



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

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/83266663847?pwd=LzhvbVZoM3NGMDhLdmI1MU5neUwrQT09.>

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: 832 6666 3847, Passcode: 675980) to listen and provide public comment via phone or submit written public comments to cityclerk@atascadero.org by 9:00 am 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 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 and Resolutions 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, September 15, 2021 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/83266663847?pwd=LzhvbVZoM3NGMDhLdml1MU5neUwrQT09>

Meeting ID: 832 6666 3847; Passcode: 675980

**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 – Monthly ATBID Meeting, August 18, 2021

- Recommendation: Approve the Draft Action Minutes of the Monthly Meeting, August 18, 2021. [City Staff]

2. ATBID Draft Action Minutes – Special Meeting, September 1, 2021

- Recommendation: Approve the Draft Action Minutes of Special Meeting, September 1, 2021. [City Staff]

B. BUSINESS ITEMS

1. Central Coast Craft Beer Festival Event Update

- Recommendation: Receive and file event planning progress presentation for the 3rd Annual Central Coast Craft beer festival. [En Fuego Events/ CC Brewers Guild]
- Fiscal Impact: None.

2. Atascadero Fall Festival Event Update Presentation

- Recommendation: Receive and file event planning progress presentation for the first Atascadero Fall Festival. [En Fuego Events]
- Fiscal Impact: None.

3. Visit Atascadero Promotional Materials

- Recommendation: Approve up to \$5,000 to purchase Visit Atascadero promotional materials and provide staff direction on the types of promotional material to be ordered. [City]
- Fiscal Impact: Up to \$5,000.

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. Visit SLO CAL Marketing Committee Update – Verdin
3. Administrative Services Update – City Manager’s Office
4. City Business Update – City Manager’s Office
5. Chamber & Business Improvement District Update – Josh Cross

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
3. Short Term Rental Contract Review – Host Compliance/ Granicus
4. Garagiste Sponsorship Update
5. Presentation from City’s Community Development Department

F. ADJOURNMENT



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

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**

DRAFT MINUTES

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:33 p.m.

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

Absent: Board Member O'Malley

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

APPROVAL OF AGENDA:

MOTION: **By Board Member Alexander and seconded by Board Member Sohi to approve the agenda.**
Motion passed 4:0 by a roll call vote (O'Malley absent)

There was Board consensus to take item B-2 before item B-1.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Josh Cross.

Chairperson Harden closed the Public Comment period.

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]

MOTION: By Vice Chairperson Ketchum and seconded by Board Member Sohi to approve the consent calendar.
Motion passed 4:0 by a roll call vote (*O'Malley absent*)

B. BUSINESS ITEMS

2. California Mid-State Fair Sponsorship Review

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

Deputy City Manager Banish gave the presentation and answered questions from the Board. Marketing Consultant Akers also provided a brief update.

PUBLIC COMMENT:

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

There was Board consensus to take item B-3 before item B-1.

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.

Vice Chairperson Ketchum, Chairperson Harden and Deputy City Manager Banish gave the presentation and answered questions from the Board.

Board Member Sohi went off camera at 2:50 pm.

Chairperson Harden recessed the meeting at 2:51 pm.

Chairperson Harden reconvened the meeting with all present at 3:00 pm.

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Sohi and seconded by Vice Chairperson Ketchum to approve moving forward with the recommendation from the ad hoc committee, as far as the scope of work for the Destination Management company, with whatever changes are necessary with Verdin.

Motion passed 4:0 by a roll call vote (*O'Malley absent*)

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

Zoe Zappas, Marketing & Public Relations Director for Z Villages Management & Development Company, gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the opportunity to do a second mural for \$5,000.00 with future discussion to expand with an exclusive mural walking tour map.

Motion passed 4:0 by a roll call vote (*O'Malley absent*)

4. Budget Report

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

Deputy City Manager Banish gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

The Budget Report was received and filed.

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi stated he had no updates.

2. City Business Update – Deputy City Manager Banish gave an update on various upcoming events and a variety of things going on in the City.

Marketing Consultant Akers provided a brief update on the results from the Visitor Research Study.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Brendan Pringle

D. BOARD MEMBER COMMENTS – None.

D. 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

Interim CEO & President of the Atascadero Chamber of Commerce, Josh Cross, provided brief Chamber updates.

ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:57 p.m.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

APPROVED:

SPECIAL MEETING

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

**Wednesday, September 1, 2021
11:30 A.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 11:33 a.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 and Deputy City Clerk Amanda Muther

BUSINESS ITEM:

1. **Destination Management Administrative Services Request for Proposals**
 - Fiscal Impact: The fiscal impact will depend on the direction provided by the ATBID.
 - Recommendations:
 1. Determine and approve allocated budget for Destination Management Services.
 2. Approve Request for Proposal for Destination Management Services with determined allocated budget for services. [City Staff]

Deputy City Manager Banish gave the presentation and answered questions from the Board.

The Board discussed the Draft RFP and proposed modifications. The changes were made onscreen directly to the RFP (Exhibit A).

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve the RFP as modified during the Board Meeting. (Modifications are documented as redlines in Minute Exhibit A) Motion passed 5:0 by a roll-call vote.

ADJOURNMENT:

Chairperson Harden adjourned the meeting at 12:09 p.m. to the next Regular Meeting on September 15, 2021.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

The following exhibits are available for review in the City Clerk's office:

Exhibit A – Redline of Board edits to Draft RFP

APPROVED:

Atascadero Tourism Business Improvement District Request for Proposal for Destination Management Administrative Services

Issue Date: September 2, 2021

The Atascadero Tourism Business Improvement District (ATBID) is requesting proposals from individuals and firms offering services in the areas of Destination Management Administration.

The ATBID was formed in April 2013 to collect assessments from lodging businesses to be used for tourism promotions and marketing programs to promote the City of Atascadero as a tourism destination and to increase transient stays at lodging businesses. The ATBID is represented by Atascadero lodging owners who work in partnership with the City of Atascadero and on behalf of multiple hospitality and stakeholder businesses that serve the visitor. The ideal candidate will provide services in the areas of ATBID administration, event sponsorship program oversight, Board management and coordination, ATBID financial management, tour and travel outreach, and participate in strategic planning efforts. Due to the nature of the tourism industry, applying firms may be asked to disclose other destinations they provide similar services to.

If interested and qualified, please submit an electronic copy of your proposal in PDF format by 4 p.m. on ~~Friday, October 1, 2021~~ Monday, November 1, 2021 via email to Terrie Banish, tbanish@atascadero.org.

SCOPE OF SERVICES

The ATBID Advisory Board is seeking an individual or firm to work as a Destination Manager to provide support for the ATBID with a primary focus that includes the following:

Communication & Administrative Support

Communicates with ATBID, City, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed. Candidates will need to uphold strong internal and external communication to support the mission of the ATBID. Applicants must be familiar and experienced with stakeholder communication through email distribution platforms and one-on-one calls.

Provides administrative support to the ATBID Advisory 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.

Represents the ATBID and its members by attending appropriate events and related tourism meetings: ~~(Optional)~~. Works 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 Administrator throughout the year in ATBID meetings.

On-going Administrative Support

Works with the City of Atascadero in an effort to minimize workload and assist with the following:

- Assure that the monthly ATBID agenda and packet are ready to post and communicate with the City in a timely manner to meet all posting deadlines. Works with the City to send an email to the press with links to the online copies of the agenda/agenda packet.
- Assisted with COVID agenda cover page updates, as needed.
- Supply City staff with 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 and provide digital copies to City staff for archival files.
- Works with City staff to coordinate signatures on approved Minutes and Resolutions once they are printed on archival paper. City staff will scan signed Minutes and Resolutions, merge scanned documents and upload them to the repository and website, as well as file originals in the archival files. The City will also draft, and later code for processing, legal ads for the annual ATBID 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.

Meeting Coordination

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

Prepares ATBID Advisory 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 packet to the ATBID Advisory 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.

Could be asked to attend tour and travel related conferences or Tradeshows when appropriate on behalf of Visit Atascadero- **(Optional: additional cost upon special request with Board consideration and approval).** **Work with Marketing consultant to manage follow-up, including surveys and leads generated from**

~~tour and travel related conferences or trade shows. 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.

BUDGET

Proposals should include a comprehensive budget outlining the associated costs of support in each of the anticipated areas. Allocated budget is estimated at \$60,000 for a 24-month contract (not to exceed \$30,000 for each 12-month annual renewal). **Contract Review at 90-day**

The initial contract will be for 24-months. This will allow the selected firm an opportunity to fully implement practices before initiating a mutually agreed upon contract renewal. The initial term shall last from ~~November 1, 2021~~January 1, 2022 through ~~October 31, 2023~~December 31, 2023. The annual contract may renew for up to three (3) additional one-year extensions upon mutual agreement of both parties. Annual contract renewals may be extended through ~~October 31, 2026~~December 31, 2026.

EXAMPLES OF WORK

Please provide case studies and/or other examples of work that reflect the competencies specific to supporting the breadth of services required of the destination management firm.

