



ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA

*** COVID-19 NOTICE ***

Based on the threat of COVID-19 as reflected in Emergency Proclamations issued by the State of California, County of San Luis Obispo and City of Atascadero and consistent with Executive Order N-29-20 the Atascadero Tourism Business Improvement District Meeting will not be physically open to the public and 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, May 19, 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
Interim Vice Chairperson Patricia Harden, SpringHill Suites by Marriott
Board Member Deana Alexander, The Carlton Hotel
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 – April 21, 2021

- Recommendation: Approve the Draft Action Minutes of April 21, 2021. [Big Red Marketing]

B. BUSINESS ITEMS

1. Draft 2021-2022 Visit Atascadero Annual Report & Budget

- Recommendation: Review and provide staff direction on the 2021-2022 Annual Report and Budget for Visit Atascadero. [City Staff/Big Red Marketing]
- Fiscal Impact: None.

2. TOT Collection Software Billing Platform

- Recommendation: Review and provide staff direction on software billing platform to allow monthly TOT collection. [City Staff]
- Fiscal Impact [GL TBD]: Approx. \$10,000 Annually.

3. In-Person Meetings

- Recommendation: Approve in-person meetings option starting August 2021. [Big Red Marketing]
- Fiscal Impact: None.

4. Atascadero Fall Fest Ad Hoc Committee Update

- Recommendation: Receive and file Atascadero Fall Fest Update. [Ad Hoc Committee]
- 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. Tourism Political Action Ad Hoc Committee
3. Political/Action Topics Presentation by the Mayor and/or County Supervisor

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, 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:

Chairperson O'Malley called the meeting to order at 2:34 p.m.

ROLL CALL:

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

Vacant: One vacancy.

Absent: None.

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 roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – February 17, 2021

- Recommendation: Approve the Draft Action Minutes of March 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 roll call 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.

The representative from Atascadero Fall Fest was unable to attend the meeting. Chairperson O'Malley appointed an AdHoc committee to continue conversations with Atascadero Fall Fest event management. The AdHoc committee of Board Member Sohi and Board Member Harden were given permission to approve or deny the sponsorship opportunity based on event dates provided by management.

PUBLIC COMMENT: None.

***The Atascadero Fall Fest Event Sponsorship Presentation
was received and filed.***

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.

Atascadero Lakeside Wine Festival representative, Josh Cross, presented the Atascadero Lakeside Wine Passport sponsorship and answered questions from the Board. Public member Ketchum requested additional considerations for transportation options.

PUBLIC COMMENT: Corina Ketchum.

MOTION: By Board Member Sohi and seconded by Chairperson O'Malley to approve event sponsorship in the amount of \$5,000 for the Atascadero Lakeside Wine Passport Sponsorship.
Motion passed 4:0 by a roll call vote.

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.

Destination Management Consultants, Hanna Meisinger and Amanda Diefenderfer, presented Big Red Marketing's scope of work and tentative 2021/2022 fiscal year budget and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the extension of Big Red Marketing's contract for one year.
Motion passed 4:0 by a roll call vote.

Destination Marketing Consultant Ashlee Akers presented information from their efforts during the 2020/2021 fiscal year (exhibit A) and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Chairperson O'Malley and seconded by Board Member Alexander to approve the extension of Verdin Marketing's contract for one year.
Motion passed 4:0 by a roll call vote.

4. Interim Vice Chairperson Nomination

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

Destination Management Consultant Hanna Meisinger presented information on the interim Vice Chairperson position, included term length. Chairperson O'Malley shared that Board Member Harden had expressed interest in the position.

PUBLIC COMMENT: None.

MOTION: By Board Member Alexander and seconded by Board Member Sohi to approve the nomination of Board Member Harden as the interim Vice Chairperson.
Motion passed 4:0 by a roll call vote.

5. Monthly Budget Report

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

Destination Management Consultant Hanna Meisinger presented the monthly 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 an update from the Visit SLO CAL TMD Update including updates on the Oceano Dunes and the Visit SLO CAL Asset Co-op. Sohi answered questions from the Board.

