total views: 25,164	Total Clicks: 26
Video Views to 100%: 15,949		

E-NEWSLETTER ANALYTICS

The February e-newsletter went out on Thursday, February 1st. This was the second month using an overall theme for the e-newsletter. The theme was based around Valentine's Day and National Wedding Month and it featured the Sweetheart Stroll, Romantic Escape package, and Central Coast wedding venues.

3,807 Recipients

10.5% Open Rate (Industry Average is 15.7%)

1.5% Click Through Rate (Industry Average is 1.6%)



ITEM NUMBER:
DATE:

B-6
3/21/18

***ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT***
Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file January Budget Report.

DISCUSSION:

The updated budget includes all expenses that have been processed by the City and submitted to Big Red Marketing as of January 31, 2018.

The Board approved a \$7,500 event sponsorship of Z-Day Car Show on September 20, 2017. The \$7,500 sponsorship is accounted for under the Event Support Program, GL code 2802.

Upon review of this month's budget all other expenses are in line with expected expenditures and income.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Budget
2. ATBID Fund Summary
3. TOT Report

GL #	ATBID 2017/18 Proposed BUDGETED P&L	July	August	September	October	November	December	January			
REVENUE PROJECTIONS											
1100	2% BID Revenue July 2017 - June 2018		\$13,598	\$47,630.00	\$41,737.00	\$0.00	\$59,335	\$2,070	\$150,772.00	\$261,250.00	Awaiting figures from City finance department. Current figures are based on previous year
1200	Estimated Fund Balance from 2016/2017									\$365,370	Figure not final until fiscal year is closed by City Finance. Current figure is estimated based on anticipated remaining fiscal year activity.
1300	Investment Earnings									\$3,810.00	
	TOTAL									\$ 630,430.00	
	Budget									2017/2018	
										Actuals Proposed Budget	
2100	Admin									\$14,610.00	
2101	City Admin Fees									\$2,610.00	
2102	Office Expense									\$5,000.00	
2103	Operating Supplies and misc. expences									\$2,000.00	
2104	Lodging Ordinance Enforcement									\$5,000.00	
2200	Contracting Firm Fees									\$54,000.00	
2201	Big Red Marketing - Destination Manager	\$2,500.00	\$2,500.00	\$2,500.00	\$4,500.00	\$3,000.00	\$3,000	\$3,000	\$21,000.00	\$36,000.00	Per presented scope of work
2202	Verdin Marketing - Marketing Firm	\$1,011.80	\$1,613.50	\$1,078.20	\$1,409.30	\$1,696.30	\$1,417.90	\$1,824.80	\$10,051.80	\$18,000.00	Per presented scope of work
2300	Visual Assets and Branding									\$71,500.00	
2301	Photography & Video				\$11,856.40	\$1,658.60	\$2,400.00		\$15,915.00	\$20,000.00	
2302	Creative Services - Verdin Scope	\$3,632.50	\$5,321.90	\$2,131.79	\$1,176.80	\$196.20	\$1,989.10	\$2,964.00	\$17,412.29	\$28,500.00	Per presented scope of work
2303	Creative Services - Out of Scope									\$5,000.00	
2304	Promotional Items & Visit Atascadero Brochure	\$8,778.57				\$2,845.42			\$11,623.99	\$18,000.00	
2400	Digital Marketing									\$28,353.00	
2401	Website Updates		\$145.00	\$70.40	\$150.00	\$188.00	\$25.60	\$125.00	\$704.00	\$4,353.00	Per presented scope of work
2402	Social Media contest hard costs						\$1,167.55	\$235.24	\$1,402.79	\$2,000.00	
2403	Social Media/Contest Management	\$1,533.64	\$1,539.09	\$1,570.40	\$1,601.00	\$1,322.20	\$1,521.60	\$1,574.80	\$10,662.73	\$16,000.00	Per presented scope of work
2404	E-Newsletter	\$527.80	\$551.00	\$568.20	\$477.80	\$502.00	\$620.60	\$757.60	\$4,005.00	\$6,000.00	Per presented scope of work. Previously combined with GL 2404
2500	Advertising									\$116,647.00	
2501	Planned Media Buys	\$1,276.60	\$1,235.59	\$5,597.15	\$12,112.63	\$10,518.07	\$3,323.08	\$1,447.69	\$35,510.81	\$60,647.00	Per presented scope of work less separation of Visitor Guide costs
2502	Reactive Advertising & Co-Ops			\$3,650.00					\$3,650.00	\$50,000.00	
2503	Verdin Media Retainer	\$494.60	\$533.30	\$500.60	\$38.40	\$29.00		\$66.00	\$1,661.90	\$6,000.00	
2600	Public Relations									\$11,500.00	
2601	Group FAM									\$4,000.00	
2602	Individual Itineraries									\$2,500.00	
2603	PR Retainer & Reactive Planning	\$282.20	\$29.00	\$1,120.40	\$992.30		\$754.40	\$260.00	\$3,438.30	\$5,000.00	Per presented scope of work
2700	Tour & Travel									\$23,000.00	
2701	CCTC Co Op Fams	\$425.00							\$425.00	\$1,500.00	
2702	Visit CA Co Op Fams									\$1,500.00	
2703	Trade Show									\$20,000.00	Verdin's assistance at one trade show and/or tradeshow booth design and hard costs (TBD)
2800	Consumer Outreach									\$60,000.00	
2801	Consumer Show Presence				\$3,000.00	\$4,016.68	\$949.56		\$7,966.24	\$10,000.00	
2802	Event Support Program	\$21,075.00	\$7,500.00	\$300.00		\$10,000		\$7,500.00	\$46,375.00	\$50,000.00	
	TOTAL EXPENSES	\$ 41,537.71	\$ 20,968.38	\$ 19,087.14	\$ 37,314.63	\$ 35,972.47	\$ 17,169.39		\$ 191,804.85	\$ 379,610.00	
3001	Cash Reserves									\$ 37,000.00	10% of total budget
	Contingency										
4001	Contingency Fund (unallocated)									\$213,820.00	
	TOTAL BUDGET									\$ 630,430.00	

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND								TYPE
235								Special Revenue
		ACTUAL	ACTUAL	ACTUAL	BUDGETED	YTD ACTUAL*	BUDGETED	
		2014-2015	2015-2016	2016-2017	2016-2017	2017-2018	2017-2018	
						through 01/31/18		
REVENUES								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 186,690	\$ 150,772	\$ 261,250	
46110.0000	Investment Earnings	2,068	5,458	724	2,110	-	3,810	
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>188,800</u>	<u>150,772</u>	<u>265,060</u>	
EXPENSES								
6050000	Office Expense	-	5,164	-	2,200	-	5,000	
6070000	Advertising	3,450	86,914	91,005	90,000	89,147	95,000	
6400000	Operating Supplies	-	1,217	120	-	-	2,000	
6500000	Contract Services	26,173	105,314	138,414	155,000	106,615	275,000	
6600000	Professional Development	-	-	425	-	425	-	
6740000	Business Development	-	5,000	-	-	3,000	-	
6900000	Administration	1,620	2,411	2,675	1,870	1,508	2,610	
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>249,070</u>	<u>200,695</u>	<u>379,610</u>	
NET INCOME/(LOSS)		132,861	40,516	35,592	(60,270)	(49,923)	(114,550)	
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>220,690</u>	<u>365,441</u>	<u>365,370</u>	
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 160,420</u>	<u>\$ 315,518</u>	<u>\$ 250,820</u>	

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

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			