



Consistent with Executive Order N-29-20 and N-08-21 the ATBID 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 for public participation through the following link <https://us02web.zoom.us/j/87073194516>.

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to use the link above or may call **1(669) 900-6833** (Webinar ID: 870 7319 4516 | Passcode: 848907) to listen and provide public comment via phone or submit written public comments to cityclerk@atascadero.org by 12:00 pm on the day of the meeting. Such email **comments must identify the Agenda Item Number in the subject line of the email.** The comments will be forwarded to the ATBID Board and be made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the meeting but will be forwarded to the ATBID Board following the meeting. ***Please note, email comments will not be read into the record.***

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.

ATBID 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 ATBID Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID 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 by appointment during City Hall business hours.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, August 18, 2021 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/87073194516>

Meeting ID: 870 7319 4516; Passcode: 848907

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Hardin, SpringHill Suites by Marriott
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton
Board Member Deana Alexander, The Carlton Hotel
Board Member, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites

APPROVAL OF AGENDA:

PUBLIC COMMENT: This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – Special Meeting, July 21, 2021

- Recommendation: Approve the Draft Action Minutes of Special Meeting, July 21, 2021. [City Staff]

B. BUSINESS ITEMS

1. Atascadero Equity Mural Project Update & Sponsorship Proposal

- Recommendation: Review current mural project and provide staff direction to consider an additional mural sponsorship in Downtown Atascadero. [SLO County Arts/ Equity Mural Project]
- Fiscal Impact: \$5,000 per mural

2. California Mid-State Fair Sponsorship Review

- Recommendation: Review of the 2021 California Mid-State Fair sponsorship program. [City]
- Fiscal Impact (GL 2801): None.

3. Future Destination Management/ Administrative Services - Ad Hoc Committee Update

- Recommendation: Review and provide staff direction for the support needs and future direction for destination management services with an RFP/ RFQ to explore available options. [ATBID Ad Hoc Members]
- Fiscal Impact (GL Varied): Up to \$45,200 Annually based on prior admin contract.

4. Budget Report

- Recommendation: Receive and file the updated Budget Report. [City]
- Fiscal Impact: None.

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi
2. 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
2. Update on the status of the Visit SLO CAL Events & Festivals MOU

F. ADJOURNMENT

SPECIAL MEETING

Atascadero Tourism Business Improvement District Advisory Board

**Wednesday, July 21, 2021
2:30 P.M.**

**Atascadero City Hall Council Chambers, 4th Floor
6500 Palma Avenue, Atascadero, California
(TELECONFERENCE)**

DRAFT MINUTES

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:32 p.m.

ROLL CALL:

Present: **By Teleconference** - Chairperson Harden, Vice Chairperson Ketchum, Board Member Alexander, Board Member O'Malley and Board Member Sohi

Absent: None

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Deputy City Manager/City Clerk Lara Christensen, Marketing Consultant Ashlee Akers and Deputy City Clerk Amanda Muther

A. CONSENT CALENDAR

1. **ATBID Draft Action Minutes – June 16, 2021 & June 30, 2021**

- **Recommendation:** Approve the Draft Action Minutes of the June 16, 2021 Regular Meeting and the June 30, 2021 Special Meeting. [City Staff]

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve the consent calendar.
Motion passed 5:0 by a roll call vote.

B. DISCUSSION:**1. Destination Management Services Study Session**

- Fiscal Impact: Unknown and will depend on the direction provided by the ATBID.
- Recommendation: Advisory Board discuss ATBID's support needs and provide direction to City staff on the future direction for destination management services. [City Staff]

Deputy City Manager Banish and Marketing Consultant Ashlee Akers both gave oral presentations on current scope of work being provided to the ATBID.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

Following Board discussion, Chairperson Harden created an ad hoc committee comprised of herself and Vice Chairperson Ketchum to discuss needed scope of work for an RFP for ATBID administrative services to be discussed at the next ATBID Regular Meeting on August 18, 2021.

ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:11 p.m.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Equity Mural Project Update & Sponsorship Proposal

RECOMMENDATION:

Review current mural project and provide staff direction to consider an additional mural sponsorship in Downtown Atascadero.

DISCUSSION:

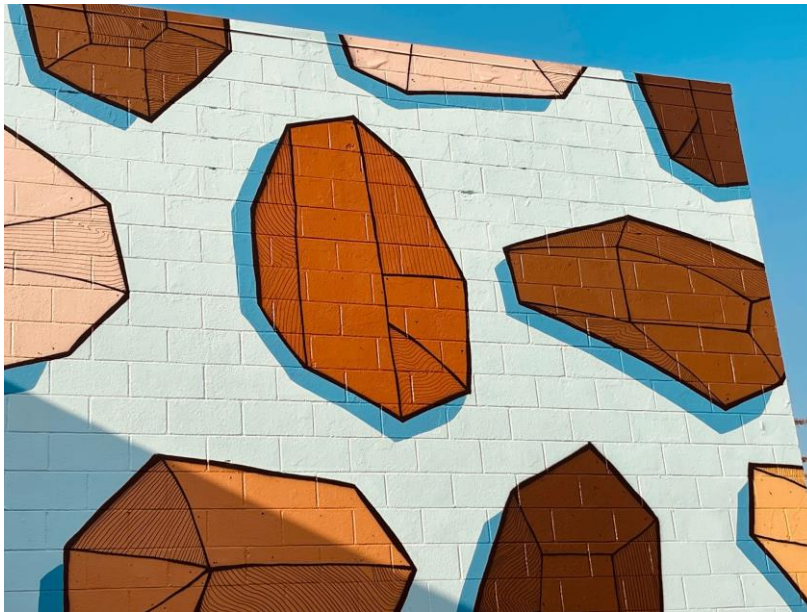
SLO County Arts has implemented the Equality Mural Art Project in Atascadero, a public arts project dedicated to adding 10 murals in downtown Atascadero depicting equality in many different aspects. The goal of this project is to initiate positive identity connotations and represent aspects of equality in the community while beautifying commercial spaces and bringing visitors and locals to the area.