2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – Deputy City Manager Banish presented updates from the Visit SLO CAL Marketing Committee including updates from the marketing retreat. Banish answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger provided the Destination Management update including information about the May 3, 2021 Nomination Meeting, the upcoming Annual Assessment meetings, the cancellation of the 2021 Central Coast CiderFest, and the resignation of a Board Member. Meisinger answered question from the Board, including a request from Chairperson O’Malley to consider in-person meetings.
4. City Business Update – City Manager’s Office – Deputy City Manager Banish provided updates from City Business including an update on the Brew at the Zoo, the summer concert series, and Zoo Garden opening. Banish answered questions from the Board.

D. BOARD MEMBER COMMENTS

Chairperson O’Malley requested the opportunity to discuss having a Tourism Political Action committee on a future agenda item.

E. FUTURE AGENDA ITEMS

1. Chairperson and Vice Chairperson Nomination
2. In-Person Meetings
3. Tourism Political Impact Committee
4. Political/Action Topics Presentation by the Mayor and/or County Supervisor

E. ADJOURNMENT

Chairperson O’Malley adjourned the meeting at 3:53 p.m.

Hanna Meisinger, Destination Management Consultant

APPROVED:

Exhibit A: Verdin Marketing 2020/2021 Analytics



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Draft 2021-2022 Visit Atascadero Annual Report & Budget

RECOMMENDATION:

Review and provide staff direction on the 2021-2022 Annual Report and Budget for Visit Atascadero.

DISCUSSION:

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments on lodging businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets & Highways Code (Section 36500 et. Seq.) The budget for the ATBID is submitted in conjunction with the City's annual budget that will go for review at the City Council meeting on Tuesday, May 25, 2021.

The City Council appoints ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets & Highways Code requires that the Advisory Board provide a report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The annual report must identify: (1) proposed activities, programs and projects for the fiscal year; (2) the approximate cost of such activities, programs and projects for the fiscal year; (3) the amount of surplus or deficit revenues carried over from a previous fiscal year; and (4) contributions received other than assessments. The annual report must meet the requirements of the California

Streets and Highway Code §36533. The City Council may approve the report as filed or may modify any particular contained in the report and approve it as modified.

After the approval of the report, the City Council is required to adopt a Resolution of Intention, and set a date and time for a public hearing. The purpose of the public hearing is to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the next regular meeting scheduled for June 8, 2021.

FISCAL IMPACT: None

ATTACHMENT:

1. ATBID Annual Report 2021-2022
2. ATBID Annual Budget 2021-2023

**ATBID Annual Report
Fiscal Year 2021-2022**

(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract services
 - Marketing Firm
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; VisitSLOCAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries
 - Press Releases
 - Tour & Travel
 - Collaboration with CCTC FAMs
 - Collaboration with Visit CA FAMs
 - Collaboration with Visit SLOCAL FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$308,540.
3. Amount of fund balance as of June 30, 2021 is projected to be \$349,857.
4. Estimated fund balance for June 30, 2022 is budgeted at \$334,367.
5. Contributions received other than assessments:
 - Estimated interest income of \$5,150 for fiscal year 2020/2021
 - Estimated interest income for fiscal year 2021/22 is budgeted at \$6,950.

