



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, April 21, 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
Board Member Deana Alexander, The Carlton Hotel
Board Member Patricia Harden, SpringHill Suites by Marriott
Board Member Amar Sohi, Holiday Inn Express and Suites
Vacancy

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 – March 17, 2021

- Recommendation: Approve the Draft Action Minutes of March 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. Atascadero Lakeside Wine Passport Sponsorship Presentation

- Recommendation: Review and provide direction for the Atascadero Lakeside Wine Passport sponsorship program. [Atascadero Lakeside Wine Festival]
- Fiscal Impact [GL 2801]: \$5,000.

3. Destination Management Services and Destination Marketing Services Contract Renewals

1. Recommendation: Review and provide staff direction for the renewal of the Big Red Marketing 2021/2022 fiscal year contract. [Big Red Marketing]
2. Recommendation: Review and provide staff direction for the renewal of the Verdin Marketing 2021/2022 fiscal year contract. [Verdin]
- Fiscal Impact [GL Varied]: \$251,250.

4. Interim Vice Chairperson Nomination

- Recommendation: Discuss and provide staff direction for the interim Vice Chairperson position. [Big Red Marketing]
- Fiscal Impact: None.

5. 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
2. In-Person Meetings

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, 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:

Board Member Alexander called the meeting to order at 2:31 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, Destination Management Coordinator Dominique Lau, 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 Alexander to approve the agenda.
Motion passed 3:0 by a voice vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – February 17, 2021

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

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 3:0 by a voice vote.

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.

Andres Nunno presented information about the Atascadero Fall Fest Event and answered questions from the Board. The Board requested additional event date considerations and additional information to help direct a decision be presented at the April 21, 2021 Board Meeting.

PUBLIC COMMENT: None.

**The Atascadero Fall Fest Sponsorship Presentation
was received and staff direction was provided.**

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.

Doug Minnick and Stewart McCallum presented information about the Garagiste Festival Event and presented on the 2021 Garagiste Festival Overview Sponsor Document (Exhibit A). Minnick and McCallum answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Alexander and seconded by Board Member Sohi to approve event sponsorship in the amount of \$5,000 for the 2021 Garagiste Festival with the requirement that at least one event takes place in Atascadero.
Motion passed 3:0 by a roll call vote.

3. Monthly Budget Report

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

Destination Management Consultant Hanna Meisinger presented a budget report and answered questions from the Board.

PUBLIC COMMENT: None.

***The Monthly 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 summer reopening of Highway 1, grant to extend the Bob Jones trail, Kathy Tolle as the new Chief Marketing Officer, and reopening of California theme parks with limited capacity. 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 Oceano Dunes, reopening of airport routes, and the Strategic Planning Retreat. Destination Marketing Consultant Akers recommended a visiting futureoftourism.org to learn more about sustainable tourism. Banish answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented destination management updates including the media opportunity sent to lodging partners regarding outdoor seating. Meisinger answered questions from the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided City updates including budget progress, strategic planning for Measure D20, and the virtual Brew at the Zoo event. Banish answered questions from the Board.

D. BOARD MEMBER COMMENTS

None.

E. FUTURE AGENDA ITEMS

1. Chairperson and Vice Chairperson Nomination

E. ADJOURNMENT

Board Member Alexander adjourned the meeting at 3:42 p.m.

Hanna Meisinger, Destination Management Consultant

APPROVED:

Exhibit A: Overview Sponsor Document



***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 presented a request for sponsorship at the March 17, 2021 ATBID Board Meeting. After reviewing potential date alternatives with the Board and with the committee, they have returned to request \$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@enfuegoevents.com Mailing Address: 1072 Casitas Pass Rd #230
City, State, Zip: Carpinteria, CA 93023

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

Event Website: Atascadero Fall Fest. 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

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."

ITEM NUMBER:

B-1

DATE:

04/21/21

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 2/17/21

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

ITEM NUMBER:
DATE:
ATTACHMENT:

CARNIVAL
PARKING

CARNIVAL
RIDES

CARNIVAL
-250'-

-140'-

-80'-

-80'-

-140'-

-225'-

STAGE

CARNIVAL

BAR

BAR

VENDORS

CARNIVAL

-300'-

FOOD

CARNIVAL

Sunken Gardens

BAR

STAGE
Page 15 of 39

W-Mall

Palma Ave



ITEM NUMBER:

B-2

DATE:

04/21/21

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Lakeside Wine Passport Sponsorship Presentation

RECOMMENDATION:

Review and provide direction for the Atascadero Lakeside Wine Passport sponsorship program.

