



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

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### **AGENDA**

**Wednesday, June 16, 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 – May 19, 2021**

- Recommendation: Approve the Draft Action Minutes of May 19, 2021. [Big Red Marketing]

#### **B. BUSINESS ITEMS**

##### **1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 21/22 Fiscal Year Term**

- Recommendation: ATBID Board to elect one member to serve as Chairperson and to elect one member to serve as Vice Chairperson for the ATBID Advisory Board for the 21/22 Fiscal Year Term. [Big Red Marketing]
- Fiscal Impact: None.

##### **2. Tourism Political Action Ad Hoc Committee**

- Recommendation: Review and provide staff direction on the creation of a Tourism Political Action Ad Hoc Committee. [Chairperson O'Malley]
- Fiscal Impact: None.

### **3. Visit SLO CAL Events & Festivals Strategy MOU**

- Recommendation: Review and provide staff direction on the Visit SLO CAL Events & Festivals Strategy MOU. [Visit SLO CAL]
- Fiscal Impact: None.

### **4. Visit SLO CAL Co-op Opportunities**

- Recommendation: Review and provide staff direction on the 2021-2022 Co-op Opportunities from Visit SLO CAL for Asset Development and EDI Research. [Visit SLO CAL]
- Fiscal Impact (GL Varied): Up to \$17,500.

### **5. Mid State Fair Sponsorship Opportunities**

- Recommendation: Review and provide staff direction on the 2021 Mid-State Fair Sponsorship Opportunity. [California Mid-State Fair]
- Fiscal Impact (GL 2801): Up to \$3,750.

### **6. Detailed Quarterly Marketing Report**

- Recommendation: Receive and file the Detailed Quarterly Marketing Report. [Verdin Marketing]
- Fiscal Impact: None.

### **7. Detailed Quarterly Budget Report**

- Recommendation: Receive and file the Detailed Quarterly 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. 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](http://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, 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:**

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

#### **ROLL CALL:**

**Present:** Chairperson O'Malley, Interim Vice Chairperson Harden, Board Member Sohi

**Vacant:** One vacancy.

**Absent:** Board Member Alexander.

**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 Interim Vice Chairperson Harden to approve the agenda.  
*Motion passed 3:0 by a voice vote.*

**PUBLIC COMMENT:** Loreli Cappel and Cindy Chavez.

#### **A. CONSENT CALENDAR**

##### **1. ATBID Draft Action Minutes – April 21, 2021**

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

**MOTION:** By Board Member Sohi and seconded by Interim Vice Chairperson Harden to approve the consent calendar.  
*Motion passed 3:0 by a voice vote.*

## 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.

City of Atascadero representative, Cindy Chavez, presented the budget to the Board. Deputy City Manager, Terrie Banish, presented information about the budget and the annual report and answered questions from the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Chairperson O'Malley and seconded by Interim Vice Chairperson Harden to approve the Draft 2021-2022 Visit Atascadero Annual Report & Budget.  
*Motion passed 3:0 by a roll call vote.*

### 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.

Deputy City Manager, Terrie Banish, introduced Cindy Chavez again, who presented on the TOT Collection Software Billing Platform and answered questions from the Board. There were questions relating to opportunities with host compliance.

**PUBLIC COMMENT:** Brendan Pringle.

**MOTION:** By Board Member Sohi and seconded by Interim Vice Chairperson Harden to approve TOT Collection Software Billing Platform.  
*Motion passed 3:0 by a roll call vote.*

### 3. In-Person Meetings

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

Destination Management Consultant Meisinger shared the updates on in-person meetings, including the first available date to start in-person meetings. Deputy City Manager Banish provided an update from the City regarding the meeting space and answered questions from the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member Sohi and seconded by Interim Vice Chairperson Harden to approve in-person meetings option starting August 2021.

**4. Atascadero Fall Fest Ad Hoc Committee Update**

- Recommendation: Receive and file Atascadero Fall Fest Update. [Ad Hoc Committee]
- Fiscal Impact: None.

Destination Management Consultant Meisinger provided an update from the Atascadero Fall Fest Ad Hoc Committee, including the set date and approval of event support. Meisinger answered questions from the Board.

**PUBLIC COMMENT:** None.

***The Atascadero Fall Fest Ad Hoc Committee Update  
was received and filed.***

**5. Monthly Budget Report**

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

Destination Management Consultant Meisinger provided updates on the Budget and answered questions from the Board.

**PUBLIC COMMENT:** None.

***The Monthly Budget Report  
was received and filed.***

**C. UPDATES**

1. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish shared updates from the Visit SLO CAL Marketing Committee Update including the Spartan Race, Google My Business, and House of Brands. Destination Marketing Consultant Akers provided updates from Visit CA. Banish answered questions from the Board.
2. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi shared additional Visit SLO CAL information and answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger provided updates including nomination meeting updates, the annual assessment, and the Spartan Race. Meisinger answered questions from the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided city business updates including Cruisin' Weekend, Dancing in the Streets, the opening of the Zoo Garden and answered questions from the Board.

**D. BOARD MEMBER COMMENTS**

None.

**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
4. STR Reports

**E. ADJOURNMENT**

Chairperson O'Malley adjourned the meeting at 3:49 p.m.

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Hanna Meisinger, Destination Management Consultant

**APPROVED:**



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

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**Election of Chairperson and Vice Chairperson for the  
Atascadero Tourism Business Improvement District  
(ATBID) Advisory Board for the 21/22 Fiscal Year Term**

**RECOMMENDATION:**

ATBID Board to elect one member to serve as Chairperson and to elect one member to serve as Vice Chairperson for the ATBID Advisory Board for the 21/22 Fiscal Year Term.

**DISCUSSION:**

The ATBID 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.

The Vice Chairperson is expected to act as ATBID Chairperson in case of absence.

