



ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA

*** COVID-19 NOTICE ***

Consistent with the SLO County Region 1–Southern California Regional Stay 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, March 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 – February 17, 2021

- Recommendation: Approve the Draft Action Minutes of February 17, 2021. [Big Red Marketing]

B. BUSINESS ITEMS

1. Atascadero Fall Fest Event Sponsorship Presentation

- Recommendation: Review and provide staff direction for the Atascadero Fall Fest event sponsorship presentation. [Fall Fest]
- Fiscal Impact [GL 2801]: \$5,000.

2. The Garagiste Festival Event Sponsorship Presentation

- Recommendation: Review and provide staff direction for the 2021 Garagiste Festival event sponsorship presentation. [Garagiste]
- Fiscal Impact [GL 2801]: Up to \$10,000.

3. Monthly Budget Report

- Recommendation: Receive and file Monthly 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. Destination Management Update – Big Red Marketing
4. City Business Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. 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, 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:

Chairperson O'Malley called the meeting to order at 2:32p.m.

ROLL CALL:

Present: Chairperson O'Malley, Board Member Alexander, Board Member Harden, Board Member Sohi

Vacant: None.

Absent: 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 Alexander and seconded by Board Member Harden to approve the agenda.

Motion passed 4:0 by a voice vote.

PUBLIC COMMENT: None.

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 Sohi to approve the consent calendar.

Motion passed 4:0 by a roll call vote.

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.

Andres Nunno and Tony Grimes, representing the Central Coast Brewer's Guild, presented information about the 2021 Central Coast Craft Beer Fest event and answered questions from the Board.

PUBLIC COMMENT: Corina Ketchum and Josh Cross.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve event sponsorship for the 2021 Central Coast Craft Beer Fest.
Motion passed 4:0 by a roll call vote.

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.

Central Coast Reserve committee representative Terrie Banish presented information about the updated Atascadero Lakeside Wine Festival virtual structure and answered questions from the Board. Tom O'Malley provided information about the Kiwanis Winemaker dinner and answered questions from the other Board Members. The Board requested modifications and additional information to help direct a decision be presented at the March 17, 2021 Board Meeting.

PUBLIC COMMENT: Josh Cross.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to require modifications to the event sponsorship spending allocations and request a second presentation during the March 17, 2021 Board Meeting.
Motion passed 4:0 by a roll call vote.

3. Quarterly Marketing Statistics

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

Chairperson O'Malley left the meeting at 4:03 p.m.

Destination Marketing Consultant, Ashlee Akers, presented marketing statistics from November 2020, December 2020, and January 2021 and answered questions from the Board.

PUBLIC COMMENT: None.

***The Quarterly Marketing Statistics
was received and filed.***

4. Quarterly Detailed Budget Report

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

Destination Management Consultant Hanna Meisinger presented a detailed budget report and answered questions from the Board. Deputy City Manager Terrie Banish provided answers related to the TOT Report.

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 updates from the Visit SLO CAL TMD meeting including the new Spartan Race date, the Highway 1 closure, and Oceano Dunes update. Sohi answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – Deputy City Manager Banish provided updates from the Visit SLO CAL Marketing Committee meeting including information about the Spartan Race, mailing list updates, and the Google Co-op. Banish answered questions from the Board.
3. Visit SLO CAL PR Task Force – Verdin – Destination Marketing Consultant Akers shared that the Visit SLO CAL PR Task Force has disbanded.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented destination management updates including the media opportunities that were presented to all lodging partners. Meisinger answered questions from the Board.
5. City Business Update – City Manager’s Office – Deputy City Manager Banish provided City updates including the virtual Brew at the Zoo event, strategic planning for Measure D-20, the small business emergency assistance grant, and the Know Your Zone campaign. Banish answered questions from the Board.

D. BOARD MEMBER COMMENTS

None.

E. FUTURE AGENDA ITEMS

1. Mid-State Fair Sponsorship Opportunities
2. Garagiste Sponsorship Opportunities
3. Chairperson and Vice Chairperson Nomination
4. Updated Atascadero Lakeside Wine Festival Presentation

E. ADJOURNMENT

Board Member Sohi adjourned the meeting at 4:34 p.m.

