



ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA

*** COVID-19 NOTICE ***

Consistent with Executive Orders N-25-20 and No. N-29-20 from the Executive Department of the State of California and the San Luis Obispo County Health Official's March 18, 2020 Shelter at Home Order, the Atascadero Tourism Business Improvement District Meeting will not be physically open to the public and Advisory Board Members will be teleconferencing into the meeting.

HOW TO OBSERVE THE MEETING:

To maximize public safety while still maintaining transparency and public access, the meeting will be available by visiting <https://zoom.us/j/99761657551>.

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to join the video conference to listen and provide public comment.

AMERICAN DISABILITY ACT ACCOMMODATIONS:

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

Atascadero Tourism Business Improvement District Board Meeting agendas and minutes may be viewed on the City's website: www.atascadero.org.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, www.atascadero.org. Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the City Council. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during Council meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection during City Hall business hours once City Hall is open to the public following the termination of the Shelter at Home Order.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, February 17, 2021 at 2:30 P.M.

**Video Conference: <https://zoom.us/j/99761657551>
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Tom O'Malley, Portola Inn
Vice Chairperson Lucian Caprau, Best Western Plus Colony Inn
Board Member Deana Alexander, The Carlton Hotel
Board Member Patricia Harden, SpringHill Suites by Marriott
Board Member Amar Sohi, Holiday Inn Express and Suites

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 – November 18, 2020

- Recommendation: Approve the Draft Action Minutes of November 18, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Central Coast Craft Beer Fest Event Sponsorship

- Recommendation: Review and provide direction for the 2021 Central Coast Craft Beer Fest event sponsorship. [Central Coast Brewers Guild]
- Fiscal Impact [GL 2801]: \$5,000.

2. Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival Event Sponsorship Presentation

- Recommendation: Review and provide direction for the Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival event sponsorship presentation. [Atascadero Lakeside Wine Festival Committee Member]
- Fiscal Impact [GL 2801]: \$5,000.

3. Quarterly Marketing Statistics

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

4. Quarterly Detailed Budget Report

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update –City Manager’s Office
3. Visit SLO CAL PR Task Force - Verdin
4. Destination Management Update – Big Red Marketing
5. City Business Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. Mid-State Fair Sponsorship Opportunities
2. Garagiste Sponsorship Opportunities
3. Chairperson and Vice Chairperson Nomination

F. 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, November 18, 2020 at 2:30 P.M.

**Video Conference: <https://zoom.us/j/99761657551>
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Board Member Alexander called the meeting to order at 2:41 p.m.

ROLL CALL:

Present: Board Member Alexander, Board Member Harden, Board Member Sohi

Vacant: None.

Absent: Chairperson O'Malley, Vice Chairperson Caprau

Staff Present: Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, Marketing Consultant Ashlee Akers and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

**MOTION: By Board Member Sohi and seconded by Board Member Harden to approve the agenda.
*Motion passed 3:0 by a voice vote.***

PUBLIC COMMENT: Dominique Lau, Brendan Pringle, Josh Cross, and Corina Ketchum.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – October 21, 2020

- Recommendation: Approve the Draft Action Minutes of October 21, 2020. [Big Red Marketing]

**MOTION: By Board Member Alexander and seconded by Board Member Harden to approve the consent calendar.
*Motion passed 3:0 by a roll call vote.***

B. BUSINESS ITEMS**1. Citywide Yard Sale Event Sponsorship and Marketing Plan**

- Recommendation: Discuss and provide staff direction on the Citywide Yard Sale Sponsorship after reviewing the Marketing Plan. [Parents for Joy]
- Fiscal Impact [GL 2801]: Up to \$3,750.

Marketing Consultant Akers met with Kate to plan, including paid media strategy to help promote the event. No past data and demographics are available to refer to, however, demographics will be recorded for future reference. Akers answered questions from the board.

PUBLIC COMMENT: Josh Cross.

MOTION: By Board Member Alexander and seconded by Board Member Harden to decline \$3,750 sponsorship opportunity and promotional plan but to offer their in-kind support.
Motion passed 3:0 by a roll call vote.

2. Revised Event Tiers and Application

- Recommendation: Approve revised event tiers and sponsorship application. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger presented the revised event tiers and sponsorship application and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the revised event tiers and sponsorship application with additions of milestones to note percent payout.
Motion passed 3:0 by a roll call vote.

3. Cancelled Event Updates

- Recommendation: Discuss and provide staff direction for the cancelled events that received sponsorship funding. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger reviewed the Central Coast Craft Beer Festival (Exhibit A) and Central Coast CiderFest (Exhibit B) sponsorship financial reports and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the 2020 sponsorship as is without requesting any financial support to be returned.
Motion passed 3:0 by a roll call vote.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to request the sponsorship funds less the \$2,658.47 be returned and saved for the 2021 event.
Motion passed 3:0 by a roll call vote.