Currently, there are two murals completed at this time, which is the second of ten murals completed on August 7, 2021. The first mural titled, "Nature is for everyone" on the wall located at Bru Coffeehouse, we had attributed to ATBID in our press releases and was featured in The Tribune, New Times, and KSBY. The mural is inclusive for community members wishing to participate in painting. The artist, Brandy Pippin, did a paint by numbers kind of concept which made it really easy for people to pick up a paint brush and help paint.



Mural 1: "Nature is for Everyone!" – Visit Atascadero sponsored mural

The second mural represents the "Tumi Ishi Blocks" located at Sherwin Williams Paint that represent the diversity in our community. Each of the blocks are different just like each of us are different. The artist for the blocks is Isaac Yorke.



Mural 2: Tumi Ishi Blocks Mural

Once all murals are completed we will arrange for plaques to be made which will contain a short artist statement, artist name, and will list key sponsors. We will continue to work with Visit Atascadero on a digital interactive walking map that can be added to the website as another attraction to bring visitors to Atascadero.

Going forward, there are three additional locations acquired and funding for two of the three have been planned. The Atascadero Unified School District has funded the next two murals because we have a teacher from Atascadero High School that will be including his students in the painting of his mural. The next three locations are: backside of the new shipping container project located at 6090 El Camino Real, the tunnel under the 101 fwy, and the wall located on the side of Monarch Behavioral Solutions at 5900 Entrada Ave.

The murals represent the arts and are a good way to increase tourism and create a sense of place as the downtown area continues to grow. To help continue the mural project, SLO County Arts is looking for a sponsor to cover the cost of another mural at \$5,000 for the artist.

FISCAL IMPACT:

\$5,000.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

California Mid-State Fair Sponsorship Review

RECOMMENDATION:

Review of the 2021 California Mid-State Fair sponsorship program.

DISCUSSION:

The ATBID was well represented at the post pandemic California Mid State Fair for 2021. The package was similar to what we had in the past with the exception of the Craft Beer night and the busses. Following provides a recap of where we were represented this year:

- Sponsorship Signage & inclusion as follows:
 - Apple Pie Judging Contest: Judges represented Bramble Pie Company, A-Town Humble Pie and Council Member Charles Bourbeau. A fun opportunity to highlight our pie companies in the City.
 - Craft Brewery Awards: sponsor of the awards with Visit Atascadero signage represented in the Pavilion. The Brewery awards ended up being together with the Distillery awards. A change from the original plan due to low number of participants.
 - Equestrian Center signage at all events in that location.
- Ticket Promotion:
 - MSF Text to win campaign at the launch of the fair with designated concert tickets. Fair campaign was part of Atascadero's sponsorship program.
 - Social Media campaign on Visit Atascadero for "Win two tickets to Little Big Town" and "Win a pack of four tickets to Jason Derulo."
- Sponsorship announcements – a minimum of two announcements per day throughout the fair timeframe.

The sponsorship was shared with the City, and with this year's scaled down version of the fair due to the busses, the sponsorship was reduced from \$15,000 to \$7,500. Total investment for ATBID was \$3,750.

FISCAL IMPACT:

None.

ATTACHMENT:



ITEM NUMBER: B-2
DATE: 08/18/21
ATTACHMENT: 1

**WEDNESDAY, AUGUST 11, 2021
FOR IMMEDIATE RELEASE**

2021 CALIFORNIA MID-STATE FAIR A TREMENDOUS 'MODIFIED' SUCCESS!

PASO ROBLES (CA) – Rebounding from a 2020 which saw the California Mid-State Fair completely cancelled due to Covid-19, the 2021 Fair returned for 12 full days, Jul 21 – Aug 1. Following all current safety protocols from the State and County, the Fair featured all the usual attractions: 4-H and FFA Exhibitors, Carnival rides, Exhibits, Food, Shopping and Live Music – albeit in a ‘modified’ fashion. The Fair was technically celebrating its 75th anniversary.

Interim CEO Colleen Bojorquez said, “What we saw this year was the absolute best in our community. From the attendance numbers to the money raised in support of our Livestock exhibitors, I am literally speechless. ‘Thrilled’ and ‘grateful’ would be the two emotions I’m feeling right now at the community support of the Fair.”

LIVESTOCK AUCTIONS

Revenue from the 2021 livestock auctions raised \$2,302,120 on 515 animals (with Add-Ons, official). Of that, \$409,750 came from the Replacement Heifer Sale and \$1,892,370 came from the Junior Livestock Auction.

BUD LIGHT SELTZER CONCERT SERIES

Concerts in the Chumash Main Grandstand needed to be modified due to Covid-19, but still managed to draw over 15,000 paid attendees, with over 5,000 guests coming to the Little Big Town concert on July 30. The total number of concerts was also modified due to Covid-19. Other artists appearing in 2021 included Dwight Yoakam, Big & Rich, Uncle Kracker, Pancho Barraza and Jason Derulo.

INDUSTRIAL ARTS AUCTION

This year’s auction brought in a stunning \$102,000 – on 25 projects – thanks to generous support from the community. Paso Robles High School’s 15 BBQ projects raised \$35,000 and proceeds were donated to the James W. Brabeck Foundation (JWBYLF) to support the Junior Livestock Auction. Over \$750,000 has been brought in since the auction began over 20 years ago.