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. Due to COVID-19, we are planning to introduce a Wine Passport in lieu of the Wine Festival for 2021 and bring back the event in-person in 2022. The Chamber and the Atascadero Lakeside Wine Festival Committee are working together to promote the "Atascadero Lakeside Wine Passport" in an effort to stay top-of-mind and encourage visitors to get out and explore the variety of wineries in our area.

This year, the Wine Festival Committee will launch the new passport prior to what would be the regular Atascadero Lakeside Wine Festival event with the "Wine Passport" deals to officially begin on Saturday, June 26. The passport will offer a variety of wineries (12), breweries (5), and cider (1) to enjoy with a complimentary tasting for two people and a 10% discount on beverage purchases. It will also offer that the corkage fee be waived at restaurants, restaurant and boutique shop discounts along with hotel packages will also be included. In addition, it will offer a discount to the 2022 Atascadero Lakeside Wine Festival at a 50% off savings. The passport will be good for 6 months or 12 months. This will encourage people to visit the wineries and breweries that are a part of the passport and enjoy our area.

The Atascadero Lakeside Wine Passport presentation will provide an overview of the details of the passport program.

FISCAL IMPACT (2801):

\$5,000.

ATTACHMENTS:

1. Atascadero Lakeside Wine Passport Program Presentation

Atascadero Lakeside
Wine
FESTIVAL

**2021 Atascadero
Lakeside Wine Passport**

Festival Dates – June 25-27, 2021

2021 Weekend IDEAS!

- Virtual Kiwanis's Winemaker Dinner (*In progress with Kiwanis*)
- Atascadero Lakeside Wine Passport
 - VIP passport to participating wineries! Launches on June 26th
 - Passport includes complimentary tastings, complimentary corkage fee to restaurants, 10% wine discounts;
 - Includes up to 12 wineries, 5 craft breweries, & 1 distillery.
 - 2022 Atascadero Lakeside Wine Festival discount.
 - Deals on Hotel packages.

CASE STUDIES



Napa Valley

Sale \$59

Originally \$89

15 wineries

2 for 1 tasting or 10% off
wine purchase

Good for 2 people

Offered annually



Sonoma Valley

Sale \$59

Originally \$89

Groupon \$29

66 wineries

2 for 1 tasting or 10% off
wine purchase

Good for 2 people

Offered annually



Calistoga

\$60

12 wineries

Complimentary tasting

Dec 5 - Mar 31

PASSPORT OPTIONS



Passport #1 - \$75

June 26 - December 31



Passport #2 - \$75

January 1 - June 25



Passport #3 - \$125

June 26 - June 25, 2022

- 12 + Wineries
- 6 + Breweries, Distillery, Cidery (Tent City, Wild Fields, Dead Oak, Colony Mash, Santa Maria, Owl...), Central Coast Distillery,
- Complimentary corkage fees at participating restaurants in Atascadero
- Discounts at lodging and shops in Atascadero
- Discount for 2022 Wine Festival (25%) - add to year-round ticket only
- Minimum \$360 value (assumes \$20 per tasting & 18 tastings)

2021 Weekend Marketing Tactics

- Marketing for the Atascadero Lakeside Wine Passport
 - Media Release & PA Announcements to local market
 - Interviews on local radio stations
 - Email blast out to past Wine Festival Ticket Holders
 - Digitally Targeted Ads, Social media & website campaign
 - Facebook & Instagram pages – social media boosts to Central Valley, Monterey, SLO & Santa Barbara Counties
 - Paid Digital Ads
- Sales Goal: 300 Passports Sold
- Exclusive Sponsorship Opportunity for Visit Atascadero on all Passport tickets, flyers, website and mentions/tagging on Social Media
- Investment: \$5,000

Atascadero Lakeside
Wine
FESTIVAL

Questions?



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Destination Management Services Contract Renewal

RECOMMENDATION:

Review and provide staff direction for the renewal of the Big Red Marketing 2021/2022 fiscal year contract.