4. Big Red Marketing Meeting Roles

- Recommendation: Receive and file Big Red Marketing Meeting Roles. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger gave an overview of Big Red Marketing meeting roles and answered questions from the Board.

PUBLIC COMMENT: Josh Cross.

*The Big Red Marketing Meeting Roles presentation
was received and filed.*

5. Quarterly Marketing Statistics

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

Marketing Consultant Akers presented the Quarterly Marketing Statistics and answered questions from the Board.

PUBLIC COMMENT: None.

*The Quarterly Marketing Statistics
was received and filed.*

6. Quarterly Detailed Budget Report

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

Destination Management Consultant Meisinger reviewed the Quarterly Detailed Budget Report and answered questions from the Board.

PUBLIC COMMENT: None.

*The Quarterly Detailed Budget Report
was received and filed.*

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi presented an update from the Visit SLO CAL TMD meeting, which included the midweek focus instead of off-season focus and the Visit California Welcome Center. Sohi answered questions from the board.

2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – Deputy City Manager Banish presented an update from Visit SLO CAL Marketing Committee meeting, which included updates on the Spartan Race and Restaurant Month.
3. Visit SLO CAL PR Task Force – Verdin – There was no update since there was no meeting with the Visit SLO CAL PR Task Force.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger reminded that the next Board meeting is in February 2021.
5. City Business Update – City Manager’s Office – Deputy City Manager Banish presented updates from City businesses including the updated Brews & Burgers billboard and the Christmas celebration contest.
6. Short Term Rental Update – City Manager’s Office – Deputy City Manager Banish presented on short term rental updates and provided the Board with short term rental reports (Exhibit C).

D. BOARD MEMBER COMMENTS

Board Member Alexander and Board Member Sohi.

E. FUTURE AGENDA ITEMS

None.

F. ADJOURNMENT

Board Member Alexander adjourned the meeting at 4:38 p.m.

Hanna Meisinger, Destination Management Consultant

APPROVED:

Exhibit A: Central Coast Craft Beer Fest Financial Report
Exhibit B: Central Coast Cider Festival Financial Report
Exhibit C: Short Term Rental Report



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

Staff Report

Central Coast Craft Beer Fest Event Sponsorship

RECOMMENDATION:

Review and provide direction for the 2021 Central Coast Craft Beer Fest event sponsorship.

DISCUSSION:

At the August 16, 2017, ATBID Board Meeting the Central Coast Brewers Consortium presented a sponsorship request for the 2018 Central Coast Craft Beer Fest. Following the presentation, the Board moved to approve a \$7,500 sponsorship of the 2018 Central Coast Craft Beer Fest. The Board also approved a \$5,000 sponsorship of the 2019 Central Coast Beer Fest. The Central Coast Brewers Guild applied for a \$5,000 sponsorship for the 2020 Central Coast Craft Beer Fest and was approved. Due to COVID-19, the 2020 Central Coast Craft Beer Fest was postponed twice and inevitably cancelled; however, the Central Coast Brewers Guild held multiple virtual beer tastings to bring awareness to the festival.

The 2021 Central Coast Craft Beer Fest was originally scheduled for March 27, 2021. The event has been rescheduled for July 24, 2021, in hopes that the later date will allow for the event to exist at full capacity. The attached sponsorship application provides details on the Central Coast Brewers Guild's request.

FISCAL IMPACT (GL 2801):

\$5,000

ATTACHMENTS:

1. 2021 Central Coast Craft Beer Fest Event Support Application Form



ITEM NUMBER:

B-1

DATE:

02/17/21

ATTACHMENT:

1

Event Support Application Form

Requesting Organization Central Coast Brewers Guild
Contact: Andres Nunez Phone Number (805) 448-7070
Email: info@centralcoastbeerfest.com Mailing Address: Po Box 1445
City, State, Zip: San Luis Obispo, CA 93436

Name of Event Central Coast Craft Beer Festival
Event Description: Celebrating independently owned craft beer, cider, wine & other alcohol from the Central Coast of California

Event Dates/Times: Sat., July 24 / 12-4pm

Is event located in Atascadero? ☒ Yes ☐ No

Venue Name: Shunken Gardens

Venue Location: Downtown Atascadero

Event Website: CentralCoastBrewersGuild.com

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

☒ Yes ☐ No

Total Anticipated Attendees: 2,000+ Portion From Outside SLO County: 30 %

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: 3rd annual

2018: 1,200 guests

2019: 2,000 guests (sold out!)