OVERALL ATTENDANCE

Total overall attendance topped 220,000 (unofficial). While official ticket counts will take several weeks to calculate, the Fair wishes to sincerely thank all those who participated in, and/or attended the 2021 Fair!

PHYSICAL: 2198 Riverside Avenue, Paso Robles, CA 93446
MAILING: PO Box 8, Paso Robles, CA 93447
www.midstatefair.com



CARNIVAL

Helm and Sons Amusements, Inc. of Colton, California generated over \$1,300,000 in total revenue, a slight increase from 2019.

SPONSORSHIPS

The Fair received generous support once again from businesses and individuals in the form of corporate sponsorships. Seventy total sponsors gave over \$800,000 in cash and in-kind donations.

CENTRAL COAST WINE COMPETITION

The Central Coast Wine Competition named Pear Valley Vineyards as the **2021 Winery of the Year**. The Paso Robles winery had 20 entries with four best of class awards, four double golds and five golds. This is the first Winery of the Year honor for Pear Valley. Other winners:

Best of Show/Best of Red – Carol Shelton Wines, Santa Rosa, 2019 Coquille Rogue

Best Dessert – Halter Ranch, Paso Robles, 2019 Vin De Paille

Best Sparkling – Robert Hall, Paso Robles, 2019 Cavern Select Sparkling Grenache Blanc

Best Rose – Vina Robles Vineyards and Winery, Paso Robles, 2020 Rosé Huerhuero Vineyard

Best White – Bushong Vintage Company, Paso Robles, 2020 Spanish Castle Queen

This year's competition included 94 wineries and 508 wines entered. The competition features 62 classes based on grape varieties and vintages, where the "Best of "wines are selected for their varietal typicity, quality and character. The blind-tasting event, held June 15 – 17 at the Paso Robles Event Center, is the largest wine competition on California's Central Coast, which encompasses ten counties stretching from Alameda to Ventura.

CENTRAL COAST VINEGAR COMPETITION

The Central Coast Vinegar Competition featured four brands with 11 total entries in 11 classes based on varieties. Winners:

Best of Show/Best of Class Barrel Aged – Kismet Refining Company, Escondido, Black Garlic Balsamic

Best of Class Flavored – Kismet Refining Company, Escondido, Hibiscus

Best of Class Infused – Broken Clock Vinegar Works, Solvang, Chardonnay and Lavender

Best of Class Other Fruit – Aris Vinegar, Paso Robles, Pomegranate

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CENTRAL COAST SPIRITS COMPETITION

The Central Coast Spirits Competition featured 60 total classes with 13 companies and 35 total entries. Winners:

Best of Show/Best of Class Whiskey – Stark Spirits, Pasadena, Peated Single Malt
Best of Class Amaro – Pendray's Distillery, Templeton, Amaro
Best of Class Gin – Tin City Distillery, Paso Robles, Classic Gin
Best of Class Rye – Krobar Craft Distillery, Paso Robles, 100% Rye
Best of Class Vodka – Azeo, Paso Robles, Vodka

SAN LUIS OBISPO COUNTY WINE INDUSTRY AWARDS

Winemaker of the Year – Jordan Fiorentini, Epoch Estate Wines
Winegrape Grower of the Year – Lucas Pope, Coastal Vineyard Services
Wine Industry Person of the Year – Lorraine Alban, J&L Wines

AGRICULTURE AWARDS

Agriculturalist of the Year – Doug Filipponi
Cattlemaster of the Year – Tracy Nicholson
Cattleman of the Year – Randy Baxley

COUNTRY RODEO FINALS WINNERS

The Country Rodeo Finals All-Around Cowboy was Joe Roth. The All-Around Cowgirl was Will Centoni. The All-Around Cowgirls were Josie Pereira and Emerson Pereira. The Timed Event Cowboy was Dugan Kelly. Other winners:

Team Penning

CODY MORA (San Miguel), CLAY AVILA (San Ardo), JOE ROTH (Lockwood)

Barrels

LISA BUSICK (Atascadero)

Ranch Rope & Brand

FRANCISCO CRUZ, FRANKY MARTINEZ (Shandon), COLTER NEGRANTI (Shandon),
DANNY LESLIE (San Miguel)

Mixed Ribbon Roping

JOSIE PEREIRA (San Luis Obispo), WILL CENTONI (San Luis Obispo)

Match Roping

ADAM TEIXEIRA (Nipomo), TANNER PATINO

Double Mugging

PETER RINCON, EDGAR MACHADO (Avenal)

Ladies Breakaway Roping

SUTTON MANG (Lompoc)

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ITEM NUMBER: B-2
DATE: 08/18/21
ATTACHMENT: 1

LEGACY PROJECT 2021

The James W. Brabeck Youth Legacy (JWBYLF) Fund selected Donielle Harpster of the Cerro Alto 4-H Club as their 2021 scholarship recipient. She is an experienced public speaker and youth leader who has spent the past thirteen years as an active participant in her local 4-H program. She will receive up to a \$20,000 scholarship towards her college tuition and fees. Harpster is a Mission College Preparatory senior and will be using the scholarship to support her education to become a large animal veterinarian or pediatric dentist.

MISS CALIFORNIA MID-STATE FAIR 2021

This year's Queen was 21-year-old Yvette Florentino of Arroyo Grande. Yvette is attending Cuesta College and her hobbies and interests include painting and horseback riding. She's part of Woods Humane Society, Portuguese Holy Spirit Society (board member), a regular contributor to Vitalant, and a support assistant for Rise. 18-year-old Cassidie Banish of San Miguel was the 1st Runner Up, 23-year-old Megan Moffatt of Paso Robles was 2nd Runner Up, and 20-year-old Haley Fredrick of Paso Robles was named Miss Congeniality.