Board Member Tom O'Malley has served as the Chairperson for the ATBID Board for the previous term and the Chairperson seat is up for reelection for the 21/22 fiscal year.

Board Member Lucian Caprau had served as the Vice Chairperson for the ATBID Board for a partial term and Board Member Patrica Harden was elected for the Interim Vice Chairperson position. The Vice Chairperson seat is up for reelection for the 21/22 fiscal year.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.





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

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### ***Staff Report***

### **Tourism Political Action Ad Hoc Committee**

#### **RECOMMENDATION:**

Review and provide staff direction on the creation of a Tourism Political Action Ad Hoc Committee.

#### **DISCUSSION:**

During the April 2021 Atascadero TBID Advisory Board Meeting, Chairperson O'Malley requested the opportunity to appoint an Ad Hoc committee to discuss political actions related to the Tourism Industry.

Upon the request of Chairperson O'Malley, the Board will discuss the possibility of a Tourism Political Action Ad Hoc Committee that will be able to be activated when necessary to help the Board take quick action in response to political opportunities and decisions related to the Tourism Industry.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

None.



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

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### ***Staff Report***

#### **Visit SLO CAL Events & Festivals Strategy MOU**

#### **RECOMMENDATION:**

Review and provide staff direction on the Visit SLO CAL Events & Festivals Strategy MOU.

#### **DISCUSSION:**

Over the next fiscal year, Visit SLO CAL and an external agency that specializes in strategic planning, will be working with a dedicated work group, comprised of key investors and partners within the tourism community, county and municipal stakeholders as well as those involved with organizing and producing countywide events to create a comprehensive Events and Festivals strategy. The purpose of the EFS is to do a full analysis of existing tourism-related events and use those results to strategically outline and inform when and where events take place, what type of events are needed and how sponsorship of events should occur. By doing so, SLO CAL has the ability to eliminate events during peak periods, reduce duplication across communities, establish and streamline the event funding process and model, increase demand during off-season and mid-week periods and assist the lodging community with yielding rate. All this, by design, will reduce the overall impact on our local communities and increase the quality of life for SLO CAL residents while creating consistent economic and tourism growth to the region year-round versus only during peak seasons. It will also establish standards for identifying future signature events - for pursuit and funding - that focus on SLO CAL's strengths in the areas of outdoor and coastal activities as well as food and wine.

The Events & Festival Strategy will be a resource to all destinations and will also provide a master countywide event and festivals calendar that will be housed on Visit SLO CAL's website, [www.slocal.com](http://www.slocal.com).

Next steps in order for Visit SLO CAL to implement the Events & Festivals Strategy is to obtain a Memorandum of Understanding from each of the destinations to make sure

everyone is clear on the direction of the Strategy initiative. The main reason for this is to ensure that each destination supports the strategy scope and the work to be done, as well as adhere and utilize the strategy post-implementation.

After the approval of the Events & Festivals Strategy project scope and MOU, it would then go to City Council sometime in July/ August for further review before being approved.

**FISCAL IMPACT:** None

**ATTACHMENT:**

1. Visit SLO CAL Events & Festival Strategy Presentation
2. Visit SLO CAL Events & Festivals MOU



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## ESC 2050 INITIATIVES

### ■ FY 2022 - Events and Festivals Strategy

- An RFP was released for strategy development through a consultant
- Originally scheduled to begin in March, this effort has been delayed
- Three proposals received and being vetted
- The establishment of an Events and Festivals working group - comprised of key investors and partners within the tourism community, **all local DMOs**, county and municipal stakeholders as well as those involved with organizing and producing countywide events - who will inform the development of the strategy before becoming ambassadors and helping to lead the implementation and adherence countywide
- Staff is working with the local destination partners on a draft MOU between Visit SLO CAL and County/Cities for the development and implementation of the work
- Each destination partner and any requested County/City staff would serve on the working group to steer the outcome of the strategy

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## ESC 2050 INITIATIVES

### ■ FY 2022 - Events and Festivals Strategy Includes:

- A focus on strategically leveraging events countywide to yield lodging rates during key need periods
- Comprehensive analysis of existing Festivals and Events (quantity, quality, community, scheduling, attendance (resident & visitor), satisfaction, diversity and revenue) to inform working group of current situations, strengths and weaknesses. Analysis includes:
  - Identification of high impact rated events
  - Event locations
  - Identification of key off-season, mid-week periods (reducing gaps in the calendar)
  - Program sponsorship/funding
  - Defined performance measures for continued advancement

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## ESC 2050 INITIATIVES

### ■ FY 2022 - Events and Festivals Strategy Includes (Continued):

- Countywide events and festival documented business plan that
  - Establishes strategies and planning for creating, incubating and facilitating visitor-related events and festivals
  - Achieves buy-in from investors, partners and stakeholders for implementation
  - Countywide Event calendar development, maintenance and adoption

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## ESC 2050 INITIATIVES

### ■ FY 2022 - Events and Festivals Strategy Includes (Continued):

- Development and implementation of a countywide master calendar framework to be built out and housed on the Visit SLO CAL website (SLOCAL.com) and be accessible via application programming interface (API), or other functionality, to investors, partners and stakeholders and be contributed to, used and adhered to countywide for event planning and promotion (one countywide master event calendar, accessible by all)
- Next steps:
  - Complete draft MOU and send to County/Cities for approval - June/July 2021
  - Presentations from selected agency – August 2021
  - Agency presented to Board for contract approval – September 2021
  - Work to begin – October 2021

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ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-3  
06/16/21  
1

A presentation slide titled "ESC 2050 INITIATIVES" in white serif font on a dark blue background. Below the title, there is a list of bullet points in orange and blue text. The background of the slide features a photograph of a person snowboarding down a snowy mountain slope under a bright, hazy sky.