Top cities outside SLO County: Santa Maria, Clovis, Fresno,

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

Bakersfield
Coalinga
Santa Barbara

\$45 General Admission / \$55 VIP

We also have Hotel package for night stay + VIP ticket

Crowd Control Safety Plan Details:

Work with our security company for all safety plans
including, fire, earthquake, active shooter.

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

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

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

Our goal is to increase the City of Atascadero
visibility as a destination + craft beer haven.

Our reach is all of California, with an emphasis
on the tri-counties.

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



Tier 1

- Attracts 1,500+ attendees
- At least 35-40% of target market is out-of-town visitors
- Marketing campaigns reach at least 1,000 subscribers
- Event encourages multi-night stay in Atascadero



Tier 2

- Attracts 750+ attendees
- At least 25-30% of target market is out-of-town visitors
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero



Tier 3

- Attracts 750 or less attendees
- Marketing message encourages visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero
- Event appears sustainable and offers growth potential in r

Eligible for
In-kind Support

Additional details about eligible event tier qualification:

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

\$5,000 for marketing, Brewery Reception & glassware.

Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).

Event Item	Amount
Ex. Social Media Ads	\$2,000
Social media	\$750
Coasters	\$500
SM Show / New Times So	\$600
Banners & Posters	\$167.55
Radio	\$1600.00
Hopped LA	\$400
Glassware	\$2600

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

Income Source	Amount
Ex. City of Atascadero	\$2,500 in-kind venue sponsorship
Visit Atascadero	\$5,000

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

Atascadero?

VIP packages that include lodging. Social
media ad campaigns targeting locations outside
of SLO County.

Additional Details:

Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising
See prior page		

Please share your intended public relations outreach.

Social media, Press Release, & working
with local groups like Chamber of Commerce,
Downtown Business District.

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

On all marketing material, glassware, and on site

ITEM NUMBER:

B-1

DATE:

02/17/21

ATTACHMENT:

1

***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.

You must acknowledge and agree to the rules and regulations on Page 10.

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

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

Applicant Signature



Date

1/27/21

In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at hmeis@bigredmktg.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival Event Sponsorship Presentation

RECOMMENDATION:

Review and provide direction for the Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival event sponsorship presentation.

DISCUSSION:

Each year, the Atascadero Chamber of Commerce manages the Central Coast Reserve Weekend's events including the main event, the Atascadero Lakeside Wine Festival. The Wine Festival will be in its 25th year in 2021 and the Chamber will be working to promote this event as part of the "Central Coast Reserve Experience." Due to COVID-19, the dollars that the ATBID approved for the 2020 event of \$5,000 were never received by the Wine Festival, as the event had to be postponed to 2021. At this time, the County is in the Purple Tier and while the focus is to reduce the case rates per 100,000 people to get to the next tier, the wine festival committee is planning a virtual event that includes a weekend "Passport" in an effort to keep this event on track and encourage visitors to explore the variety of wineries in our area.

In the past, the Wine Festival brings in 70-85 vendors including wine, beer, spirits, food and artists. The festival is typically held at the Atascadero Lake Park with a set ticket price for the festival and about 1,500 in attendance.

This year, the Wine Festival Committee is looking to host a virtual festival for 200-250 people. This virtual event will follow the same dates as the regular Central Coast Reserve weekend, June 25-27th. The Kiwanis Mayor's Winemaker Dinner will kick off the weekend virtually on Friday, June 25th, and the virtual Wine Festival will follow on Saturday, June 26th from 3-6 pm. The "Weekend Passport" is a new feature that will be another ticket program for those who wish to visit participating winery and brewery locations from Friday, June 25th through June Sunday, June 27th.

The Central Coast Reserve Weekend presentation will provide an overview of the details of the Atascadero Lakeside Wine Festival and the Weekend Passport.

FISCAL IMPACT (GL 2801):

\$5,000.

ITEM NUMBER: B-2

DATE: 02/17/21

ATTACHMENTS:

1. Atascadero Lakeside Wine Festival Event Application



ITEM NUMBER: B-2
DATE: 02/17/21
ATTACHMENT: 1

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

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

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

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

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

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

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

Please submit application and all additional documents by email to Hanna Meisinger at hmeis@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.