The 2022 California Mid-State Fair runs July 20-31, 2022

For more information, please contact publicity@midstatefair.com

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ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Future Destination Management/ Administrative Services - Ad Hoc Committee Update

RECOMMENDATION:

Review and provide staff direction for the support needs and future direction for destination management services with an RFP/ RFQ to explore available options.

DISCUSSION:

The Atascadero Tourism Business Improvement District (ATBID) Board is in the beginning stages of reviewing the current scope of work for destination management services that was formerly fulfilled by Big Red Marketing. The objective is to develop a new plan for destination management services. In the July 21, 2021 Special Meeting, an Ad Hoc Committee was assigned to report on what would work best for the ATBID. The two ATBID Board Members assigned to the Ad Hoc Committee are Patricia Harden and Corina Ketchum.

The committee's goal was to research and propose a plan that will work for the ATBID based on the current needs of the Tourism Board. The Ad Hoc Committee is presenting the a "Draft" of the Administrative Services for ATBID to review as the first attachment on what would be required to fill the administrative duties.

FISCAL IMPACT:

Up to \$45,200 Annually based on prior admin contract.

ATTACHMENTS:

1. DRAFT RFP Administrative Services for ATBID
2. Destination Consultant Services Summary for ATBID (presented July 21, 2021 Special Meeting)
3. City Staff Services Summary for ATBID (presented July 21, 2021 Special Meeting)

DRAFT RFP ADMINISTRATIVE SERVICES FOR ATBID:

Consultant works in an Administrative Support roll for the ATBID Board with a primary focus that includes the following:

COMMUNICATION & ADMINISTRATIVE SUPPORT

Provides administrative support to the ATBID Board. Makes recommendations to the ATBID Board to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID in its annual marketing plan. Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction.

Communicates with ATBID, City, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed.

Represents the ATBID and its members by attending countywide events and related tourism meetings. Work with the City to manage timelines for the ATBID's annual contract renewal process.

Develops and implements communication tools to inform all lodging owners of ATBID progress and programs and communicates as needed to lodging owners. Submits code enforcement complaints that are provided from the designated contractor, currently Host Compliance/ Granicus, on the status of short term rentals. The City then provides the code enforcement updates to Administrative Services throughout the year in ATBID meetings.

Meeting Coordination

Assures ATBID Board is attending monthly board meetings so that there is a quorum.

Prepares ATBID Board agenda including development of staff reports. Provides copies for posting and distribution in accordance with Brown Act requirements. Distributes digital copies of the agenda and agenda packets to the ATBID Board and provides hard copies to the Board members for each Board meeting.

Records and reports regular and special ATBID Board meeting minutes. Follows and implements the ATBID By-Laws at all times. Works to prepare and present an itemized budget monthly, shares the Annual Report provided by the City and coordinates with the marketing firm and the City to assure the budget reflects all expenses. Submits monthly contractor fee invoice and expenses with back up when needed.

Schedules lodging owner meetings when the term of a board member is up for renewal. Coordinates interested board member candidates for those meetings so that terms are renewed in a timely manner. Coordinates lodging owner meetings when there is a vacancy in between an office term.

Event Coordination

Manage event partnerships approved by the ATBID Board and is the primary point of contact for proposed events and the presentation of funding opportunities for ATBID consideration. Coordinates event organization recap presentations for ATBID Board meetings.

Occasionally attends tour and travel related conferences or Tradeshows on behalf of Visit Atascadero. Manage follow-up and leads generated from tour and travel related conferences or trade shows. Attends Atascadero City Council Meetings with ATBID related agenda items when necessary.

ON-GOING ADMINISTRATIVE SUPPORT

Administrative Support Services works with the City of Atascadero in an effort to minimize workload and assist with the following:

- Post agenda and agenda packet (once approved) on the website and in the kiosk.
- Works with the City to send email to press with links to the online copies of the agenda/agenda packet.
- Print/file hard copy of the agenda packet in the archival files.
- Assisted with COVID agenda cover page updates.
- Requested Word files of approved minutes on a monthly basis.
- Confirm approval date of Minutes. Add approval date to provided file and format for printing on archival paper (Formatting includes removing irrelevant headers, changing the title from Draft Minutes to Minutes, adding footer with Minutes date and page numbers, etc.)
- Confirm that exhibits listed in body of the Minutes have been received.
- Reach out to request corrections when errors on the Minutes were found.
- Works with the City to make sure all signatures on Minutes are submitted, the City then prints on archival paper. The City then scans signed Minutes, add headers to exhibits and merge scanned documents. Once compiled, the City uploads to the repository and website as well as file originals in archival files. The City drafts and later code for processing legal ads for annual TBID assessment.
- Assist the City with new Board Member requirements: Oath of Office, Form 700, training requirements, and provide Advisory Board Handbook. Assists the City in emailing existing Board Members reminders regarding annual Form 700 filing and ongoing training requirements.
- Works to update the Visit Atascadero website to add new businesses and assures all areas are updated with outgoing businesses (new incoming businesses and closing businesses).

DESTINATION CONSULTANT SERVICES FOR ATBID:

Consultant works as a Destination Manager (DM) to provide support for the ATBID Board with a primary focus that includes the following:

COMMUNICATION & ADMINISTRATIVE SUPPORT

Provides administrative support to the ATBID Board. Makes recommendations to the ATBID Board to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID in its annual marketing plan. Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction.

Communicates with ATBID, City, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed.

Represents the ATBID and its members by attending countywide events and related tourism meetings. Work with the City to manage timelines for the ATBID's annual contract renewal process.