Hanna Meisinger, Destination Management Consultant

APPROVED:



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

Staff Report

Atascadero Fall Fest Event Sponsorship Presentation

RECOMMENDATION:

Review and provide staff direction for the Atascadero Fall Fest event sponsorship presentation.

DISCUSSION:

The Atascadero Fall Fest will be a first annual event held on November 19 from 5-10pm and November 20-21 from 12-10pm.

This zero-emission, free admission event will feature a full carnival, 30+ bands, a beer and wine station, and food and retail vendors. The event is geared towards bringing in many people from outside of Atascadero to enjoy a weekend of "Fun for the Whole Family."

The anticipated attendee count is 15,000 with 30% expected from outside of the county.

The Atascadero Fall Fest committee is requesting \$5,000 in sponsorship to help create this new event.

FISCAL IMPACT (GL 2801):

\$5,000.

ATTACHMENTS:

1. Atascadero Fall Fest Sponsorship Application
2. Atascadero Fall Fest Event Map



Event Support Application Form

Requesting Organization En Fuego Events
Contact: Andres Nunez Phone Number (805) 448-7070
Email: info@enfuegocorp.com Mailing Address: 1072 Casitas Pass Rd #230
City, State, Zip: Carpinteria, CA 93013

Name of Event Atascadero Fall Festival

Event Description: This will feature a full carnival, 2 stages, 30+ bands, beer + wine stations + fun, family atmosphere. "This is fun for the whole family."

Event Dates/Times: Friday, Nov. 19th (5-10pm) - Sunday, Nov 21st (12-10pm)
Is event located in Atascadero? ☒ Yes ☐ No Sat + Sun

Venue Name: Shunka Gardens Salmon Ave, E mall + parking lot next to City Hall.
Venue Location: (see above)

Event Website: AtascaderoFallFest.com

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

☒ Yes ☐ No

Total Anticipated Attendees: 15,000 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: We held Solvang Fall Fest in 2019
+ had over 15,000 + visitors over 3 days.

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

No. Free admission.

Crowd Control Safety Plan Details:

Silver Fox Security Company, + EMT.

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:

We will create an event that is centered to families,
+ people of all ages. We will market overnight
stays + hope to work with lodging partners for
special packages that include carnival ride tickets + beer.

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

ITEM NUMBER:

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ATTACHMENT:

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1

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	\$1500 - \$2500
Print	\$1500
Radio	\$1000
Banner	\$250
Poster	\$100

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

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
SM Shu	2-4 wks	
New Times	2-4 wks	
KJLB Radio	2 wks	
Krush Radio	2 wks	

Please share your intended public relations outreach.

We will allow local businesses to have free vendor booths on site. Work with local non-profits.

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

All marketing materials will include Visit Atascadero.

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

Atascadero?

Special Packages with Carnival tickets & beer tickets.

Additional Details:

In our first year we created an event for families to enjoy everything we have to offer. It created memories to last a lifetime & showcased talent from the area. It truly was "fun for the whole family."

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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.