DISCUSSION:

The ATBID Board appointed Big Red Marketing in 2015 for support and consulting in destination management services. These services include varied activities within the areas of administration, event sponsorship program, Board management and coordination, financial management, tour and travel, and strategy. Contract concludes on 6/30/2021 with the option for a one-year extension. The ATBID Board has the opportunity to renew the contract for one year without going to Request For Proposals. For additional details regarding the tasks to support these areas of activity, please see Attachment 2: Scope of Work related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID).

Throughout the 2020/2021 fiscal year, Big Red Marketing provided additional outreach support to all lodging partners to notify and discuss current operation and practices, especially regarding the COVID-19 pandemic and travel restrictions. Furthermore, Big Red Marketing coordinated the complete budget update based on expectations of income decreases due to the COVID-19 pandemic.

Big Red Marketing continued to support the expansion and strategic partnerships with event coordinators, development of staff reports to support the ATBID Board packets, printing of the ATBID Board monthly packets, recording and reporting of ATBID Board Meeting minutes, creation and coordination of contracts for expenditures approved by the ATBID Board in amounts equal to or exceeding \$10,000, and creation and coordination of change orders applied to existing vendor contracts providing services to the ATBID.

Big Red Marketing Contract History:

March 1, 2015 – February 29, 2016:	\$30,000
March 1, 2016 – June 30, 2017:	\$40,000
July 1, 2017 – June 30, 2018:	\$36,000
July 1, 2018 – June 30, 2019:	\$45,250
July 1, 2019 – February 29, 2020	\$30,315
March 1, 2020 – June 30, 2020	\$14,750
July 1, 2020 – June 30, 2021	\$45,250 (current contract)

Big Red Marketing has adhered to all items defined in the 2020/2021 scope of work and supported the ATBID in pursuit of its mission.

FISCAL IMPACT (GL Varied):

Annually \$45,250 based on scope of work proposal.

ATTACHMENTS:

1. Client Agreement for City of Atascadero related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID)
2. Scope of Work related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID)



**Client Agreement for City of Atascadero related to services for Atascadero
Tourism Business Improvement District (ATBID) Advisory Board**
July 1, 2021 – June 30, 2022

Big Red Marketing, Inc.

Big Red Marketing, Inc. provides services in the various areas of strategy and marketing to achieve client goals. These offerings include marketing strategy, copywriting, digital marketing plans, destination management and various other solutions to support the rapidly changing business environment. The following agreement is intended to outline the specific services Big Red Marketing will provide to the City of Atascadero relating to services for the ATBID, also referred to as “the client.” Big Red Marketing constantly strives to provide clients with top-level service and will communicate any changes or variations from the initial agreement should they arise.

City of Atascadero ATBID

The ATBID was formed in April 2013 to collect assessments from lodging businesses to be used for tourism promotions and marketing programs to promote the City of Atascadero as a tourism destination and to increase transient stays at lodging businesses. The ATBID currently contracts with Big Red Marketing for support and consulting in destination management services. Services to be offered are detailed in the attached Scope of Work.

Big Red Marketing Content

Big Red Marketing guarantees all content provided is original, has been legally licensed by the company to meet project needs or will be properly cited when incorporated into marketing strategies.

Client Content

The client agrees that all materials provided to Big Red Marketing to assist in the completion of any project have the appropriate rights and licenses for such use. Big Red Marketing is to be indemnified and held harmless in the case that any client provided materials are not secured by the necessary releases prior to use.



Big Red Marketing Rights to Work

Big Red Marketing maintains the rights to all work created for any client until the project has been completed and paid for in full. Additionally, Big Red Marketing reserves the right to use materials produced for clients for promotion of company services. These promotions may include, but are not limited to, Big Red Marketing's website, portfolio and advertisements.

Client Rights to Work

The client has full and unlimited rights to all content created by Big Red Marketing for the purpose of the client's project. These rights begin once Big Red Marketing has received payment for services.

Independent Contractor

Big Red Marketing works with other non-competitive clients and may pursue new work as capacity allows. Big Red Marketing will staff appropriately to ensure impact from other client work does not negatively affect services provided to the client. Big Red Marketing is an independent contractor and not an employee. The client does not stipulate hours worked, supervise employees of Big Red Marketing nor direct the activities of Big Red Marketing or its employees.