PROPOSAL SUBMITTAL

Proposals must include contact information and background of the submitting firm. Additionally, the proposal should offer specific material pertaining to the qualifications of the firm, the foreseen working relationship between the firm, the ATBID and City, and previous experience with relevant projects. In introducing the firm, provide an organizational chart of the account representatives that will be collaborating with the ATBID and City of Atascadero.

- All proposals shall be submitted electronically in PDF format to Terrie Banish, tbanish@atascadero.org by **4 p.m. on ~~Friday, October 1, 2021~~Monday, November 1, 2021**. Late proposals may not be considered.
- All correspondence should be directed to Terrie Banish, tbanish@atascadero.org.
- Costs of preparation of proposals will be borne solely by the individual or firm.
- Proposals shall not exceed 15 (fifteen) pages.
- Selection of qualified proposals will be made by ATBID Advisory Board Members.
- This request for proposal does not constitute an offer of employment or to contract for any services.
- The ATBID Advisory Board reserves the option to reject any and all proposals, wholly or in part, received as a result of this request for proposal.
- The ATBID Advisory Board reserves the option to retain all proposals, whether selected or rejected. Once submitted, the proposals become the property of City of Atascadero.
- All proposals shall remain firm for 90 days following closing date for receipt of proposals.
- The ATBID Advisory Board reserves the right to award the contract recommendation to the individual or firm whose proposal best accomplishes, in the judgment of the Advisory Board, the desired results, and shall include, but not be limited to, a consideration of professional service fees.
- The ATBID Advisory Board will recommend the contract award to the Atascadero City Council for final approval.

- Selection will be made on the basis of proposals as submitted. The ATBID Advisory Board retains the right to interview applicants as part of the selection process.
- Proceedings of the selection committee are confidential. Members of the selection committee are not to be contacted by firms responding to this request for proposal.

PROPOSAL FORMAT

1. Title
2. Applicant or Firm Name, address, phone and email.
3. Applicant and Firm's Qualifications.
 - Limit to one page and provide two past projects with specific measurable results.
 - Please also provide three to five professional references, three of which are current clients. Include name, title, company, phone number and email address.
 - Please include if your company is currently working for any tourism related businesses or organizations within San Luis Obispo County.
4. Proposal will not to exceed 15 pages.
 - Address all elements outlined in Scope of Services.
 - Describe staffing and list any outside contractors (and qualifications) to be used to fulfill contract.
 - Provide timeline of tasks to be accomplished once contract is approved.
 - Outline budget (staff time plus out-of-pocket expenses) for each proposal element. The budget should describe Agency Fees and Implementation Costs as separate items.

PROPOSAL SELECTION

The City of Atascadero's TBID Advisory Board is interested in an applicant or firm's ability to both deliver a big picture, strategic perspective and to execute tactical detail needed to meet strategies and objectives in a timely fashion and within budget. The winning proposal will include the following elements: goal; objective; strategy; tactics; plan implementation details; timeline; success measurements and detailed budget.

EVALUATION CRITERIA

The ATBID Advisory Board, in its sole discretion, may assign rating weights to the following criteria, and may also consider any other factors deemed relevant to making its recommendation.

- Understanding of the nature of services for the ATBID Advisory Board.
- Responsiveness to all elements outlined in the request for proposal.
- Outline of proposed fees for services and expenses within stated budget.
- Experience and results in performing the services desired by the ATBID Advisory Board.

REQUEST FOR PROPOSAL SCHEDULE

- **September 2, 2021** – Release RFP
~~**October 20, 2021 September 15, 2021**~~—
ATBID form Ad Hoc Committee to review
submitted RFPs
- ~~**November 1, 2021 October 1, 2021**~~- RFP
submission deadline
- ~~**November 5, 2021 October 8, 2021**~~—Notify
any firm(s) selected to make a presentation at
the ~~**November 17, 2021 October 15, 2021**~~—
ATBID Meeting
- ~~**November 17, 2021 October 15, 2021**~~— Possible presentation(s) from
top firm(s) and tentative firm selection
- ~~**November 23, 2021 October 26, 2021**~~
- Tentative recommendation to City
Council for contract approval
- ~~**January 1, 2022 November 1, 2021**~~—
Tentative effective date of contract



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

Staff Report

**Central Coast Craft Beer Festival
Event Update**

RECOMMENDATION:

Receive and file event planning progress presentation for the 3rd Annual Central Coast Craft Beer Festival.

DISCUSSION:

On February 17, 2021 the Central Coast Craft Beer Festival was approved by the ATBID Board for an event sponsorship of \$5,000, marking the 3rd Annual Craft Beer Festival!