**ESC 2050 INITIATIVES**

- Questions or Comments?
- Email:
  - Melissa Murray, [melissa@slocal.com](mailto:melissa@slocal.com)
  - Chuck Davison, [chuck@slocal.com](mailto:chuck@slocal.com)

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This Memorandum of Understanding (the "MOU" or "Memorandum"), is effective from the date of signature (the "Effective Date"), by and between Visit SLO CAL located at 1334 Marsh St, San Luis Obispo, California 93401 (the "First Party"), and County of San Luis Obispo; City of Arroyo Grande; City of Atascadero; City of Grover Beach; City of Morro Bay; City of Paso Robles; City of Pismo Beach; City of San Luis Obispo (the "Second Party"). First Party and Second Party may be referred to individually as the "Participant", or collectively, the "Participants".

#### 1. MISSION

The project on which the Participants are intending to collaborate, has the following intended mission in mind:

Develop and implement a comprehensive and collaborative countywide business strategy for creating, incubating and facilitating visitor-related events and festivals year-round, inspiring travel and fostering our unique experiences to create life-long ambassadors and economic growth for SLO CAL.

#### 2. PURPOSE AND SCOPE

The Participants share a common purpose of aligning and guiding the diverse range of tourism, visitor and hospitality related events and festivals by utilizing a countywide events and festival strategy and countywide calendar. This will result in increased effectiveness of events and festivals to yield room revenues and associated TOT in non-peak periods while reducing impact on resident quality of life.

#### 3. OBJECTIVES

The Participants shall endeavor to collaborate to develop and establish policies and procedures that will promote acceptance of a countywide events and festivals strategic business plan and a corresponding countywide events calendar. The Events and Festival Strategy will provide strategic planning methods for creating, incubating and facilitating visitor-related events and festivals. The Participants will inform the development of the plan, and support the implementation and adoption of the plan as well as the contribution, use and adherence to the calendar for event planning and promotion. This strategy will focus on bringing positive economic contributions to SLO CAL and enhanced quality of life to residents.

#### 4. RESPONSIBILITIES AND OBLIGATIONS OF THE PARTICIPANTS

The Participants intend to achieve the stated objectives through the following areas of cooperation:

Visit SLO CAL shall render and provide the following services that include, but are not limited to:

Visit SLO CAL will pay to engage a festival and events consultant to lead the development of the strategy and countywide calendar deliverables.

Visit SLO CAL will facilitate a festival and events working group, comprised of key



investors and partners within the tourism community, county and municipal stakeholders and those involved with organizing and producing countywide events. This working group will include the leader of each local DMO along with key city and county staff as requested and steer the development of the strategy.

Visit SLO CAL will perform overall meeting coordination and facilitation, and implement and carry out actions pursuant to agreed objectives.

Visit SLO CAL will work with consultant to develop a countywide events calendar that can be collaboratively used by organizations countywide through Application Programming Interface (API) or similar technology.

Visit SLO CAL will help identify and work with local communities to attract the types of festivals and events that would be most advantageous to the market by leveraging brand tenets and natural DNA of the destination.

County of San Luis Obispo and the cities within shall render and provide the following services that include, but are not limited to:

The County of San Luis Obispo; City of Arroyo Grande; City of Atascadero; City of Grover Beach; City of Morro Bay; City of Paso Robles; City of Pismo Beach; City of San Luis Obispo will support and actively collaborate in the development of the strategy including participation in the Events and Festivals Working Group. The Participants in the working group will help inform and drive the outcomes of the strategy and the framework for the countywide calendar.

Upon completion of the strategy and countywide calendar, the County of San Luis Obispo and cities within will implement the strategy.

The County of San Luis Obispo and cities within will each designate a point person to be an ambassador for the strategy and will ensure that organizers for tourism-related events are referencing the strategy and countywide calendar during planning.

## **5. Compliance with Applicable Laws**

All activities undertaken pursuant to this Memorandum of Understanding, and all personnel designated by the Participants for the execution of those activities undertaken pursuant to this Memorandum of Understanding are subject to all applicable laws, including all laws applicable in the jurisdiction where the activities are performed. Such personnel, if visiting the other Participant to participate in an activity pursuant to this Memorandum of Understanding, will not engage in any activity detrimental to this Memorandum of Understanding.

## **6. Interpretation and Application**

Any difference that may arise in relation to the interpretation or application of this Memorandum of Understanding will be resolved through consultations between the Participants, who will endeavor in good faith to resolve such differences.

## **7. No Legal Rights or Remedies**

Nothing in this MOU creates any legally cognizable or enforceable rights or remedies as to any Participant. In no event will any disagreement arising under this MOU—including, but not limited to, any alleged breach of, or nonperformance under, this MOU—give rise to any cause of action, or any legal or equitable remedy, in any forum whatsoever. Nothing in this MOU waives any sovereign immunity, or any other applicable immunity, that any Participant may otherwise enjoy.

This understanding is for the exchange of information and the development of a strategy to more effectively manage events and festivals countywide. The exchange of information and development of the strategy is solely to improve the results and impact of events and festivals countywide and improve resident quality of life and does not serve as a basis for contract formation.

## **8. Final Provisions**

This Memorandum of Understanding is effective from the date of its signature, for a six-year period, unless renewed or extended by the Participants in the same manner that the Participants may otherwise modify this MOU.

This Memorandum of Understanding is not transferable except with the written consent of the Participants.

This Memorandum of Understanding may be modified at any time by mutual consent of all the Participants. Any modification shall be made in writing and specify the date on which such modification is to become effective.

The termination of this Memorandum of Understanding shall not affect the conclusion of the cooperation activities that may have been initiated during the time this Memorandum of Understanding is in effect, unless the Participants mutually decide otherwise.