Develops and implements communication tools to inform all lodging owners of ATBID progress and programs and communicates as needed to lodging owners. Submits code enforcement complaints that are provided from the Host Compliance contractor on the status of short term rentals. The City then provides the code enforcement updates to the Destination Manager throughout the year in ATBID meetings.

Meeting Coordination

Assures ATBID Board is attending monthly board meetings so that there is a quorum.

Prepares ATBID Board agenda including development of staff reports. Provides copies for posting and distribution in accordance with Brown Act requirements. Distributes digital copies of the agenda and agenda packets to the ATBID Board and provides hard copies to the Board members for each Board meeting.

Records and reports regular and special ATBID Board meeting minutes. Follows and implements the ATBID By-Laws at all times. Works to prepare and present an itemized budget monthly, shares the Annual Report provided by the City and coordinates with the marketing firm and the City to assure the budget reflects all expenses. Submits monthly contractor fee invoice and expenses with back up when needed.

Schedules lodging owner meetings when the term of a board member is up for renewal. Coordinates interested board member candidates for those meetings so that terms are renewed in a timely manner. Coordinates lodging owner meetings when there is a vacancy in between an office term.

Event Coordination

Manage event partnerships approved by the ATBID Board and is the primary point of contact for proposed events and the presentation of funding opportunities for ATBID consideration. Coordinates event organization recap presentations for ATBID Board meetings.

Occasionally attends tour and travel related conferences or Tradeshow on behalf of Visit Atascadero. Manage follow-up and leads generated from tour and travel related conferences or trade shows. Attends Atascadero City Council Meetings with ATBID related agenda items when necessary.

CITY STAFF COORDINATION FOR ATBID:

City works as the liaison for the ATBID Board, lodging owners, ATBID Destination and Marketing consultants, Visit SLO CAL and event organizers. The liaison role includes the following:

COMMUNICATION & LIAISON SUPPORT

Communicates regularly and provides support to ATBID's destination management and marketing consultants.

Works with the Destination consultant to modify and continue building upon a solid Event Tier Sponsorship Program for the ATBID. Brings new outside event opportunities to the attention of the consultant for organizations interested in coming to our City like the Central Coast Brewers Consortium and their Craft Beer Festival. Looks for ways to keep existing event opportunities viable like Atascadero Lakeside Wine Festival and Cider Festival. Works to attract former events back like the Garagiste Festival. Works with the consultant to make sure event organizers are accountable by asking for updated reporting for the ATBID Board and again upon event completion.

As a team, the City works with the Destination and Marketing consultants on the marketing and event strategies with the goal of increasing occupancy consistent with the ATBID's annual marketing plan. Works as the point person for the Mid-State Fair Sponsorship and in similar instances where the City shares in the cost of the program.

Works with the Marketing consultant to review and approve the monthly newsletters and monthly social media calendars to make sure the information being published is correct and accurate. When there are photos needed for a post, have worked to collect appropriate photos. Helps with City's public or private assets that are being featured, like the Charles Paddock Zoo, A-Town Skate Park or Farmers Market, so that the information is approved before the promotion publishes. Continually monitors social media activity to make sure that comments are being addressed and for accuracy. Assists with idea creation for posts on an ongoing basis.

Continually updates the VisitAtascadero.com website pages including events, restaurants, drinking establishment and things-to-do pages. Collaborates with the Marketing consultant to make arrangements and offer ideas with photo shoots where needed. Assists Visit SLO CAL and the Marketing consultant with FAM Tours/ journalists, Tour operators, etc.

Represents the City of Atascadero on the Visit SLO CAL Marketing Committee. Reports back information shared at the meeting. Works with Marketing consultant on co-op opportunities presented at the meeting to bring to the ATBID Board for consideration.

MEETING AGENDAS & STAFF REPORT COORDINATION

Works with the Destination consultant to review and approve the monthly ATBID Meeting Agendas. Makes suggestions and additions to the agenda based on previous meeting requests from the ATBID Board. Assists with the information in the staff reports, and where it applies, have written staff reports. Provides the Destination consultant with monthly budget reports for the agenda including the Expense Summary and TOT

Revenue reports. Coordinates with the consultant to include City Departments when requested, like Finance and Community Development to present to the ATBID Board for budget reviews, city updates, etc.

Provides and reviews the budget process and the Annual Report with the Destination consultant during the budgeting process. Submits Annual Budget staff report to City Council for approval. Submits monthly contractor fee invoices for payment. Drafts and completes ATBID Board approved contracts (or annual contract amendments) for contractor review and signature.

Coordinates with the Destination consultant to make quarterly updates to ATBID Board from the Host Compliance reports on the status of Short Term Rentals.

Assists with the process of scheduling the lodging owner meetings when the term of a board member is up for renewal or there is a vacancy. Once voted on the ATBID Board, creates and implements the City Council staff report for review and approval. Coordinates the incoming ATBID board members with the City Clerk to be processed and sworn in with the Oaths of Office.

ON-GOING ADMINISTRATIVE SUPPORT

- Post agenda and agenda packet (once approved) on the website and in the kiosk.
- Send email to Big Red and press with links to the online copies of the agenda/agenda packet.
- Print/file hard copy of the agenda packet in the archival files.
- Assisted with COVID agenda cover page updates.
- Requested Word files of approved minutes on a monthly basis.
- Confirm approval date of Minutes. Add approval date to provided file and format for printing on archival paper (Formatting includes removing irrelevant headers, changing the title from Draft Minutes to Minutes, adding footer with Minutes date and page numbers, etc.)
- Confirm that exhibits listed in body of the Minutes have been received.
- Reach out to request corrections when errors on the Minutes were found.
- Coordinate getting signatures from Big Red on Minutes once printed on archival paper.
- Scan signed Minutes, add headers to exhibits and merge scanned documents. Once compiled, upload to the City's repository and website as well as file originals in archival files.
- Draft and later code for processing legal ads for annual TBID assessment.
- Assist with new Board Member requirements: Oath of Office, Form 700, training requirements, and provide Advisory Board Handbook.
- Email existing Board Members reminders regarding annual Form 700 filing and ongoing training requirements.