Confidentiality

Big Red Marketing will not disclose any confidential client information to outside persons, firms or corporations. Should a situation arise in which the sharing of information may offer benefits to the client, Big Red Marketing will first contact the client for permission to share such information. It is understood that this confidentiality provision does not apply to information that is public or that may be required by legal means. This provision shall survive the termination of this agreement for a period of three years.

Liability and Provisions

Big Red Marketing will not be held responsible for any damages that arise from this agreement. Modifications to the agreement must be made in writing and signed by both parties. This agreement will be governed by the laws of the State of California. Should litigations arise, the prevailing party will have the right to recover reasonable attorney fees and costs from the non-prevailing party.

Termination or Adjustment of Agreement

Either party may terminate the whole or any part of this contract at any time with written notice to the signees below. Communication of any termination or adjustments shall be provided by written notice at least 30-days in advance of the effective date. Big Red Marketing shall be entitled to any unpaid fees or approved expenses up to the date of termination.



Fees

Services detailed in the attached Scope of Work will be provided and billed in accordance with the payment schedule noted below for the remainder of the 2019/2020 fiscal year and the 2020/2021 fiscal year, with a contract end date of June 30, 2021. Fees have been adjusted following an assessment of actual work performed in the past fiscal year based on activity levels experienced.

July, 2021 – June, 2022

Category	July	August	Sept.	October	Nov.	Dec.	January	February	March	April	May	June	Total
Admin	\$750	\$750	\$750	\$750	\$750	\$650	\$800	\$1,000	\$800	\$750	\$750	\$750	\$9,250
Event Program	\$300	\$450	\$400	\$350	\$400	\$350	\$450	\$350	\$300	\$450	\$400	\$450	\$4,650
Board Mgmt & Coord	\$200	\$1,200	\$845	\$700	\$850	\$100	\$900	\$950	\$900	\$200	\$950	\$950	\$8,745
Financial Mgmt	\$250	\$500	\$500	\$500	\$650	\$250	\$350	\$500	\$550	\$500	\$450	\$1,000	\$6,000
Strategy	\$280	\$300	\$900	\$280	\$600	\$280	\$1,000	\$900	\$900	\$600	\$1,000	\$375	\$7,415
Tour & Travel	\$ -	\$ -	\$1,000	\$2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$2,190	\$4,000	\$9,190
Total	\$1,780	\$3,200	\$4,395	\$4,580	\$3,250	\$1,630	\$3,500	\$3,700	\$3,450	\$2,500	\$5,740	\$7,525	\$45,250

Upon approval from the client, the following other costs that may be included in monthly billing for reimbursement:

- Mileage at the federal reimbursement rate
- Transportation, lodging, and dining costs while traveling for client requirements

The client will be provided with a monthly invoice outlining fees due and including all appropriate support documentation. All payments are non-refundable upon completion of work. Should a client choose to terminate a project before it is complete, the client will be responsible for any additional hours accrued at the hourly rate of the Big Red Marketing employee or contractor completing the work. Payments not received within 30 days of invoice date will be assessed an additional 1.5% service charge for each additional month delayed.



Client Information

Company Name: City of Atascadero, ATBID
Contact: Terrie Banish
Phone: (805) 470-3400
Email: tbanish@atascadero.org

ITEM NUMBER: B-3-1
DATE: 04/21/21
ATTACHMENT: 1

City of Atascadero, ATBID Signatures

Terrie Banish
Deputy City Manager

Date

Tom O'Malley
ATBID Chairperson

Date

Big Red Marketing, Inc. Signature

Amanda S. Diefenderfer
Proprietress

Date





**Scope of Work related to services for Atascadero
Tourism Business Improvement District (ATBID) Advisory Board**
July 1, 2021 – June 30, 2022

Scope of Work

Destination Management services provide support in conjunction with the ATBID, City of Atascadero, the contracted marketing firm, tourism industry partners, and other stakeholders. Primary areas of focus include:

- Assist in maintaining roles and responsibilities in ATBID communication chart (City and all other entities)
- Act as administrator to support ATBID and its members in all capacities to execute plans and attain goals, including and not limited to financial growth and laying the groundwork for future success
- Guide the organization to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID and its annual marketing plans
- Assist in creating ATBID policies and procedures
- Assist in communication and strategy in response to unexpected state of emergencies

Expanding upon the Scope of Work, particular areas of support include the categories noted below.