ITEM NUMBER: B-2
DATE: 02/17/21
ATTACHMENT: 1

Event Sponsorship Requirements Checklist

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

- ✓ Complete application and submit at least 6 months prior to event **(Note: renewed event request from 2020 to 2021)**
- ✓ Include requested sponsorship amount in application
- ✓ Select eligible event tier and describe how your event meets qualification
- ✓ Provide event budget with line items detailing how sponsorship funding will be used
- ✓ Provide a detailed marketing plan
- ✓ Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- ✓ Describe all sources of event income and additional sponsorships that have been secured
- ✓ If requested, attend an ATBID Board Meeting to provide event presentation
- ✓ If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
 - Provide planning progress update at least two months prior to event
 - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans



ITEM NUMBER: B-2
DATE: 02/17/21
ATTACHMENT: 1

Event Support Application Form

Requesting Organization: Atascadero Lakeside Wine Festival Committee

Contact: Barbie Butz* **Phone Number:** (805) 461-1234

Email: barbiewb@hotmail.com **Mailing Address:** 6907 El Camino Real

City, State, Zip: Atascadero, CA 93422

(*Note: Terrie Banish presenting on behalf of the Wine Festival Committee)

Name of Event: ***"Central Coast Reserve Weekend"** ~ Atascadero Lakeside Wine Festival & Central Coast Reserve Weekend Passport*

Event Description: Annual Atascadero Lakeside Wine Festival in a typical year brings in over 75+ vendors from around the county including over 1,500 wine festival participants. In 2021, we are looking to keep Atascadero's annual event on the map and in its 25th year, offering a one-of-a-kind, Virtual Wine Festival experience for approx. 250-300 guests with another 200 Wine Weekend Passports being sold to those who wish to enjoy participating wineries. Bringing these two opportunities together will keep Atascadero on the map and keep visitors coming to our area.

Event Dates/Times: June 25-June 27, 2021

Is event located in Atascadero? X - Yes

Venue Name: Virtual Wine Festival filmed at the Atascadero Lake Park, Pavilion on the Lake & Charles Paddock Zoo

Venue Location: 9100 Morro Road, Atascadero

Event Website: www.centralcoastreserve.com

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

X - Yes

Total Anticipated Attendees: 500 (virtual festival & in-person passport)

Portion from Outside SLO County: 40%

Is this the first year the event will take place? Virtually – Yes (25th Annual)

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

attendance numbers: In the past, the event would bring in 1500-2000 in attendance.

Typically, the attendance is 60% local and 40% outside of SLO County, primarily from Central Valley, and secondary audience from Los Angeles.

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

any package opportunities. The admission will range from either a regular ticket

priced at either \$120 for a virtual tasting or \$200 (based on a case of wine) & \$150 for a

VIP ticket for the Virtual Wine Festival that includes a tasting kit, wine glasses, link to

the event and weekend passports or \$250 if the tasting kit is swapped out for a case of

wine. The virtual tasting kit or the case of wine are what the committee will focus on

determining which is best; Ticket price for the Weekend Passport is \$40/ per person that

will include a total of 8 Wineries/breweries/ cider tastings (or flights) plus discounted

purchases for wine/ cider/ beer purchases from participating locations. Opportunity to

package with Visit Atascadero for hotels and attractions like Zip lining.




Crowd Control Safety Plan Details: None needed for 2021.

Will the event require an ABC Permit? Yes, the virtual event will need the permit due to shipping requirements of tasting kits. The permit will be pulled from the Chamber.

Has a City permit been issued for your event or contracted the venue for your event date? X -Yes

Describe how the event supports Visit Atascadero's mission and goals: It continues to bring awareness to our City for the Virtual event as well as encouraging visitors to support our wineries/ breweries/ cideries with the Wine Weekend passport. The "Weekend Passport" would also include packages for both the hoteliers, local restaurants and for our boutique shops.

Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations): Tier 2

<input type="checkbox"/>		<ul style="list-style-type: none"> • Attracts 1,500+ attendees • At least 35-40% of target market is out-of-town visitors • Marketing campaigns reach at least 1,000 subscribers • Event encourages multi-night stay in Atascadero 	Total Support = Up to \$10,000
X		<ul style="list-style-type: none"> • Attracts 750+ attendees • At least 25-30% of target market is out-of-town visitors • Marketing campaigns reach at least 500 subscribers • Event encourages overnight stay in Atascadero 	Total Support = Up to \$7,500
<input type="checkbox"/>		<ul style="list-style-type: none"> • Attracts 750 or less attendees • Marketing message encourages visiting Atascadero • Marketing campaigns reach at least 500 subscribers • Event encourages overnight stay in Atascadero • Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2 	Eligible for In-kind Support

Additional details about eligible event tier qualification:

The target will be a minimum of 25-30% out of area visitors and the marketing campaign will reach a minimum of 500 people. That campaign will be digital and social media focused as well as an email outreach campaign to past ticket holders.