In 2020, due to COVID-19, the event was approved and ended up being a virtual event, after going through a series of date changes (i.e., initial date 3.28.20 to 6.20.20 to again on October 24, 2020 hosted as a virtual event).

The Central Coast Craft Beer Festival event team will provide an update of the event with the number of tickets sold, breweries and vendors that will be participating and a review of the marketing efforts. The Central Coast Craft Beer Festival will be taking place on Saturday, October 23rd, 2021 in the Sunken Gardens.

FISCAL IMPACT:

None. Committed to \$5,000 sponsorship for 2021.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Fall Festival Event Update Presentation

RECOMMENDATION:

Receive and file event planning progress presentation for the first Atascadero Fall Festival.

DISCUSSION:

On April 21, 2021 the Atascadero Fall Festival Event was on the agenda for review of a potential sponsorship for \$5,000. The management of the Fall Festival was not able to make that meeting, and in an effort to keep this moving forward, ATBID Board Chairperson O'Malley created an Ad Hoc Committee. Board Member Sohi and Board Member Harden were assigned as the Ad Hoc and continued conversations with the event manager with permission to approve or deny the sponsorship based on event dates to make sure they were aligned well and did not conflict with other major events in the county.

On May 19, 2021, the Atascadero Fall Fest Ad Hoc Committee approved the set date and approval of \$5,000 in event sponsorship support. The dates of the event were determined to be November 19-21, 2021.

The Atascadero Fall Festival presentation will provide an update to the event including an update on the status, marketing details and the entertainment.

FISCAL IMPACT:

None. Committed to \$5,000 sponsorship for 2021.

ATTACHMENTS:

None.



ITEM NUMBER:
DATE:

B-3
09/15/21

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit Atascadero Promotional Materials

RECOMMENDATION:

Approve up to \$5,000 to purchase Visit Atascadero promotional materials and provide staff direction on the types of promotional material to be ordered.

DISCUSSION:

At the ATBID Meeting in April 2018, the Board approved ordering promotional material for a variety of events for up to \$5,000. From that time, we have given out all of our coasters and luggage tags. There is a need to reorder promotional material and the need for new “swag” or giveaway type items for future ATBID sponsored events and tourism meetings and conferences.

The ATBID Board always offers different promotional material suggestions to consider as staff works on looking into different options available. The sponsored events coming up for promotional items are the Central Coast Craft Beer Festival and Atascadero Fall Festival.

These promotional items are a way to brand Visit Atascadero and are also provided to our lodging partners as examples of Visit Atascadero's outreach.

FISCAL IMPACT:

Up to \$5,000.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Report

RECOMMENDATION:

Receive and file updated Budget Report.

DISCUSSION:

The July 2021 TBID summary and expenditure report shows the expenditures that have been submitted through July 2021. The FY2021 has not been finalized, and will continue to be updated as the City is on an accrual basis. In addition, the Tourism TOT report is included showing the TOT revenues to date.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. TBID Summary 21-22
2. TBID Expenditure Detail report FY 2022
3. Tourism TOT Report

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

| | | ACTUAL 2015-2016 | ACTUAL 2016-2017 | ACTUAL 2017-2018 | ACTUAL 2018-2019 | ACTUAL 2019-2020 | ACTUAL* 6/30/2021 | YTD ACTUAL* 2021-2022 through 07/31/2021 | BUDGETED 2021-2022 |
|------------------------------------|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|--|-----------------------|
| REVENUES | | | | | | | | | |
| 41530.6300 | Taxes and Assessments | \$ 241,078 | \$ 267,507 | \$ 275,295 | \$ 278,184 | \$ 224,609 | \$ 274,396 | \$ - | \$ 292,320 |
| 45920.0003 | Assessment Penalties | - | - | - | - | 133 | 99 | - | - |
| 46110.0000 | Investment Earnings | 5,458 | 724 | 1,580 | 9,631 | 10,720 | - | - | 6,950 |
| | Total Revenue | 246,536 | 268,231 | 276,875 | 287,815 | 235,462 | 274,495 | - | 299,270 |
| EXPENSES | | | | | | | | | |
| 6050000 | Office Expense | 5,164 | - | - | - | - | - | - | 250 |
| 6070000 | Advertising | 86,914 | 91,005 | 144,521 | 178,720 | 120,110 | 43,142 | 16,298 | 165,000 |
| 6400000 | Operating Supplies | 1,217 | 120 | - | - | - | - | - | - |
| 6500000 | Contract Services | 105,314 | 138,414 | 172,938 | 143,482 | 120,525 | 106,295 | - | 140,000 |
| 6600000 | Professional Development | - | 425 | 425 | 425 | - | - | - | 430 |
| 6740000 | Business Development | 5,000 | - | 3,000 | - | - | - | - | - |
| 6900000 | Administration | 2,411 | 2,675 | 2,753 | 2,782 | 2,246 | 2,744 | - | 2,860 |
| | Total Expenses | 206,020 | 232,639 | 323,636 | 325,408 | 242,881 | 152,181 | 16,298 | 308,540 |
| NET INCOME/(LOSS) | | 40,516 | 35,592 | (46,761) | (37,593) | (7,419) | 122,314 | (16,298) | (9,270) |
| BEGINNING AVAILABLE BALANCE | | 289,333 | 329,849 | 365,441 | 318,679 | 281,086 | 273,667 | 395,981 | 256,830 |
| ENDING AVAILABLE BALANCE | | \$ 329,849 | \$ 365,441 | \$ 318,679 | \$ 281,086 | \$ 273,667 | \$ 395,981 | \$ 379,683 | \$ 247,560 |