It is expressly understood and agreed that this Memorandum of Understanding embodies the entire understanding between the Participants regarding the MOU's subject matter.

## **9. LIMITATION OF LIABILITY**

No rights or limitation of rights shall arise or be assumed between the Participants as a result of the terms of this Memorandum.

## **10. NOTICE**

Any notice or communication required or permitted under this Memorandum shall be sufficiently given if delivered in person or by certified mail, return receipt requested, to the address set forth in the opening paragraph or to such address as one may have furnished to the other in writing.

## 11. GOVERNING LAW

This Memorandum shall be governed by and construed in accordance with the laws of the State of California and the County of San Luis Obispo.

## 12. AUTHORIZATION AND EXECUTION

The signing of this Memorandum does not constitute a formal undertaking, and as such it simply intends that the signatories shall strive to reach, to the best of their abilities, the goals and objectives stated in this MOU.

This Agreement shall be signed by all Participants and shall be effective as of the date first signed below.

X

\_\_\_\_\_  
Chuck Davison, CDME  
President & CEO, Visit SLO CAL

X

\_\_\_\_\_  
Rebecca Campbell  
Assistant County Administrative Officer, County...

X

\_\_\_\_\_  
Whitney McDonald  
City Manager, City of Arroyo Grande

X

\_\_\_\_\_  
Rachelle Rickard  
City Manager, City of Atascadero

X

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Matthew Bronson  
City Manager, City of Grover Beach

X

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Scott Collins  
City Manager, City of Morro Bay

X

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Greg Carpenter  
Interim City Manager, City of Paso Robles

X

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Jim Lewis  
City Manager, City of Pismo Beach

X

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Derek Johnson  
City Manager, City of San Luis Obispo



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

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### ***Staff Report***

#### **Visit SLO CAL Co-op Opportunities**

#### **RECOMMENDATION:**

Review and provide staff direction on the 2021-2022 Co-op Opportunities from Visit SLO CAL for Asset Development and EDI Research.

#### **DISCUSSION:**

The Visit SLO CAL Tourism Marketing District is offering several co-op opportunities for consideration. Currently, Visit SLO CAL is working on the evolution of the branding campaign, Life's too Beautiful to Rush. They have an asset shoot planned for early August, and following and attached are the co-op opportunities available.

1. **Asset Development Co-op: Consider participation in Option 1 for \$10,000 –**  
In an effort to continue developing our assets and have fresh content to use and incorporate into our existing marketing efforts, this option offers ownership of all the b-roll. We have access to these assets for three years and includes additional paid media.
2. **EDI Audience/Asset Alignment & Visitor Profile Study Co-op for up to \$7,500.** Visit SLO CAL will be conducting an EDI (Equity, Diversity & Inclusion) Study, in conjunction with a Visitor Profile Study, beginning in June with work completed in early August 2021. At this time, they are in final negotiations with the research vendor. As part of this work, they are offering each destination the opportunity to supplement the findings of the EDI study and separately the Visitor Profile Study with issues specific to our area and interests. The group conducting the survey is flexible and if the questions we are asking are already covered, we will not have to pay and the team will guide us in the development of the questions.

**FISCAL IMPACT:** Up to \$17,500

#### **ATTACHMENT:**

1. VSC Shoot-Asset Co-op

ITEM NUMBER:  
DATE:

B-4  
06/16/21

2. EDI VSP Co-op

## OVERVIEW

Visit SLO CAL is in development of a new Life's Too Beautiful to Rush® brand campaign consisting of Hero Brand assets and House of Brands assets.

Hero Brand assets will tell the overarching SLO CAL brand story and bring the Living Vividly messaging strategy to life, with House of Brands assets presenting distinct experiences in Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, San Luis Obispo and along the Highway 1 Discovery Route.

This work will include a 5-day photography and video shoot throughout the region the first week of August.

## SLO CAL Campaign Assets

- :60 / :30 / :15 / :06 Video Assets
- Display Banners / Social Media / Native
  - SLO CAL Hero Brand assets
  - SLO CAL House of Brands assets
- Custom Digital
  - SLO CAL Hero Brand assets

## Asset Development & Distribution Co-op

Based on the recent survey and marketing retreat discussion, there is interest from the individual DMOs in an asset development co-op.

Following are options for consideration by partner destinations. A partner may wish to pursue one or more of these based on individual budgets/needs. All contracts/LOAs will be issued by VSC and all funds will bill through VSC.

## OPTION 1: CO-OP VIDEO ASSETS — \$10,000

- Creation of destination-specific video assets within the new SLO CAL brand campaign to augment display, native and social assets.
- Includes Visit SLO CAL distribution of video assets within the paid media campaign (retargeting people who viewed SLO CAL brand video).

SLO CAL Campaign Assets: <b>Hero Brand</b>	SLO CAL Campaign Assets: <b>House of Brands</b>	House of Brands Co-op Assets
<ul style="list-style-type: none"> <li>• A suite of assets including <b>video, display, native and social</b> that tells the overarching SLO CAL brand story</li> </ul>	<ul style="list-style-type: none"> <li>• A suite of <b>display, native and social assets</b> that promotes individual destination experiences</li> </ul>	<ul style="list-style-type: none"> <li>• (1) :15 video asset</li> <li>• (3) :06 video assets</li> </ul>

NOTE: The blue shaded boxes indicate SLO CAL campaign assets that will be deployed as part of the VSC media plan. The orange shaded box is a plus-up for destination partners who want to see video assets as part of what VSC deploys in the overarching campaign; the subject matter of these video assets and talent will be the same as what is shot for the SLO CAL brand campaign, not different set-ups or talent. These assets can also be used by the participating partner in their own campaigns if desired.