ACTIVITY DETAIL

OBJECT NUMBER	EXPENSE CLASSIFICATION	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	2020-2021 ESTIMATED	2021-2022 REQUESTED	2022-2023 REQUESTED	2023-2024 REQUESTED	2024-2025 REQUESTED	2025-2026 REQUESTED	2026-2027 REQUESTED	2027-2028 REQUESTED
Revenues:												
	Tourism assessments	275,295	278,184	224,608	248,780	286,100	291,820	297,660	303,620	309,700	315,900	322,220
	ATBID Tax Penalties	-	-	133	-	-	-	-	-	-	-	-
	Interest income	1,580	9,631	10,721	5,150	6,950	6,640	4,750	4,510	4,320	4,190	4,140
		<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>253,930</u>	<u>293,050</u>	<u>298,460</u>	<u>302,410</u>	<u>308,130</u>	<u>314,020</u>	<u>320,090</u>	<u>326,360</u>
OPERATIONS												
6050000	Office Expense	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250
6070000	Advertising	144,521	178,720	120,110	90,000	165,000	165,000	170,000	172,500	175,000	175,650	176,000
6400000	Operating Supplies	-	-	-	-	-	-	-	-	-	-	-
6500000	Contract Services	172,938	143,481	120,525	85,250	140,000	145,000	145,000	145,000	145,000	145,000	145,000
6600000	Professional Development	425	425	-	-	430	450	450	450	450	450	450
6700000	Business Development	3,000	-	-	-	-	-	-	-	-	-	-
6900000	Administration	2,753	2,782	2,246	2,490	2,860	2,920	2,980	3,040	3,100	3,160	3,220
	Total Operations	<u>323,637</u>	<u>325,408</u>	<u>242,881</u>	<u>177,740</u>	<u>308,540</u>	<u>313,620</u>	<u>318,680</u>	<u>321,240</u>	<u>323,800</u>	<u>324,510</u>	<u>324,920</u>
	Net change in fund balance	(46,762)	(37,593)	(7,419)	76,190	(15,490)	(15,160)	(16,270)	(13,110)	(9,780)	(4,420)	1,440
	Fund balance, beginning	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>349,857</u>	<u>334,367</u>	<u>319,207</u>	<u>302,937</u>	<u>289,827</u>	<u>280,047</u>	<u>275,627</u>
	Fund balance, ending	<u><u>318,679</u></u>	<u><u>281,086</u></u>	<u><u>273,667</u></u>	<u><u>349,857</u></u>	<u><u>334,367</u></u>	<u><u>319,207</u></u>	<u><u>302,937</u></u>	<u><u>289,827</u></u>	<u><u>280,047</u></u>	<u><u>275,627</u></u>	<u><u>277,067</u></u>
	Projected net income				69,782	(14,362)	(15,270)	(16,350)	(13,190)	(9,860)	(4,500)	1,350
	Divide by 6 to Arrive at Average Increase in Cash				11,630	(2,394)	(2,545)	(2,725)	(2,198)	(1,643)	(750)	225
	Beginning Balance				<u>273,667</u>	<u>343,449</u>	<u>329,087</u>	<u>313,817</u>	<u>297,467</u>	<u>284,277</u>	<u>274,417</u>	<u>269,917</u>
	Average Cash Balance				<u>285,297</u>	<u>341,055</u>	<u>326,542</u>	<u>311,092</u>	<u>295,269</u>	<u>282,634</u>	<u>273,667</u>	<u>270,142</u>
	Interest Rate				<u>1.8%</u>	<u>2.0%</u>	<u>2.0%</u>	<u>1.5%</u>	<u>1.5%</u>	<u>1.5%</u>	<u>1.5%</u>	<u>1.5%</u>
	Expected interest				<u>5,140</u>	<u>6,820</u>	<u>6,530</u>	<u>4,670</u>	<u>4,430</u>	<u>4,240</u>	<u>4,110</u>	<u>4,050</u>
	Less GASB31 adjustment				<u>-6398</u>	<u>1258</u>						
	Net interest income				<u><u>(1,258)</u></u>	<u><u>8,078</u></u>	<u><u>6,530</u></u>	<u><u>4,670</u></u>	<u><u>4,430</u></u>	<u><u>4,240</u></u>	<u><u>4,110</u></u>	<u><u>4,050</u></u>



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

TOT Collection Software Billing Platform

RECOMMENDATION:

Review and provide staff direction on software billing platform to allow monthly TOT collection.

DISCUSSION:

The City of Atascadero currently processes TOT billing each quarter to the lodging owners for the Atascadero Tourism Business Improvement District (ATBID) assessment for monthly TOT tax collection. Monthly TOT tax collection totals 13.5% and is broken out as 10% TOT, the ATBID Assessment of 2% and the County TMD Assessment of 1.5%. Over the past six years, the number of lodging owners has grown from 21 properties in 2013 to 119 properties in 2021. The cost to the ATBID for the City to process the billing and collection of TOT tax on a quarterly basis is approximately \$2,700 annually.

Each year the ATBID Advisory Council looks at ways to take the billing from quarterly to monthly. The minimal cost to do so would be \$8,300 annually and that dollar amount does not capture the labor that this involves from City staff. The monthly billing would provide a better measurement of tourism trends and would allow the ATBID to work quickly to modify Visit Atascadero marketing efforts based on information that is more current. In addition, monthly reporting would provide a better way to analyze the market with other destinations in our County, which report monthly.