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

We would be honored to receive the same level of monetary support from the ATBID to help us offset our marketing efforts along with the ability to have the virtual support from

En Fuego events, who is a 3rd party contractor that has effectively marketed the virtual beer festivals including the Brew at the Zoo event held at the Charles Paddock Zoo in September 2020 with over 325 in attendance for a sell-out event.

Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).

Event Item	Amount
En Fuego Events (includes social media, marketing to former ticket holders across southern Calif & Central Valley, video production & hosting event)	\$6,500
Event Website & Social Media	\$1,500
Local Media	\$1,500
Wine glasses (plastic), tasting kits, wine, shipping, labor to pack boxes	\$7,000 (kits)- \$19,200 (cases)
<i>Marketing plan is in progress for the virtual event & passport.</i>	
Total	\$16,500 - \$28,700

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

Income Source	Amount
City of Atascadero	\$2,000 (in-kind)– staff, Wi-Fi to air from location, plus Zoo & Pavilion for virtual event recordings.

Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.

Media Outlet & Geographic Location of advertising :	Type & Frequency	Cost of Advertising
Central Valley, Ventura/ LA County & SLO County	Social media Boosted posts 6 weeks out; Digital geo-fenced at 100,000 impressions month prior to event.	\$1,500
<i>Marketing plan is in progress at this time. We will provide the plan as soon as the Committee has it confirmed.</i>		

Please share your intended public relations outreach.

Outreach to Central Valley, Ventura County & portions of LA County markets.

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

what to do while visiting Atascadero along with helpful information on the website and social media pages. There will be an opportunity to include segments on what to do and where to stay during the virtual event.

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

Atascadero? Opportunities will be provided on the website and the social media pages for the Central Coast Reserve Weekend that will promote lodging from former ticket holders in all of the material promoting ticket sales and on the website.

Additional Details: Goal is to promote and keep visitors here in Atascadero and the neighboring communities. We are happy to work with the ATBID to also include travel itineraries that could also be a part of the “Weekend Passport” program.

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero’s support. It is the

responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.

- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

***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.

You must acknowledge and agree to the rules and regulations on Page 10.

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

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

Applicant Signature _____ *Terrie Banish* _____ **Date** 2/5/21 _____

In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at hmeis@bigredmktg.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Quarterly Marketing Statistics

RECOMMENDATION:

Receive and file Quarterly Marketing Statistics.

DISCUSSION:

During the months of November, December, and January, Verdin implemented two local business takeovers highlighting the Charles Paddock Zoo and Colony Market & Deli. We received 3,071 impressions for the two takeovers, which illustrate an engaged audience within our social channel. Four local business spotlights were featured through Instagram Stories highlighting general information about the business as well as inspiring photos. The posts received 2,789 impressions. We filmed and produced two new brand videos based on the approved "Recharge" campaign concept. This was not launched in the paid media space due to the stay-at-home order but will be deployed in Spring now that the order is lifted. Social media remains the primary marketing channel at this time. We will continue to work closely with our partners and introduce new marketing tactics as travel begins to increase.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. November/December/January Stat Summary

NOVEMBER STAT SUMMARY

ITEM NUMBER:
DATE:
ATTACHMENT:

B-3
02/17/21
1

ATASCADERO TBID

December 1, 2020

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:
8,216 vs. 16,035 (-49%)
New Visitors:
3,114 vs. 8,461 (-63%)
Total Sessions:
3,874 vs. 10,295 (-62%)
Mobile Views: 1,845 (-65%)
Desktop Views: 1,256 (-60%)
PPV (Page Per Visit): 2.12 (+36%)
TOS (Time on Site): 001:12 (+73%)

GEOGRAPHIC REFERRALS

Atascadero: 588 (-31%)
Paso Robles: 485 (-10%)
Los Angeles: 291 (-75%)
San Francisco: 281 (-51%)
San Luis Obispo: 154 (-42%)
San Jose: 62 (+32%)
Los Osos: 54 (+35%)
Santa Ana: 35 (+66%)
Morro Bay: 31 (-44%)
Sacramento: 27 (-73%)

ACQUISITION

Social: 228 (-84%)
Direct: 955 (-74%)
Organic: 1,687 (-36%)
Referral: 443 (-65%)

PAGE VIEWS

Things to Do: 636 (-25%)
Events: 736 (-52%)
Home: 666 (-51%)
Trail of Lights: 557
Brews/Burger: 387 (-89%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,704
Impressions: 10,149
Organic: 9,711
Paid: 1,293
Engagements: 547
Top Post: Trail of Lights (boosted)
Reach: 2,925
Main audience: Women over 35, living in SLO County and Central Valley