Administrative: \$9,250

- Communicate effectively with and between ATBID, City Council, Board of Supervisors, City and County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed to maintain strong internal and external relationships
- Develop and manage annual timeline and deliverables with the selected marketing firm
 - Communicate with marketing firm the vision of the ATBID to assist in the execution of the marketing plan
 - Provide brand oversight to ensure consistent message and voice
 - Develop measurable criteria and benchmarks for monitoring the success of the ATBID and effectiveness of contracted vendors
 - Collaborate with the marketing firm to make community connections to support photography projects, videography projects, and public relations hosting



- Represent the ATBID and its members by attending countywide events and related professional association meetings
- Work with City to manage timelines for the ATBID's annual renewal process
- Develop and implement communication tools so all members are informed of ATBID progress and programs
 - Work with the City's lodging records to maintain an accurate member inventory to include individual property contact information, property type, and unit count
- Assist with website maintenance and make updates as requested in the areas of lodging, restaurants, beverages, and attractions
- Assist in emergency response communication with lodging partners

Event Sponsorship Program: \$4,650

- Manage event partnerships approved by the ATBID Board
 - Serve as primary point of contact for events interested in presenting funding opportunities for consideration
 1. Communicate presentation requirements and timelines
 2. Schedule presentations as Board agenda capacity allows
 - Coordinate event recap presentations and schedule accordingly for ATBID Board meetings
 - Act as a liaison between the Board and event organizations to filter questions and requests
 - Manage event organizer's requirements for support

Board Management & Coordination: \$8,745

- Attendance at all meetings related to the ATBID, including monthly Board meetings and standing committee meetings, and Atascadero City Council Meetings with ATBID related agenda items
 - Prepare ATBID Board agenda and packets, and deliver to the Deputy City Manager for posting and distribution in accordance to Brown Act requirements
 - Create and coordinate development of staff reports to supplement agenda packets
 - Print ATBID Board agenda and packets for each Board meeting
 - Record and report minutes monthly
- Provide clear and concise recommendations through ongoing communication regarding direction, opportunities, challenges, and progress to the ATBID
- Assist the Board in the selection, retention, and management of professional services and vendors
- Attendance and management of Board Nomination meetings
 - Coordinate required communications for open Board positions
 - Communicate with lodging partners and manage nominations



- Attend and lead Board Nomination meetings
- Organize voting process

ITEM NUMBER: B-3-1
DATE: 04/21/21
ATTACHMENT: 2

Financial Management: \$6,000

- Partner with marketing firm to prepare and present the budget, Year End Report, and annual marketing plans
- Oversee and review co-op and reactive opportunities and related expenditures
- Maintain and provide timely budgets based on City provided receipts, and expenditure information, with monthly progress reports to the ATBID Board
 - Create and coordinate contracts for expenditures approved by the ATBID Board equal to or exceeding \$10,000
 - Review all vendor invoices for accuracy and compliance to budget

Tour and Travel: \$9,190

- Promote the ATBID mission and goals by attending tour and travel related conference or trade show on behalf of Visit Atascadero
 - Manage conference registration, lodging, and travel
 - Prepare and coordinate necessary materials
 - Arrange and schedule tour operator appointments
 - Facilitate and lead meetings while recording notes on conversations to be later distributed to lodging stakeholders
 - Manage follow-up and leads generated from tour and travel related conference or trade show

Strategy: \$7,415

- Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction
- Champion change and innovation to encourage diverse thoughts and contributions
- Collaborate with local events and tourism partners to maximize the opportunity for members and identify sponsorship opportunities





ITEM NUMBER:
DATE:

B-3-2
04/21/21

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Marketing Services Contract Renewal

RECOMMENDATION:

Review and provide staff direction for the renewal of the Verdin Marketing 2021/2022 fiscal year contract.