#### OPTION 2: CO-OP VIDEO ASSETS EXPANDED DISTRIBUTION — \$10,000 (and up based on partner interest)

- Leveraged media buy-in for expanded distribution of destination video assets within VSC campaign.
- Three (3) months of activity across Facebook, Instagram, YouTube, SpotX, etc. based on investment level (actual media channels TBD).

#### OPTION 3: ADD-ON HERO SHOOT DAY (A CREW) — \$50,000

- Visit SLO CAL is investing in a full scale shoot with a production company working under the direction of Mering.
- This team will be focused on capturing footage and still imagery to be used in the new SLO CAL brand campaign. Set-ups with talent will be captured around the region.
- Partners have the option of adding one (1) day to the SLO CAL hero shoot to focus on their destination. This will include the full crew, agency and talent for three (3) set-ups (to be developed in collaboration with partner).
- Timing:
  - Visit SLO CAL to share approved campaign direction with partners — week of 6/14
  - Co-op partner commitment due — 6/25
  - Co-op partner participation form due — 7/6
  - Pre-production — 7/7-7/30
  - Travel/tech — 7/31-8/2
  - Hero shoot — 8/3-8/8
  - Partner add-on day(s) — week of 8/9

#### OPTION 4: B-ROLL VIDEO SHOOT DAY (B CREW) — \$15,000

- One day location shoot to capture b-roll footage within individual destination.
- Includes videographer, equipment and usage rights.
- Participating partner will be responsible for orchestration including location selection, permitting (if required) and talent (if required).



**OPTION 5: B-ROLL VIDEO & PHOTOGRAPHY SHOOT DAY (B CREW) — \$20,000**

- One day location shoot to capture b-roll footage and still imagery within individual destination.
- Includes videographer/photographer, equipment and usage rights.
- Participating partner will be responsible for orchestration including location selection, permitting (if required) and talent (if required).

## **EDI Audience and Asset Alignment Study Co-op Visitor Profile Study Co-op**

Visit SLO CAL will be conducting an EDI Study, in conjunction with a Visitor Profile Study, beginning in June with work completed in early August. We are in final negotiations with the research vendor. As part of this work, we would like to offer you the opportunity to supplement the findings of the EDI study and separately the Visitor Profile Study with issues specific to your area and interests.

The base study will provide a solid foundation for destination partners to build upon and take advantage of the scope and sample size that is funded through Visit SLO CAL's efforts. Each partner may add five questions to each questionnaire. These questions will be analyzed with the information collected in the base study and each partner will receive a companion report(s) focused on their specific data.

**The cost for partners to add five questions is \$2,500 per study.**

A second option is to probe further using video interviews. This qualitative tool is an affordable alternative to focus groups and offer several key advantages. The participants are recruited at the end of the quantitative survey and invited to take a follow-up video survey. They are selected based on criteria established by Visit SLO CAL and the destination partner(s). They receive a survey link via email and video record their responses, at a time convenient to them, using a custom survey platform.

**The cost for destination partners for 10 video interviews is \$2,500 per study.**

The EDI study will address what visitors and potential visitors are looking for in regards to travel in the diversity space. The first part of the study will compare the "ideal" vacation with ratings of the destination among past visitors and by familiarization based on what the destination has to offer. This will provide a baseline of insights for each community. The survey will include products such as wineries, beaches, unique restaurants, independent shops, and other specific activities, and attributes such as fun, welcoming, safe, accepting. The findings will provide insight into what products drive interest for diverse visitors.

The second part of the research study will be done through facilitated discussions with destinations themselves on what they have to offer in regards to current product. The finds will provide a gap analysis specific to participating destinations.

The Visitor Profile study will provide market segmentation and identify motivations for current and potential visitors. The work will provide visitor profiles and personas as well as inform marketing priorities.

All contracts/LOAs will be issued through Visit SLO CAL and funds will be billed through Visit SLO CAL.



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

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### ***Staff Report***

#### **Mid State Fair Sponsorship Opportunities**

#### **RECOMMENDATION:**

Review and provide staff direction on approving the 2021 Mid-State Fair Sponsorship Opportunity.

#### **DISCUSSION:**

The California Mid State Fair has reached out with a similar package to what the ATBID and City have been a part of in the past with the exception of the busses. They are looking to bring back a similar fair to what we have grown to love with everything from carnival rides, live entertainment, local bands, contests, awards, food, merchants and the livestock program. They are working on the fair being more normal than not normal as far as what to expect. They are following COVID-19 safety guidelines from booth spacing to controlled attendance numbers and a major effort to keep visitors, employees, participants and volunteers safe!

Some of the things that have changed due to COVID-19 are as follows:

- Two busses operating for Paso Robles vs. over 10 plus Atascadero, they will bring this back in 2022.
- Wine & Craft Beer Concert evenings cancelled due to the issue with having to distance tables, which means reducing attendance by half and not allowing folks that have been a part of it for years to not be able to attend.
- Five Main Concerts with two already being filled the two Friday evenings so far with more to come.
- Rodeo moving to the Hearst Equestrian Center and a scaled back event.
- Showcase of Cities

In the past, the sponsorship has been shared with the City, and with this year's scaled down version of the fair due to the busses, the sponsorship has been reduced from \$15,000 to \$7,500. The City has expressed an interest in sharing that expense.