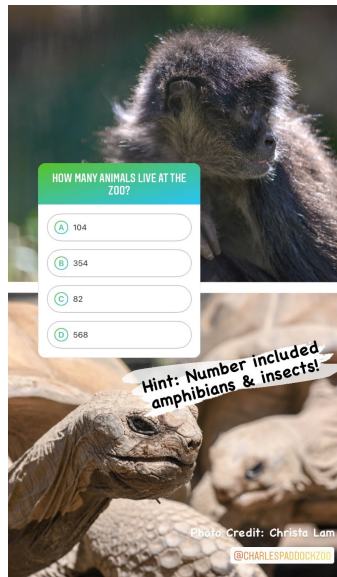
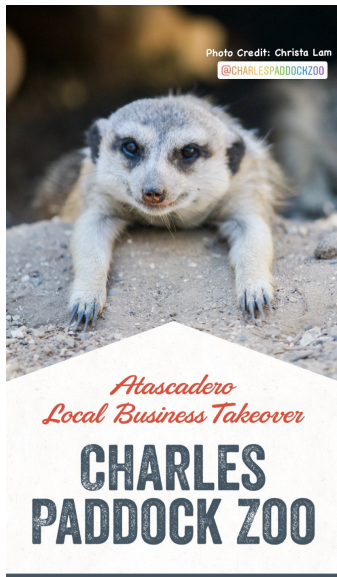
INSTAGRAM AND TWITTER

Instagram Followers: 2,951
New Followers: 40
Likes received: 936
Comments received: 21
Main audience: Women 35-44 on the Central Coast
Twitter Followers: 318
Engagements: 27
Main audience: Men ages 35-44

SOCIAL MEDIA ACTIVITES

SOCIAL TAKEOVER CAMPAIGN

This month, Verdin ran the second round of videos and photos featuring the Charles Paddock Zoo. The posts went live throughout the day on November 24 and included photos, videos and interactive quizzes on the Visit Atascadero Instagram story.



Social Takeover Results

This post included 7 videos and photos throughout the day on Nov. 24.

Story Taps Forward: 695

Impressions: 974

Average Reach per Story: 121

Story Replies: 0

LOCAL BUSINESS SPOTLIGHT

In November, Verdin featured 2 local businesses in the Local Business Spotlight campaign: Ancient Peaks Winery and Chaparral Gardens. Each spotlight included an intro and outro slide, along with three photo slides highlighting the business with photos and general information. These were shared on Nov. 5 and Nov. 23 on the Visit Atascadero Instagram story.



Local Spotlight Results

This post included 10 story slides (5 per day) on Nov. 5 and Nov. 23.

Story Taps Forward: 1,137

Impressions: 1,457

Average Reach per Story: 262

Story Replies: 1

DECEMBER STAT SUMMARY

ITEM NUMBER:

B-3

DATE:

02/17/21

ATTACHMENT:

1

ATASCADERO TBID

January 4, 2021

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:

17,368 vs. 17,211 (+0.9%)

New Visitors:

6,853 vs. 8,565 (-20%)

Total Sessions:

8,921 vs. 10,870 (-18%)

Mobile Views: 4,971 (-8%)

Desktop Views: 1,918 (-41%)

PPV (Page Per Visit): 1.95 (+23%)

TOS (Time on Site): 001:24 (+73%)

GEOGRAPHIC REFERRALS

Atascadero: 1,904 (+74%)

Paso Robles: 1,390 (+78%)

Los Angeles: 637 (-46%)

San Francisco: 834 (+0.6%)

San Luis Obispo: 339 (-25%)

Arroyo Grande: 131 (+58%)

Santa Ana: 100 (+244%)

Los Osos: 90 (+12%)

Morro Bay: 54 (-34%)

Sacramento: 49 (-43%)

ACQUISITION

Social: 808 (-8%)

Direct: 2,165 (-37%)

Organic: 2,793 (-25%)

Referral: 1,688 (-51%)

PAGE VIEWS

Things to Do: 636 (-25%)

Events: 1,753 (-3%)

Home: 936 (-34%)

Trail of Lights: 6,649 (new)

Drive Holiday 806 (new)

Pop Up Farm: 524 (new)

Hike/Bike: 360 (+193%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,703

Impressions: 20,363

Organic: 8,579

Paid: 11,526

Engagements: 2,163

Top Post: Holiday donuts from SloDoCo

Reach: 563

Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,980

New Followers: 27

Likes received: 1,078

Comments received: 21

Main audience: Women ages 35-44 in SLO County

Twitter Followers: 321

Engagements: 35

Main audience: Men ages 35-44

SOCIAL MEDIA ACTIVITIES

SOCIAL TAKEOVER CAMPAIGN

This month, Verdin featured Colony Market & Deli. The posts went live throughout the day on Tuesday, December 29, 2020.