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 June 2021 for both the expenditure detail and the revenue/ expense summary. This will continue to be updated as the City is on an accrual basis. Please note that the FY2021 numbers have not been finalized.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. TBID Expenditure Detail Report FY 2021
2. TBID Revenue & Expenditure Summary 20-21
3. TOT Report

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Expenditure Detail Report

CITY OF ATASCADERO
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235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
 0000 *** Title Not Found ***

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	1,000.00	0.00	0.00	0.00	1,000.00	0.00
Total Office Expense	1,000.00	0.00	0.00	0.00	1,000.00	0.00
0000.6070000 Advertising						
0000.6070000 Advertising	160,000.00	0.00	0.00	0.00	160,000.00	0.00
0000.6077025 Digital Media Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2020 po CO 02385				-1,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2020 po opening OP 02385				94,747.27		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2020 po CO 02385				-1,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2020 ap IN 9516		85.19				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 165361						
7/31/2020 po LI 9516				-85.19		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						

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235 Atascadero Tourism Bus Improv Dist
635 Atascadero Tourism Bus Improv Dist Fund
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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2020 ap IN 9575		341.39				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 165473						
8/31/2020 po LI 9575				-341.39		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
9/30/2020 ap IN 9676		131.99				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 165713						
9/30/2020 po LI 9676				-131.99		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
10/1/2020 ap IN 12256		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 165630						
10/13/2020 ap IN 9748		488.94				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 166071						
10/13/2020 po LI 9748				-488.94		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
10/31/2020 ap IN 9784 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166071		260.99		260.99		
10/31/2020 po LI 9784 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-260.99		
11/1/2020 ap IN 12317 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 165880		47.95		47.95		
11/30/2020 ap IN 9861 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166282		3,844.80				
11/30/2020 po LI 9861 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-3,844.80		
12/1/2020 ap IN 12368 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 166213		47.95				
12/31/2020 ap IN 9892 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166614		104.65		104.65		

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
12/31/2020 po LI 9892 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-104.65	
12/31/2020 ap IN 9913 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166614		118.19				
12/31/2020 po LI 9913 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-118.19	
1/1/2021 ap IN 12420 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 167350		47.95				
1/31/2021 ap IN 9967 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166861		118.19				
1/31/2021 po LI 9967 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-118.19	
2/1/2021 ap IN 12469 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 166779		47.95				

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
2/28/2021 ap IN 10043 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167068		6,118.19		000		
2/28/2021 po LI 10043 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-6,118.19	
2/28/2021 ap IN 10053 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167068		651.56		000		
2/28/2021 po LI 10053 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-651.56	
3/16/2021 ap IN 137708 Line Description: ADDRESS IDENTIFICATON Vendor: 07768 GRANICUS Check # 167262		5,153.00		000		
3/31/2021 ap IN 10148 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167422		11,430.96				
3/31/2021 po LI 10148 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0					-11,430.96	

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
3/31/2021 ap IN 10109		118.19				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 167314						
3/31/2021 po LI 10109				-118.19		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
4/30/2021 ap IN 10198		7,162.67				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 167676						
4/30/2021 po LI 10198				-7,162.67		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
5/31/2021 ap IN 10266		7,948.54				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 167901						
5/31/2021 po LI 10266				-7,948.54		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
6/1/2021 ap IN 12723		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 167721						

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077025 Digital Media Advertising	(Continued)					
6/30/2021 ap IN 10326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 168141		118.19		118.19		
6/30/2021 po LI 10326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-118.19		
0000.6077025 Digital Media Advertising	0.00	44,483.33	44,483.33	53,704.64	-98,187.97	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2020 po CO 02385 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-1,967.00		
7/1/2020 po CO 02385 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-1,000.00		
7/1/2020 po opening OP 02385 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				49,667.00		
7/1/2020 ap IN 13765 Line Description: FORECAST CO-OP Vendor: 00406 VISIT SLO CAL Check # 165363		1,000.00				

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6077060 Advertising	(Continued)					
7/1/2020 po CO 02385 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-1,000.00		
10/14/2020 ap IN 10142020 Line Description: SPONSORSHIP DONATION Vendor: 08642 SAN LUIS OBISPO CO ARTS COUNCL Check # 165821		5,000.00				
12/16/2020 receipts GJ RCP 121620 Line Description: CC Cider Fest Refund 2020		-12,341.53				
5/12/2021 ap IN 10724 Line Description: ATASCADERO LAKESIDE WINE FESTI Vendor: 00022 ATASCADERO CHAMBER OF COMMERCE Check # 167588		5,000.00				
0000.6077060 Advertising	0.00	-1,341.53	-1,341.53	45,700.00	-44,358.47	0.00
Total Advertising	160,000.00	43,141.80	43,141.80	99,404.64	17,453.56	89.09
0000.6400000 Operating Supplies						
0000.6400000 Operating Supplies	500.00	0.00	0.00	0.00	500.00	0.00
Total Operating Supplies	500.00	0.00	0.00	0.00	500.00	0.00
0000.6500000 Contract Services						
0000.6500000 Contract Services	151,250.00	0.00	0.00	0.00	151,250.00	0.00
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2020 po opening OP 02385 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				91,974.20		