**FISCAL IMPACT:** Up to \$3,750

#### **ATTACHMENT:**

1. Mid State Fair Sponsorship 2021

**CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447**  
**TOM KEFFURY [TK@MIDSTATEFAIR.COM](mailto:TK@MIDSTATEFAIR.COM) 805-459-5530**

**SPONSORSHIP DETAILS (not official agreement)**

**CITY OF ATASCADERO/VISIT ATASCADERO**  
**6500 PALMA AVENUE, ATASCADERO, CA 93422**  
**TERRIE BANISH – (805) 235-2539 – [tbanish@atascadero.org](mailto:tbanish@atascadero.org)**

**Scope of Work**

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

**Contractor agrees to:**

- 1.) Pay to the State the sum of **\$7,500 cash** per year of agreement, **no later than July 1, 2021.**
- 2.) Term of this agreement is **JAN 1, 2021 – DEC 31, 2021.**
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

**In exchange for the above, State agrees to provide the Contractor with the following:**

- 1.) Advertising & Exposure
  - a. Business Listing in Official Daily Schedule.
  - b. Business Logo/Link on CMSF Website ([www.midstatefair.com](http://www.midstatefair.com)).
  - c. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed)
    - i. **One (1)** Equestrian Center (4' x 8') Sign.
- 2.) Hospitality
  - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
  - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
  - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
  - d. **Access** to our outdoor Sponsor Reception Area, which features light appetizers, complimentary water/soda, and a full no-host bar (concert ticket required).
  - e. **\$750** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be in our sponsor hold section.
- 3.) Special Programming
  - a. Contractor to be sponsor of **Craft Beer Tasting & Awards** and as such shall receive name/logo on all custom beer glasses, marketing, and promotion.
  - b. Contractor to be sponsor of **Apple Pie Baking Contest** and as such shall receive name/logo on all marketing and promotional materials. Contractor can also tap into the judging of the contest, and/or offer supporting promotional prizes.

## **INSURANCE**

In the event Sponsorship includes display space or physical access to the fairgrounds, Sponsor shall be responsible to provide proof of insurance set forth in State of California Standard Agreement.

## **SPECIAL TERMS AND CONDITIONS**

### **EVACUATION ORDER**

The California Mid-State Fair, along with all other large venue public gathering places and events around the country have been advised by Federal, State and Local Authorities that an emergency evacuation of the premises may be ordered by any of these authorities at any time. This decision would be driven by information available to those authorities that:

- (1) May not be available to the California Mid-State Fair, or may be classified by those authorities, and therefore the California Mid-State Fair would not be able to share it with our exhibitors, contractors, participants, guests, or renters;
- (2) Could arise out of an actual or threatened act of terrorism;
- (3) Could arise from any number of natural disasters, or other public safety concerns the authorities have for the safety of the general public at our Fair or at our facility, property, grounds, or parking areas.

If an evacuation order occurs, you will be asked to leave the premises immediately. The law does not only require your cooperation, but for your own safety and the safety of others, common sense demands your full cooperation. The Paso Robles Police Department and/or Fair staff/security personnel will direct the evacuation. We are further advised that any evacuation order given will be for personnel only! No other property, animals, trailers, merchandise, equipment, etc. will be allowed off the premises. This is to allow the most efficient and speedy evacuation of the public from the threatened area. If an evacuation order is given, do not attempt to remove anything other than yourselves and, if applicable, your immediate means of transportation.

The evacuation plan calls for designated law enforcement personnel, California Mid-State Fair management, staff, or volunteers to remain on the grounds to secure the facility and premises.

In the unlikely case an evacuation occurs, the California Mid-State Fair will exercise every reasonable effort to care for property, animals, commercial exhibits, merchandise, etc. until the authorities remove the evacuation order and the public is allowed back into the facility. No one will be allowed back on the grounds until the authorities have given the approval to return. The California Mid-State Fair staff/security personnel along with the Paso Robles Police Department will enforce the order in strict accordance with instructions from the authorities.

The State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its directors, officers, agents, servants, nor employees cannot, and will not, be held liable or responsible for any loss or damage to any Contractor's, exhibitor's, or patron's personal property, equipment, merchandise, animals, exhibits, etc. during or after any such event.

By entering into this agreement Contractor hereby agrees to indemnify, defend and save harmless the State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, participant, exhibitor, and any other person, firm or corporation attending, or participating in, any activity or event covered under this agreement and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged in the performance of this Agreement.

### **RIGHT TO TERMINATE**

The State reserves the right to terminate this agreement subject to 30 days' written notice to the Contractor. Contractor may submit a written request to terminate this agreement only if the State should substantially fail to perform its responsibilities as provided herein.

However, the agreement can be immediately terminated for cause. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of the contract. In this instance, the contract termination shall be effective as of the date indicated on the State's notification to the Contractor.

This agreement may be suspended or cancelled without notice, at the option of the Contractor, if the Contractor or State's premises or equipment are destroyed by fire or other catastrophe, or so substantially damaged that it is impractical to continue service, or in the event the Contractor is unable to render service as a result of any action by any governmental authority.

### **FORCE MAJEURE**

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of god such as earthquakes, floods, and other natural disasters such that performance is impossible.

PREPARED BY TOM KEFFURY ~ 805-459-5530 ~ TK@MIDSTATEFAIR.COM



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

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### ***Staff Report***

## **Detailed Quarterly Marketing Report**

### **RECOMMENDATION:**

Receive and file the Detailed Quarterly Marketing Report.

### **DISCUSSION:**

With the stay-at-home order lifted in late January and modifications to the state travel advisory, Verdin was able to reactivate our standard marketing tactics. This included three e-newsletters and the launch of our new paid media creative. All three newsletters outperformed the industry average of 20%, with an average open rate of 31%. A new tactic was initiated in the paid space, pre-roll conversion video ads giving us direct data on in-market visits. The campaign was able to track 190 visits to Atascadero between the months of March-May that interacted with our video ad.

We continued activating our recovery program which included six local business spotlights highlighting photos, fun facts, and general information with a call to support local. This program is served on the Visit Atascadero Instagram channel and reached more than 2,500 people.

Lastly, Verdin is preparing the fiscal year 2022 marketing plan and needs your assistance. Please take the below survey by 9 am on Tuesday, June 15 as Verdin will be collecting insights from the lodging partners to inform marketing decisions this next year.

<https://www.surveymonkey.com/r/marketing2022>

### **FISCAL IMPACT:**

None.