Social Takeover Results

This post included 5 videos and 2 photos throughout the day on Dec. 29.

Story Taps Forward: 1,686

Impressions: 2,097

Average Reach per Story: 123

Story Replies: 2

LOCAL BUSINESS SPOTLIGHT

In December, two businesses were featured in the Local Business Spotlight campaign: JUICEBOSS and Colony Mash Brewing. Each spotlight included an intro and outro slide, along with three photo slides highlighting the business with photos and general information. These were shared on Dec. 17 and Dec. 23 on the Visit Atascadero Instagram story.



Local Spotlight Results

This post included 10 story slides (5 per day) on Dec. 17 and Dec. 23.

Story Taps Forward: 1,131

Impressions: 1,332

Average Reach per Story: 265

Story Replies: 2

JANUARY STAT SUMMARY

ATASCADERO TBID

February 1, 2021

ITEM NUMBER:

B-3

DATE:

02/17/21

ATTACHMENT:

1

WEB ANALYTICS (2021 vs. 2020)

WEBSITE TRAFFIC

Page Views:
5,453 vs. 26,873 (-80%)
New Visitors:
2,336 vs. 13,986 (-83%)
Total Sessions:
2,769 vs. 17,715 (-84%)
Mobile Views: 1,459 (-84%)
Desktop Views: 896 (-81%)
PPV (Page Per Visit): 1.99 (+30%)
TOS (Time on Site): 00:57 (+8%)

GEOGRAPHIC REFERRALS

Atascadero: 407 (-75%)
Paso Robles: 306 (-78%)
Los Angeles: 171 (-90%)
San Francisco: 213 (-88%)
San Luis Obispo: 89 (-90%)
Arroyo Grande: 46 (81%)
Santa Ana: 26 (-10%)
Los Osos: 30 (-81%)
Morro Bay: 30 (-82%)
Sacramento: 22 (-87%)

ACQUISITION

Social: 163 (-92%)
Direct: 615 (-84%)
Organic: 1,530 (-76%)
Referral: 142 (-95%)

PAGE VIEWS

Things to Do: 463 (-51%)
Events: 272 (-82%)
Home: 494 (-72%)
Parks: 316 (+9%)
Brews/Burgers: 278(-87%)
Mexican Eats: 224 (+4%)
Hike/Bike: 233 (+69%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,689
Impressions: 5,976
Organic: 5,892
Paid: 0
Reach: 6,957
Engagements: 221
Top Post: Tamale Festival
Reach: 569
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 3,011
New Followers: 28
Likes received: 900
Comments received: 20
Main audience: Women ages 35-44
Twitter Followers: 320
Engagements: 50
Main audience: Men ages 35-44

SOCIAL MEDIA ACTIVITIES

SOCIAL TAKEOVER CAMPAIGN

Verdin paused the remaining two social takeovers and plan to deploy in the Spring. We are currently working on new content focused around our retail business community.

SPRING CAMPAIGN

CREATIVE

This quarter the Verdin team has been developing the “Recharge” campaign that was put on hold due to the stay-at-home order initiated in December 2020. We have completed two new brand videos and will be launching programmatic advertising in the month of February based on our target audiences and personas.





ITEM NUMBER:
DATE:

B-4
02/17/21

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Quarterly Detailed Budget Report

RECOMMENDATION:

Receive and file Quarterly Detailed Budget Report.

DISCUSSION:

The 2020/21 Fiscal Year Budget shows all expenditures through December 31, 2020. Due to lack of income, there are no updated TOT Reports at this time.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. 2020/21 ATBID Budget
2. Fund Summary Report
3. TOT Report

ITEM NUMBER:

B-4

DATE:

02/17/21

ATTACHMENT:

1

GL #	ATBID 2020/21 BUDGETED P&L								
	REVENUE PROJECTIONS	July	August	September	October	November	December	Actuals	Budget
1100	2% BID Revenue July 2020 - June 2021			\$67,286.00	\$2,132.00	\$-	\$43,541.00	\$112,959.00	\$326,770.00
1200	Estimated Fund Balance from 2020/2021								\$256,830.00
1300	Revenue from Use of Money								\$4,670.00
	Total								\$588,270.00
	Budget								Recommended Budget Updates % of Total Budget
2100	Admin								\$38,385.00 14.78%
2101	City Admin Fees								\$2,610.00
2102	Office Expense								\$2,500.00
2103	Operating Supplies and misc. expenses								\$500.00
2104	Lodging Ordinance Enforcement								\$5,200.00
2105	Big Red Marketing	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$650.00	\$4,400.00	\$9,375.00
2106	Verdin	\$885.90	\$2,002.90	\$1,288.30	\$1,588.90	\$1,585.30	\$915.20	\$8,266.50	\$18,200.00
2200	ATBID Management								\$20,812.00 8.01%
2201	Board Management & Coordination	\$850.00	\$1,200.00	\$845.00	\$100.00	\$200.00	\$700.00	\$3,895.00	\$8,625.00
2202	Financial Management	\$500.00	\$500.00	\$500.00	\$500.00	\$250.00	\$650.00	\$2,900.00	\$8,512.00
2203	Strategy	\$280.00	\$280.00	\$900.00	\$280.00	\$600.00	\$300.00	\$2,640.00	\$3,675.00
2204	COVID			\$1,000.00	\$2,000.00			\$3,000.00	\$0.00
2300	Visual Assets and Branding								\$23,000.00 8.85%
2301	Photography & Video								\$0.00
2302	Creative Services - Verdin Scope	\$1,306.10	\$1,816.50	\$1,202.40	\$1,776.70	\$5,287.81	\$302.40	\$11,691.91	\$23,000.00
2303	Creative Services - Out of Scope				\$245.50			\$245.50	\$0.00
2304	Promotional Items & Visit Atascadero Brochure								\$0.00
2400	Digital Marketing								\$23,480.00 9.04%
2401	Website Updates	\$129.80		\$47.95	\$105.95	\$451.45	\$47.95	\$783.10	\$780.00
2402	Social Media contest hard costs								\$200.00
2403	Social Media/Contest Management	\$1,579.20	\$1,560.60	\$1,379.90	\$1,627.60	\$1,526.30	\$1,565.10	\$9,238.70	\$18,800.00
2404	E-Newsletter	\$41.99	\$41.99	\$611.29	\$42.00	\$43.19	\$299.09	\$1,079.55	\$3,700.00
2500	Advertising								\$64,576.00 24.86%
2501	Planned Media Buys				\$488.94		\$104.65	\$593.59	\$50,000.00
2502	Reactive Advertising & Co-Ops	\$1,000.00						\$1,000.00	\$10,000.00
2503	Verdin Media Retainer			\$128.00				\$128.00	\$4,576.00
2600	Public Relations								\$4,500.00 1.73%
2601	FAMs/ Individual Itineraries								\$1,500.00
2602	PR Retainer & Reactive Planning								\$3,000.00
2700	Tour & Travel								\$10,000.00 3.85%
2701	Trade Show								\$10,000.00
2800	Consumer Outreach								\$35,000.00 13.47%
2801	Event Sponsorship				\$5,000.00			\$5,000.00	\$30,000.00
2802	Management of Event Sponsorship	\$300.00	\$450.00	\$400.00	\$350.00	\$400.00	\$350.00	\$2,250.00	\$5,000.00
2900	Recovery Plan								\$40,000.00 15.40%
2901	Social Videos		\$960.80	\$792.70	\$617.40	\$120.00		\$2,490.90	\$10,000.00
2902	Social Takeover Management		\$302.10	\$244.10	\$833.20	\$529.60	\$787.60	\$2,696.60	
2903	Recovery Campaigns/Giveaways								\$10,000.00
2904	Public Relations Tactics	\$465.60	\$87.00		\$58.00			\$610.60	\$5,000.00
2905	Partnership Programs								\$10,000.00
2906	Signage								\$5,000.00
	TOTAL EXPENSES	\$8,088.59	\$9,951.89	\$10,089.64	\$16,364.19	\$11,743.65	\$6,671.99	\$62,909.95	\$259,753.00
	Cash Reserves								\$58,000.00
	Funds Unallocated								\$270,517.00
	Total Budget								\$588,270.00

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	YTD ACTUAL* 2020-2021 through 12/31/2020	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 112,959	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	20	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	10,720	-	4,670
	Total Revenue	164,104	246,536	268,231	276,875	287,815	235,462	112,979	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	11,520	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	51,390	151,250
6600000	Professional Development	-	-	425	425	425	-	-	430
6740000	Business Development	-	5,000	-	3,000	-	-	-	-
6900000	Administration	1,620	2,411	2,675	2,753	2,782	2,246	1,130	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	64,040	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	48,939	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 322,606	\$ 271,820

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

City of Atascadero
Tourism Report
Transient Occupancy Tax Revenues

ITEM NUMBER:
DATE:
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	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021					