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
7/31/2020 ap IN 9516 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 165361		4,323.40				
7/31/2020 po LI 9516 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-4,323.40		
8/31/2020 ap IN 9575 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 165473		6,430.50				
8/31/2020 po LI 9575 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,430.50		
9/30/2020 ap IN 9676 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 165713		5,514.70				
9/30/2020 po LI 9676 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,514.70		
10/31/2020 ap IN 9784 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166071		6,586.30				

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
10/31/2020 po LI 9784 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,586.30		
11/30/2020 ap IN 9861 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166282		5,650.90				
11/30/2020 po LI 9861 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,650.90		
12/31/2020 ap IN 9913 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166614		3,751.20				
12/31/2020 po LI 9913 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-3,751.20		
1/31/2021 ap IN 9967 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 166861		2,418.90				
1/31/2021 po LI 9967 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-2,418.90		

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
2/28/2021 ap IN 10043 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167068		4,318.60				
2/28/2021 po LI 10043 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-4,318.60		
3/31/2021 ap IN 10109 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167314		2,747.00				
3/31/2021 po LI 10109 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-2,747.00		
4/30/2021 ap IN 10198 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167676		4,982.80				
4/30/2021 po LI 10198 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-4,982.80		
5/31/2021 ap IN 10266 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 167901		5,069.70				

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6501125 Promotions Consultants	(Continued)					
5/31/2021 po LI 10266 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,069.70		
6/30/2021 ap IN 10326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 168141		9,059.30				
6/30/2021 po LI 10326 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,059.30		
0000.6501125 Promotions Consultants	0.00	60,853.30	60,853.30	31,120.90	-91,974.20	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2020 po opening OP 02381 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 0				45,250.00		
7/20/2020 ap IN 201062 Line Description: JULY 2020 DESTINATION MANAGEME Vendor: 07215 BIG RED MARKETING, INC. Check # 165115		2,680.00				
7/20/2020 po LI 201062 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 165115				-2,680.00		

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509010 Other Professional Services	(Continued)					
8/19/2020 ap IN 201073 Line Description: AUGUST 2020 DESTINATION MANAGE Vendor: 07215 BIG RED MARKETING, INC. Check # 165297		3,180.00		005		
8/19/2020 po LI 201073 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 165297					-3,180.00	
9/1/2020 ap IN 12224 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 165407		47.95		005		
9/30/2020 ap IN 201084 Line Description: SEPTEMBER 2020 DESTINATION MAN Vendor: 07215 BIG RED MARKETING, INC. Check # 165620		4,395.00				
9/30/2020 po LI 201084 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 165620				005	-4,395.00	
10/23/2020 ap IN 201097 Line Description: OCTOBER 2020 DESTINATION MANAG Vendor: 07215 BIG RED MARKETING, INC. Check # 165870		3,980.00				
10/23/2020 po LI 201097 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 165870				005	-3,980.00	

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509010 Other Professional Services	(Continued)					
11/16/2020 ap IN 201108 Line Description: NOVEMBER 2020 DESTINATION MANA Vendor: 07215 BIG RED MARKETING, INC. Check # 166001		2,200.00				
11/16/2020 po LI 201108 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 166001				-2,200.00		
12/11/2020 ap IN 201118 Line Description: DECEMBER 2020 DESTINATION MANA Vendor: 07215 BIG RED MARKETING, INC. Check # 166209		2,650.00				
12/11/2020 po LI 201118 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 166209				-2,650.00		
1/20/2021 ap IN 210004 Line Description: JANUARY 2021 DESTINATION MANAG Vendor: 07215 BIG RED MARKETING, INC. Check # 166644		3,500.00				
1/20/2021 po LI 210004 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 166644				-3,500.00		
2/18/2021 ap IN 210009 Line Description: FEBRUARY 2021 DESTINATION MANA Vendor: 07215 BIG RED MARKETING, INC. Check # 166899		3,700.00				

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509010 Other Professional Services	(Continued)					
2/18/2021 po LI 210009 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 166899				-3,700.00		
3/1/2021 ap IN 12534 Line Description: WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 166997		47.95				
3/17/2021 ap IN 210024 Line Description: MARCH 2021 DESTINATION MANAGEM Vendor: 07215 BIG RED MARKETING, INC. Check # 167098		3,450.00				
3/17/2021 po LI 210024 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 167098				-3,450.00		
4/1/2021 ap IN 12606 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 167239		47.95				
4/25/2021 ap IN 210036 Line Description: APRIL 2021 DESTINATION MANAGEM Vendor: 07215 BIG RED MARKETING, INC. Check # 167455		2,250.00				
4/25/2021 po LI 210036 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 167455				-2,250.00		

expdetl.rpt
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Expenditure Detail Report

CITY OF ATASCADERO
07/01/2020 through 06/30/2021

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235 Atascadero Tourism Bus Improv Dist
635 Atascadero Tourism Bus Improv Dist Fund
0000 *** Title Not Found ***