### **ATTACHMENTS:**

1. February 2021 – May 2021 Stat Summary Report

# MARKETING STAT SUMMARY

## ATASCADERO TBID

February - May 2021

### WEB ANALYTICS (2021 vs. 2020)

#### WEBSITE TRAFFIC

Page Views:  
35,534 vs. 34,106 (+4%)  
New Visitors:  
12,958 vs. 18,755 (-31%)  
Total Sessions:  
15,525 vs. 21,762 (-29%)  
Mobile Views: 7,973 (-16%)  
Desktop Views: 4,754 (-48%)  
Pages Per Session: 2.29 (+46%)  
Time on Site: 001:14 (+93%)

#### GEOGRAPHIC LOCATION

Atascadero: 1,965 (+2%)  
Los Angeles: 1,536 (-8%)  
Paso Robles: 1,387 (+4%)  
San Francisco: 1,146 (+2%)  
San Luis Obispo: 398 (+1%)  
San Jose: 380 (+111%)  
San Diego: 143 (-24%)  
Arroyo Grande: 139 (+21%)  
Sacramento: 133 (-13%)  
Fresno: 113 (-38%)

#### ACQUISITION

Social: 724 (-80%)  
Direct: 2,963 (-64%)  
Organic: 8,840 (+27%)  
Referral: 843 (-3%)

#### PAGE VIEWS

Home: 4,271 (+61%)  
Things to Do: 3,698 (+99%)  
Parks: 2,362 (+113%)  
Events: 2,029 (-8%)  
Downtown: 1,382 (+156%)

### SOCIAL MEDIA ANALYTICS

#### FACEBOOK

Facebook Fans: 6,666  
Impressions: 190,393  
Organic: 27,754  
Paid: 162,094  
Engagements: 22,910  
Top Post: Make your heart happy here  
Engagements: 3,121  
Main audience: Women 65+, living in Los Angeles and the Central Valley

#### INSTAGRAM AND TWITTER

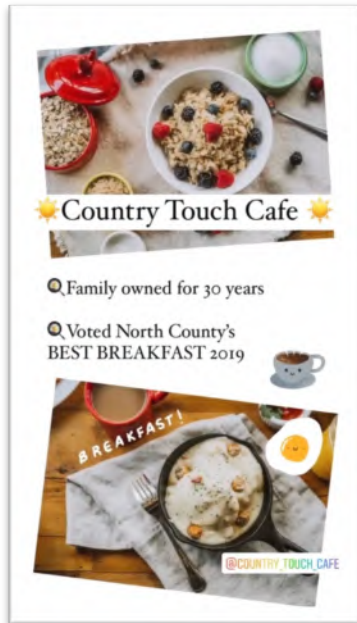
*Instagram* Followers: 3,136  
New Followers: 211  
Likes received: 3,243  
Comments received: 64  
Engagement Rate: 6.0%  
Main audience: Women 35-44 on the Central Coast  
*Twitter* Followers: 331  
Engagements: 86  
Main audience: Men ages 35-44



## SOCIAL MEDIA ACTIVITES

### LOCAL BUSINESS SPOTLIGHT

Verdin featured six local businesses in the Local Business Spotlight campaign: Country Touch Café, Traffic Record Store, Bloom N' Grow, Sylvester's Burgers, Wild Fields Brewery and Bramble Pie Company. Each spotlight included an intro and outro slide, along with three photo slides highlighting the business with photos and general information. These were shared between the months of February and May on the Visit Atascadero Instagram story.

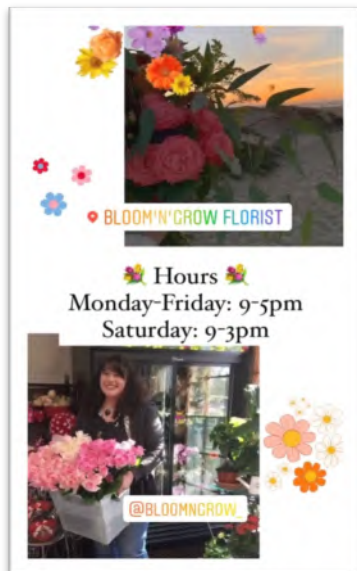


#### Local Spotlight Results:

Story Taps Forward: 2,092

Impressions: 2,582

Average Reach per Story: 413



## E-NEWSLETTER ANALYTICS



Verdin reactivated the email marketing campaign tactic in the month of February. In total, Verdin sent three e-newsletters during this timeframe. They were sent out on February 11, March 31 and May 13. The e-newsletter included sections that highlighted date ideas, shopping, outdoor activities, local dining and the Faces of Freedom Veterans Memorial.

Below are the results:

### February

Open Rate: 32%

Click Rate: 2.1%

Clicks: 31

### March

Open Rate: 28%

Click Rate: 2.0%

Clicks: 29

### May

Open Rate: 33%

Click Rate: 2.1%

Clicks: 31



## PAID MEDIA ANALYTICS

Verdin relaunched the paid media plan in March, featuring new family and outdoor creative assets. A new tactic, pre-roll conversion video ads, sent traffic to the family itinerary and outdoor itinerary pages on the Visit Atascadero website. These ads were served to the drive markets of Los Angeles, Central Valley, and San Francisco. Below are the collective results.

### CONVERSION VIDEO ADS

#### Family:

Impressions: 274,517   Clicks: 760   CTR: 0.28%   In-Market Visits: 79

#### Outdoor:

Impressions: 274,114   Clicks: 1,064   CTR: 0.39%   In-Market Visits: 111





ITEM NUMBER:  
DATE:

B-7  
06/16/2021

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

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### ***Staff Report***

### **Detailed Quarterly Budget Report**

#### **RECOMMENDATION:**

Receive and file Detailed Quarterly Budget Report.