DISCUSSION:

The ATBID Board appointed Verdin in 2015 for marketing services. These services include varied activities within the areas of creative development, media hard costs, planning and placement, social media, e-newsletter, contest management, public relations, web updates, and strategy and project management. Contract concludes on 6/30/2021 with the option for four (4) one-year extensions. The ATBID Board has the opportunity to renew the contract for one year without going to Request For Proposals. For additional details regarding the tasks to support these areas of activity, please see Attachment 1: Verdin Scope of Work.

Looking ahead to the 2021/2022 fiscal year, Verdin has included half of the budget dedicated to media and reactive opportunities. Included is the development of a new marketing plan to replace the recovery plan and a section to plan for asset development this year in the creative bucket. Additionally, Verdin will continue to utilize strategic advertisement methods to entice targeted visitors to Atascadero, provide added support coordinating social media and electronic communications for selected event partnerships, provide support related to updating, and informing the ATBID Board about Visit SLO CAL Marketing Committee Meetings as well as pursuing co-op and reactive opportunities offered.

Verdin Contract History:

Contract End Date March 10, 2016:	\$75,000 (2014/15 & 2015/16)
Change Order (CO) #1 (March –June 2016):	\$40,000
CO #2/ Out of Scope (OOS)	\$11,771.41
Year 1:	\$110,771.41

Contract Amendment #1: July 1, 2016-June 30, 2017	\$120,000 (Total of Contract Amendment #1 = \$160,000)
Change Order #1 (OOS)	\$18,915.10
Change Order #2 (OOS)	\$1,685.64
Year 2:	\$140,600.74

Contract Amendment #2: July 1, 2017-June 30, 2018 \$180,000

Contract Amendment #3: July 1, 2018 – June 30, 2019 \$206,000

Contract Amendment #4: July 1, 2019 – March 10, 2020 \$124,688

New/Current Contract: March 10, 2020 – June 30, 2020 \$68,667

New/Current Contract: July 1, 2020 – June 30, 2021 \$206,000
Contract Renewal options; One Year Extensions each for up to 4 years.

FISCAL IMPACT (GL Varied):

Annually \$206,000 based on scope of work proposal.

ATTACHMENTS:

1. Verdin Scope of Work
2. Verdin Budget Spreadsheet

SCOPE OF WORK

ITEM NUMBER:

B-3-2

DATE:

04/21/21

ATTACHMENT:

1

Atascadero TBID (ATBID)

BUDGET ALLOCATION: JULY 2021 THROUGH JUNE 2022 - \$200,000

Below is a general breakdown of budget and marketing services for a twelve-month ATBID partnership. Categories are based on the past contract and discussions with the tourism manager and full ATBID board.

CREATIVE DEVELOPMENT: \$30,000

Verdin will develop marketing campaigns targeting behavioral demographics to showcase Atascadero's key assets.

Estimate includes:

- Concept creation and copywriting
- Design of all advertising based on approved media plan (TBD)
- Asset coordination, management and hard costs
- Possible update of Visit Atascadero brochure

MEDIA HARD COSTS, PLANNING & PLACEMENT: \$106,000

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through June 2022
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs including planned media, reactive media to be approved by ATBID board
- Possible brochure re-engagement with Certified Folder including distribution and printing

SOCIAL MEDIA AND E-NEWSLETTER: \$30,000

Verdin will manage ATBID's Facebook, Twitter, Instagram, monthly e-newsletter and promotions.

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images
- Scheduling, monitoring and responding
- Monthly subscription cost for Mail Chimp
- Limited coordination with event partners (i.e. Cider Fest, etc.)

PUBLIC RELATIONS: \$5,000

This will consist of content submissions, pitching and FAM coordination with Visit SLO CAL, CCTC and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL, CCTC, Visit California PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL

WEBSITE UPDATES: \$3,000

Verdin will update the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation

STRATEGY, MARKETING PLAN & PROJECT MANAGEMENT: \$26,000

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Development of FY 2022 Marketing Plan
- Research, strategy, consulting and project management
- Monthly meetings and quarterly reporting
- Monthly Visit SLO CAL Marketing Committee report presented to ATBID. Atascadero representative will capture notes at SLO CAL meeting and provide to Verdin
- Staff report for Visit SLO CAL opportunities that require board approval