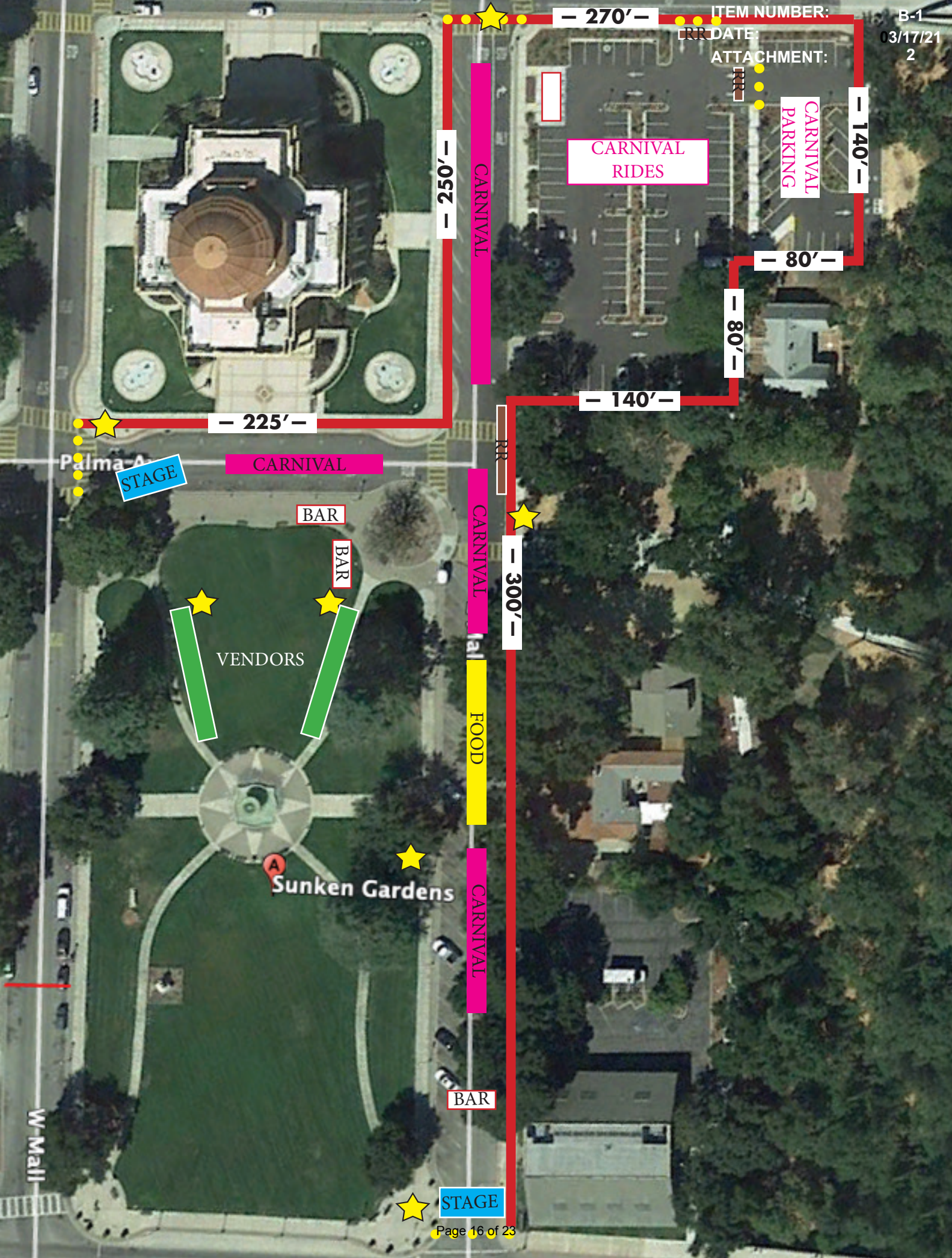
You must acknowledge and agree to the rules and regulations on Page 10.

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 2/17/21

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



- 270' -

- 140' -

- 80' -

- 80' -

- 140' -

- 225' -

- 52' -

- 300' -

STAGE

CARNIVAL

BAR

BAR

VENDORS

CARNIVAL
FOOD

Sunken Gardens

CARNIVAL

BAR

STAGE



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

The Garagiste Festival Event Sponsorship Presentation

RECOMMENDATION:

Review and provide staff direction for the 2021 Garagiste Festival event sponsorship presentation.

DISCUSSION:

The Garagiste Festival was founded nine years ago. Now voted the #1 Wine Festival in America by USA Today, the event has become a huge success in showcasing the micro-wineries of the Central Coast and California. As the event grows, they rely heavily on sponsors for in-kind and financial sponsorship to provide affordable tickets and encourage overnight stays.

As they look towards this year's event, they are requesting up to \$10,000 in financial sponsorship from Visit Atascadero.

During their presentation at the September 18, 2019 Board Meeting, the event planner shared there are opportunities to bring the Friday event to an Atascadero venue in future years. Following the September 18, 2019 Board Meeting, the event planner coordinated efforts with the City to confirm the possibility of hosting the Friday night event at the Pavilion on the Lake in Atascadero. Due to the COVID-19 pandemic, the originally proposed 2020 Garagiste Festival was cancelled.

Following the review of the 2021 Garagiste Festival Event application, the Board will provide staff direction on potential sponsorship.

FISCAL IMPACT (GL 2801):

Up to \$10,000.