#### **DISCUSSION:**

The 2020/21 Fiscal Year Budget shows all expenditures through April 30, 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 April 30, 2021.

The TOT Report shows that TOT is following the trend of showing lower numbers in the 3<sup>rd</sup> quarter of the fiscal year; however, TOT is tracking higher compared to the 3<sup>rd</sup> quarter of last year.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

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



ITEM NUMBER:

DATE:

ATTACHMENT:

B-7

06/16/21

1

GL #	ATBID 2020/21 BUDGETED P&L													
	REVENUE PROJECTIONS	July	August	September	October	November	December	January	February	March	April	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	\$9,402.00	\$174,274.00	\$326,770.00	
1200	Estimated Fund Balance from 2020/2021												\$256,830.00	
1300	Revenue from Use of Money												\$4,670.00	
	<b>Total</b>												<b>\$588,270.00</b>	
	<b>Budget</b>												<b>Recommended Budget Updates</b>	<b>% of Total Budget</b>
2100	<b>Admin</b>												<b>\$38,385.00</b>	<b>14.78%</b>
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	\$750.00	\$7,750.00	\$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	\$1,375.10	\$11,807.00	\$18,200.00	
2200	<b>ATBID Management</b>												<b>\$20,812.00</b>	<b>8.01%</b>
2201	Board Management & Coordination	\$850.00	\$1,200.00	\$845.00	\$100.00	\$200.00	\$700.00	\$900.00	\$950.00	\$900.00	\$200.00	\$6,845.00	\$8,625.00	
2202	Financial Management	\$500.00	\$500.00	\$500.00	\$500.00	\$250.00	\$650.00	\$350.00	\$500.00	\$550.00	\$250.00	\$4,550.00	\$8,512.00	
2203	Strategy	\$280.00	\$280.00	\$900.00	\$280.00	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00	\$600.00	\$6,040.00	\$3,675.00	
2204	COVID			\$1,000.00	\$2,000.00							\$3,000.00	\$0.00	
2300	<b>Visual Assets and Branding</b>												<b>\$23,000.00</b>	<b>8.85%</b>
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	<b>Digital Marketing</b>												<b>\$23,480.00</b>	<b>9.04%</b>
2401	Website Updates	\$129.80		\$47.95	\$105.95	\$451.45	\$47.95	\$47.95	\$47.95	\$189.55	\$47.95	\$1,116.50	\$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	\$1,781.40	\$15,717.40	\$18,800.00	
2404	E-Newsletter	\$41.99	\$41.99	\$611.29	\$42.00	\$43.19	\$299.09	\$43.19	\$638.89	\$370.39	\$35.99	\$2,168.01	\$3,700.00	
2500	<b>Advertising</b>												<b>\$64,576.00</b>	<b>24.86%</b>
2501	Planned Media Buys				\$488.94		\$104.65		6651.56	\$11,430.96	\$7,051.68	\$25,727.79	\$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	\$1,000.00	\$1,550.30	\$4,576.00	
2600	<b>Public Relations</b>												<b>\$4,500.00</b>	<b>1.73%</b>
2601	FAMs/ Individual Itineraries												\$1,500.00	
2602	PR Retainer & Reactive Planning							\$101.50	\$315.00	\$87.00		\$503.50	\$3,000.00	
2700	<b>Tour &amp; Travel</b>												<b>\$10,000.00</b>	<b>3.85%</b>
2701	Trade Show												\$10,000.00	
2800	<b>Consumer Outreach</b>												<b>\$35,000.00</b>	<b>13.47%</b>
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	\$450.00	\$3,700.00	\$5,000.00	
2900	<b>Recovery Plan</b>												<b>\$40,000.00</b>	<b>15.40%</b>
2901	Social Videos		\$960.80	\$792.70	\$617.40	\$120.00					\$98.10	\$2,589.00	\$10,000.00	
2902	Social Takeover Management		\$302.10	\$244.10	\$833.20	\$529.60	\$787.60				\$99.80	\$2,796.40		
2903	Recovery Campaigns/Giveaways										\$703.40		\$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	
	<b>TOTAL EXPENSES</b>	<b>\$ 8,088.59</b>	<b>\$ 9,951.89</b>	<b>\$ 10,089.64</b>	<b>\$ 16,364.19</b>	<b>\$ 11,743.65</b>	<b>\$ 6,671.99</b>	<b>\$ 5,985.04</b>	<b>\$ 14,836.30</b>	<b>\$ 22,947.10</b>	<b>\$ 14,443.42</b>	<b>\$ 120,418.41</b>	<b>\$259,753.00</b>	
	<b>Cash Reserves</b>												<b>\$58,000.00</b>	
	<b>Funds Unallocated</b>												<b>\$270,517.00</b>	
	<b>Total Budget</b>												<b>\$588,270.00</b>	

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND  
235

TYPE  
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	YTD ACTUAL* 2020-2021 through 04/30/2021	BUDGETED 2020-2021
<b>REVENUES</b>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 174,274	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	20	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	10,720	-	4,670
	Total Revenue	164,104	246,536	268,231	276,875	287,815	235,462	174,295	331,440
<b>EXPENSES</b>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	30,027	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	78,853	151,250
6600000	Professional Development	-	-	425	425	425	-	-	430
6740000	Business Development	-	5,000	-	3,000	-	-	-	-
6900000	Administration	1,620	2,411	2,675	2,753	2,782	2,246	1,743	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	110,623	316,450
<b>NET INCOME/(LOSS)</b>		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	63,672	14,990
<b>BEGINNING AVAILABLE BALANCE</b>		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
<b>ENDING AVAILABLE BALANCE</b>		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 337,338	\$ 271,820

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

City of Atascadero  
Tourism Report  
Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 230,099.05		\$ 853,755.38