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
0000.6509010 Other Professional Services	(Continued)					
5/3/2021 ap IN 12668 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 167603		47.95				
6/23/2021 ap IN 210050 Line Description: MAY - JUNE 2021 DESTINATION MA Vendor: 07215 BIG RED MARKETING, INC. Check # 167941		13,265.00				
6/23/2021 po LI 210050 Line Description: DESTINATION MANAGEMENT SERVICE Vendor: 07215 BIG RED MARKETING, INC. Check # 167941				-13,265.00		
0000.6509010 Other Professional Services	0.00	45,441.80	45,441.80	0.00	-45,441.80	0.00
Total Contract Services	151,250.00	106,295.10	106,295.10	31,120.90	13,834.00	90.85
0000.6600000 Professional Development						
0000.6600000 Professional Development	430.00	0.00	0.00	0.00	430.00	0.00
Total Professional Development	430.00	0.00	0.00	0.00	430.00	0.00
0000.6740000 Business Development						
Total Business Development	0.00	0.00	0.00	0.00	0.00	0.00
0000.6900000 Department Service Charges						
0000.6900000 Administration	3,270.00	0.00	0.00	0.00	3,270.00	0.00
0000.6903040 ATBID Administrative Costs	0.00	0.00	0.00	0.00	0.00	0.00
9/30/2020 je GJ JE21 09-34 Line Description: Quarterly ATBID Admin Costs		696.23				
9/30/2020 je GJ JE21 09-34 Line Description: Quarterly ATBID Admin Costs		34.90				
12/31/2020 je GJ JE21 12-33 Line Description: Quarterly ATBID Admin Costs		551.61				

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Periods: 0 through 14

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2020 through 06/30/2021

ITEM NUMBER: B-4
DATE: 08/18/21
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235 Atascadero Tourism Bus Improv Dist
635 Atascadero Tourism Bus Improv Dist Fund
0000 *** Title Not Found ***

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6903040 ATBID Administrative Costs	(Continued)					
3/31/2021 je GJ JE21 03-22		460.95				
Line Description: Quarterly ATBID Admin Costs						
0000.6903040 ATBID Administrative Costs	0.00	1,743.69	1,743.69	0.00	-1,743.69	0.00
Total Department Service Charges	3,270.00	1,743.69	1,743.69	0.00	1,526.31	53.32
Total Operating Services and Supplies	316,450.00	151,180.59	151,180.59	130,525.54	34,743.87	89.02
0000.7000000 Special Purchases, Projects, and Studies						
0000.7600000 *** Title Not Found ***						
Total Special Purchases, Projects, and Studies	0.00	0.00	0.00	0.00	0.00	0.00
Total Atascadero Tourism Bus Improv Dist	316,450.00	151,180.59	151,180.59	130,525.54	34,743.87	89.02
 Grand Total	 316,450.00	 151,180.59	 151,180.59	 130,525.54	 34,743.87	 89.02

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 06/30/2021	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 259,066	\$ 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	259,086	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	43,142	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	106,295	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	2,591	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	152,028	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	107,059	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 380,726	\$ 271,820

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

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 05/31/2021	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 174,349	\$ 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	174,369	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	42,976	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	83,971	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	128,690	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	45,679	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 319,346	\$ 271,820

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

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
REVENUES									
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
EXPENSES									
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
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	63,672	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 337,338	\$ 271,820

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

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 03/31/2021	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 164,872	\$ 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	164,892	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	22,864	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	71,572	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	1,649	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	96,086	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	68,807	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 342,474	\$ 271,820

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

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 02/28/2021	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 121,764	\$ 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	121,785	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	6,114	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	65,327	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	1,218	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	72,659	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	49,125	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 322,792	\$ 271,820

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

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 01/31/2021	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 119,366	\$ 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	119,387	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	(703)	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	57,309	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	1,194	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	57,799	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	61,588	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	273,667	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 335,255	\$ 271,820

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

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

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

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

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 11/30/2020	BUDGETED 2020-2021
<u>REVENUES</u>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 69,418	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	-	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	10,720	-	4,670
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>69,418</u>	<u>331,440</u>
<u>EXPENSES</u>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	11,249	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	44,989	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	694	3,270
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>56,932</u>	<u>316,450</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	12,486	14,990
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 286,153</u>	<u>\$ 271,820</u>

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

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 10/31/2020	BUDGETED 2020-2021
<u>REVENUES</u>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 69,418	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	-	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	10,720	-	4,670
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>69,418</u>	<u>331,440</u>
<u>EXPENSES</u>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	7,356	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	37,138	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	694	3,270
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>45,188</u>	<u>316,450</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	24,230	14,990
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 297,897</u>	<u>\$ 271,820</u>

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

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 9/30/2020	BUDGETED 2020-2021
<u>REVENUES</u>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 67,286	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	-	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	10,720	-	4,670
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>67,286</u>	<u>331,440</u>
<u>EXPENSES</u>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	1,559	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	26,572	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	673	3,270
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>28,803</u>	<u>316,450</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	38,483	14,990
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 312,150</u>	<u>\$ 271,820</u>

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

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 8/31/2020	BUDGETED 2020-2021
<u>REVENUES</u>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ -	\$ 326,770
45920.0003	Assessment Penalties	-	-	-	-	-	133	-	-
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	-	-	4,670
	Total Revenue	164,104	246,536	268,231	276,875	287,815	224,742	-	331,440
<u>EXPENSES</u>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	1,427	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	16,614	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	-	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,881	18,040	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(18,140)	(18,040)	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	262,946	256,830
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 262,946</u>	<u>\$ 244,906</u>	<u>\$ 271,820</u>

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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 7/31/2020	BUDGETED 2020-2021
<u>REVENUES</u>									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 226,920	\$ -	\$ 326,770
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	-	-	4,670
	Total Revenue	164,104	246,536	268,231	276,875	287,815	226,920	-	331,440
<u>EXPENSES</u>									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	1,085	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	7,003	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	2,269	-	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,904	8,089	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(15,984)	(8,089)	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	265,102	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 265,102	\$ 257,013	\$ 271,820

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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	TOTAL
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 454,062.15	\$ 325,569.25	\$ 207,088.63	\$ 136,898.64	\$ 1,123,618.67
Fiscal Year 2021	\$ 348,012.06	\$ 275,644.27	\$ 230,472.50	\$ 423,045.16	\$ 1,277,173.99