The estimated cost of the annual fees from HdL for the existing number of lodging establishments is approximately \$10,000. This would also include HdL tracking AirBNB type listings for new establishments and 'encouraging' those businesses to register and pay.

FISCAL IMPACT: Approx. \$10,000 Annually

ATTACHMENT: None



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

In-Person Meetings

RECOMMENDATION:

Approve in-person meetings option starting August 2021.

DISCUSSION:

On March 19, 2020, California issued a mandatory stay-at-home order to help slow the spread of the COVID-19 virus. At that time, the Atascadero Tourism Business Improvement District Advisory Board began hosting official meetings via video conferences. Recognizing the decrease in current risk level and restrictions, the Atascadero TBID Advisory Board requested the option to resume in-person Advisory Board Meetings.

Due to staffing needs and additional requirements, the City Hall meeting space that regularly hosts the Atascadero TBID Board Meetings is unavailable for in-person meetings until July 2021.

Recognizing the importance of safety, if in-person meetings resume, the option to join via video conference will remain in place. Technological infrastructure will be prepared in advance to allow for in-person and video conferencing attendance options at each Atascadero TBID meeting.

FISCAL IMPACT:

None.

ATTACHMENT:

None.



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

Staff Report

Atascadero Fall Fest Ad Hoc Committee Update

RECOMMENDATION:

Receive and file Atascadero Fall Fest Ad Hoc Committee Update.

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.

During the April 21, 2021 Atascadero TBID Board Meeting, an Ad Hoc Committee was appointed to approve or deny sponsorship of the event based on the determined date. With the announcement of the postponing of a conflicting event on the same weekend, the Ad Hoc Committee moved forward to approve the sponsorship of Atascadero Fall Fest, November 19-21, 2021, for the amount of \$5,000.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. 2021 Atascadero Fall Fest Event Application

ITEM NUMBER:

B-4

DATE:

05/19/21

ATTACHMENT:

1



Event Support Application Form

Requesting Organization En Fuego Events
Contact: Andres Nunez Phone Number (805) 448-7070
Email: info@enfuagoevents.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

Is event located in Atascadero? ☒ Yes ☐ No

(12-10pm)
Sat + Sun

Venue Name: Shirley Gardens Salmon 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.

ITEM NUMBER:

B-4

DATE:

05/19/21

ATTACHMENT:

1

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:

DATE:

ATTACHMENT:

B-4
05/19/21
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 Sun	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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***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.



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***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 March 31, 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 March 31, 2021.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. 2020/21 ATBID Budget

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GL #	ATBID 2020/21 BUDGETED P&L												
	REVENUE PROJECTIONS	July	August	September	October	November	December	January	February	March	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	\$43,108.00	\$164,872.00	\$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									\$5,153.00	\$5,153.00	\$5,200.00	
2105	Big Red Marketing	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$650.00	\$800.00	\$1,000.00	\$800.00	\$7,000.00	\$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	\$515.90	\$10,431.90	\$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	\$900.00	\$6,645.00	\$8,625.00	
2202	Financial Management	\$500.00	\$500.00	\$500.00	\$500.00	\$250.00	\$650.00	\$350.00	\$500.00	\$550.00	\$4,300.00	\$8,512.00	
2203	Strategy	\$280.00	\$280.00	\$900.00	\$280.00	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00	\$5,440.00	\$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	\$117.20	\$12,548.41	\$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	9.04%
2401	Website Updates	\$129.80		\$47.95	\$105.95	\$451.45	\$47.95	\$47.95	\$47.95	\$189.55	\$1,068.55	\$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	\$1,575.10	\$13,936.00	\$18,800.00	
2404	E-Newsletter	\$41.99	\$41.99	\$611.29	\$42.00	\$43.19	\$299.09	\$43.19	\$638.89	\$370.39	\$2,132.02	\$3,700.00	
2500	Advertising											\$64,576.00	24.86%
2501	Planned Media Buys				\$488.94		\$104.65		6651.56	\$11,430.96	\$18,676.11	\$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	\$58.00	\$550.30	\$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	\$87.00	\$503.50	\$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	\$300.00	\$3,250.00	\$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	\$5,985.04	\$14,836.30	\$22,947.10	\$106,678.39	\$259,753.00	
	Cash Reserves											\$58,000.00	
	Funds Unallocated											\$270,517.00	
	Total Budget											\$588,270.00	