ATTACHMENTS:

1. 2020 Event Sponsorship Application

Event Support Application Form

Requesting Organization: GARAGISTE Events, Inc.
Contact: Doug Minnick Phone Number: 818-929-3694
Email: OKMINNICK@MAC.COM Mailing Address: 5225 Santa Rita Rd
City, State, Zip: Templeton, CA 93465

Name of Event: The 9th Annual GARAGISTE Festival

Event Description: Voted #1 Wine Festival in
America by USA Today. Features the
rapidly growing "GARAGISTE" micro-wineries of
the Central Coast & California

Event Dates/Times: Nov 7 - 10th, 2019

Event Website: GARAGISTEFESTIVAL.COM

Total Anticipated Attendees: 1000 Portion From Outside SLO County: 74 %

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 notes

How will the event be advertised? What resources will be used to advertise? What

geographic locations will be targeted? Extensive press coverage, plus targeted social media advertising throughout CA + extending nationwide. See attached notes

Crowd Control Safety Plan:

We limit ticket sales to ensure a comfortable, not over-crowded, event. Never a single problem in nine years.

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): _____

\$10,000

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

See Attached

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

We will do specific marketing + promo for A-Town hotels to our members

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ATTACHMENT:	1

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- 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.

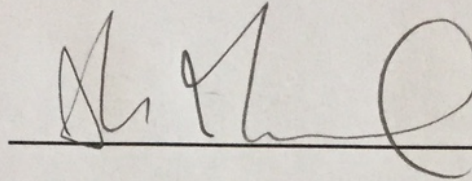
*****Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.**

*****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.

Should the event not take place as presented and scheduled, event coordinators are required to reimburse the ATBID for sponsorship support.

Applicant Signature



Date

7-24-19

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



ITEM NUMBER:
DATE:

B-3
03/17/21

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file Monthly Budget Report.

DISCUSSION:

The 2020/21 Fiscal Year Budget shows all expenditures through January 31, 2020. As anticipated, with the California travel regulations, revenue was low in January.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. 2020/21 ATBID Budget

GL #	ATBID 2020/21 BUDGETED P&L									
	REVENUE PROJECTIONS	July	August	September	October	November	December	January	Actuals	Budget
1100	2% BID Revenue July 2020 - June 2021			\$67,286.00	\$2,132.00	\$-	\$43,541.00	\$6,407.00	\$119,366.00	\$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
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	\$800.00	\$5,200.00	\$9,375.00
2106	Verdin	\$885.90	\$2,002.90	\$1,288.30	\$1,588.90	\$1,585.30	\$915.20	\$556.50	\$8,823.00	\$18,200.00
2200	ATBID Management									\$20,812.00
2201	Board Management & Coordination	\$850.00	\$1,200.00	\$845.00	\$100.00	\$200.00	\$700.00	\$900.00	\$4,795.00	\$8,625.00
2202	Financial Management	\$500.00	\$500.00	\$500.00	\$500.00	\$250.00	\$650.00	\$350.00	\$3,250.00	\$8,512.00
2203	Strategy	\$280.00	\$280.00	\$900.00	\$280.00	\$600.00	\$300.00	\$1,000.00	\$3,640.00	\$3,675.00
2204	COVID			\$1,000.00	\$2,000.00				\$3,000.00	\$0.00
2300	Visual Assets and Branding									\$23,000.00
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	\$268.50	\$11,960.41	\$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
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	\$1,439.40	\$10,678.10	\$18,800.00
2404	E-Newsletter	\$41.99	\$41.99	\$611.29	\$42.00	\$43.19	\$299.09	\$43.19	\$1,122.74	\$3,700.00
2500	Advertising									\$64,576.00
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	\$256.00	\$4,576.00
2600	Public Relations									\$4,500.00
2601	FAMs/ Individual Itineraries									\$1,500.00
2602	PR Retainer & Reactive Planning							\$101.50	\$101.50	\$3,000.00
2700	Tour & Travel									\$10,000.00
2701	Trade Show									\$10,000.00
2800	Consumer Outreach									\$35,000.00
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	\$350.00	\$2,600.00	\$5,000.00
2900	Recovery Plan									\$40,000.00
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	\$5,937.09	\$68,847.04	\$259,753.00
	Cash Reserves									\$58,000.00
	Funds Unallocated									\$270,517.00
	Total Budget									\$588,270.00