*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 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

expdetl.rpt
09/09/2021 11:01AM
Periods: 0 through 12

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2021 through 06/30/2022

ITEM NUMBER: B-4
DATE: 09/15/21
ATTACHMENT: 2
Page: 1

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 |
|--|---------------------------|--------------|------------------------------|------------------------------|------------|--------------|
| 0000.6000000 Operating Services and Supplies | | | | | | |
| 0000.6050000 Office Expense | | | | | | |
| 0000.6050000 Office Expense | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 | 0.00 |
| Total Office Expense | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 | 0.00 |
| 0000.6070000 Advertising | | | | | | |
| 0000.6070000 Advertising | 165,000.00 | 0.00 | 0.00 | 0.00 | 165,000.00 | 0.00 |
| 0000.6077025 Digital Media Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7/1/2021 ap IN 12784 | | | | | | |
| Line Description: SECURE WEB HOSTING | | 47.95 | | | | |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168159 | | | | | | |
| 8/5/2021 ap IN 12841 | | | | | | |
| Line Description: SECURE WEB HOSTING | | 47.95 | | | | |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168431 | | | | | | |
| 0000.6077025 Digital Media Advertising | 0.00 | 95.90 | 95.90 | 0.00 | -95.90 | 0.00 |
| 0000.6077060 Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7/11/2021 ap IN 210120 | | | | | | |
| Line Description: 2021 SPONSORSHIP | | 3,750.00 | | | | |
| Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 168314 | | | | | | |
| 7/21/2021 ap IN 13950 | | | | | | |
| Line Description: AUGUST 2021 EDI STUDY~ | | 12,500.00 | | | | |
| Vendor: 00406 VISIT SLO CAL Check # 168505 | | | | | | |
| 0000.6077060 Advertising | 0.00 | 16,250.00 | 16,250.00 | 0.00 | -16,250.00 | 0.00 |
| Total Advertising | 165,000.00 | 16,345.90 | 16,345.90 | 0.00 | 148,654.10 | 9.91 |
| 0000.6400000 Operating Supplies | | | | | | |

expdetl.rpt
09/09/2021 11:01AM
Periods: 0 through 12

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2021 through 06/30/2022

ITEM NUMBER: B-4
DATE: 09/15/21
ATTACHMENT: 2
Page: 2

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> |
|---|-----------------------------------|---------------------|--------------------------------------|--------------------------------------|----------------|----------------------|
| Total Operating Supplies | | 0.00 | 0.00 | | | |
| 0000.6500000 Contract Services | | | | | | |
| 0000.6500000 Contract Services | 140,000.00 | 0.00 | 0.00 | 0.00 | 140,000.00 | 0.00 |
| Total Contract Services | 140,000.00 | 0.00 | 0.00 | 0.00 | 140,000.00 | 0.00 |
| 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 | 2,860.00 | 0.00 | 0.00 | 0.00 | 2,860.00 | 0.00 |
| Total Department Service Charges | 2,860.00 | 0.00 | 0.00 | 0.00 | 2,860.00 | 0.00 |
| Total Operating Services and Supplies | 308,540.00 | 16,345.90 | 16,345.90 | 0.00 | 292,194.10 | 5.30 |
| 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 | 308,540.00 | 16,345.90 | 16,345.90 | 0.00 | 292,194.10 | 5.30 |
| Grand Total | 308,540.00 | 16,345.90 | 16,345.90 | 0.00 | 292,194.10 | 5.30 |

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 | \$ 241,653.81 | \$ 489,896.45 | \$ 1,355,206.59 |