TOTAL: \$200,000

VISIT ATASCADERO

MARKETING EXPENSES - FISCAL YEAR 2021-2022

Budget: \$200,000 | 4/14/2021



DETAILED SPENDING

		Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	
Description	Budget	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Strategy/Marketing Plan/Meetings	\$26,000	\$5,500.00	\$5,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$26000
Creative Development	\$30,000	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30000
Website Updates	\$3,000	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3000
Social Media	\$18,000	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18000
E-Newsletter	\$12,000	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12000
Public Relations	\$5,000		\$1,250.00			\$1,250.00			\$1,250.00			\$1,250.00		\$5000
Media Planning	\$4,000	\$300.00	\$500.00	\$300.00	\$300.00	\$300.00	\$300.00	\$500.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$4000
Media Cost	\$82,000	\$2,000.00	\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$10,000.00	\$10,000.00	\$5,000.00	\$5,000.00	\$82000
Reactive Media	\$20,000			\$5,000.00	\$5,000.00						\$5,000.00		\$5,000.00	\$20000

SUMMARY: ACTUAL TO BUDGET

Monthly	Budget	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
Monthly Totals	\$200,000	\$13,050.00	\$17,500.00	\$22,050.00	\$22,050.00	\$18,300.00	\$12,050.00	\$12,250.00	\$13,300.00	\$17,050.00	\$22,050.00	\$13,300.00	\$17,050.00	\$200,000.00

Added Value/No Charge



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Interim Vice Chairperson Nomination

RECOMMENDATION:

Discuss and provide staff direction for the interim Vice Chairperson position.

DISCUSSION:

The ATBID Vice Chairperson is expected to act as ATBID Chairperson in the case of an absence. The Chairperson facilitates ATBID Board meetings and is expected to be prepared and knowledgeable about items on the agenda, vendors, and Board policies and procedures. Additionally, the ATBID Chairperson should be aware of the legalities and practices regarding public advisory boards.

Board Member Lucian Caprua has served as the Vice Chairperson for the ATBID Board for a partial term. Upon his resignation from the Board, the Vice Chairperson seat can be filled by a current member of the Board for the remainder of the 20/21 fiscal year.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ITEM NUMBER:
DATE:

B-5
04/21/21

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 February 28, 2021. With changes in anticipated spending and time allotted due to COVID-19, some sections show spending over the anticipated budget; however, those funds were reallocated from other areas. The budget remains well within the anticipated spend as of February 28, 2021.

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	February	Actuals	Budget	
1100	2% BID Revenue July 2020 - June 2021			\$67,286.00	\$2,132.00	\$-	\$43,541.00	\$6,407.00	\$2,398.00	\$121,764.00	\$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	\$800.00	\$1,000.00	\$6,200.00	\$9,375.00	
2106	Verdin	\$885.90	\$2,002.90	\$1,288.30	\$1,588.90	\$1,585.30	\$915.20	\$556.50	\$1,093.00	\$9,916.00	\$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	\$900.00	\$950.00	\$5,745.00	\$8,625.00	
2202	Financial Management	\$500.00	\$500.00	\$500.00	\$500.00	\$250.00	\$650.00	\$350.00	\$500.00	\$3,750.00	\$8,512.00	
2203	Strategy	\$280.00	\$280.00	\$900.00	\$280.00	\$600.00	\$300.00	\$1,000.00	\$900.00	\$4,540.00	\$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	\$268.50	\$470.80	\$12,431.21	\$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		\$47.95	\$831.05	\$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	\$1,682.80	\$12,360.90	\$18,800.00	
2404	E-Newsletter	\$41.99	\$41.99	\$611.29	\$42.00	\$43.19	\$299.09	\$43.19	\$638.89	\$1,761.63	\$3,700.00	
2500	Advertising										\$64,576.00	24.86%
2501	Planned Media Buys				\$488.94		\$104.65		6651.56	\$7,245.15	\$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	\$236.30	\$492.30	\$4,576.00	
2600	Public Relations										\$4,500.00	1.73%
2601	FAMs/ Individual Itineraries										\$1,500.00	
2602	PR Retainer & Reactive Planning							\$101.50	\$315.00	\$416.50	\$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	\$350.00	\$350.00	\$2,950.00	\$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	\$5,937.09	\$14,836.30	\$83,683.34	\$259,753.00	
	Cash Reserves										\$58,000.00	
	Funds Unallocated										\$270,517.00	
	Total Budget										\$588,270.00	