



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

In accordance with City Council Resolution No. 2021-066 and the requirements of AB 361, 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/89256223646?pwd=RnNFSk5JZ1BpUFI5cFdqK28zRU90dz09>.

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: 892 5622 3646; Passcode: 704345) 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, October 20, 2021 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/89256223646?pwd=RnNFSk5JZ1BpUFl5cFdqK28zRU90dz09>

Meeting ID: 892 5622 3646; Passcode: 704345

**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, September 15, 2021

- Recommendation: Approve the Draft Action Minutes of the Monthly Meeting, September 15, 2021. [City Staff]

B. BUSINESS ITEMS

1. Atascadero Crime Prevention Presentation

- Recommendation: Receive and file event Crime Prevention presentation by the Atascadero Police Department on tips and ways to handle crime related incidents. [City Police Dept.]
- Fiscal Impact: None.

2. Garagiste Festival Event Update

- Recommendation: Receive and file event planning progress presentation for the upcoming 10th Annual Garagiste Festival in November. [Garagiste Events, Inc.]
- Fiscal Impact: None.

3. Visit SLO CAL House of Brands Logo Application

- Recommendation:
 - a.) Review and discuss the Visit SLO CAL presentation for the new House of Brands logo application.
 - b.) Provide approval of the logo application or provide staff further direction. [Visit SLO CAL/Verdin]
- Fiscal Impact: None

4. Quarterly Marketing Report

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

5. Budget Report

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

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera
2. Administrative Services Update – City Manager’s Office
3. Marketing Update – Verdin Marketing
4. City Business Update & Short Term Rental Update – City Manager’s Office
5. Chamber & BID (Downtown) Update – Josh Cross

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. Short Term Rental Contract & Program Review.
2. Presentation from City’s Finance Department to provide a review of the ATBID budget and next steps to the monthly platform.
3. Update on the status of the Visit SLO CAL Events & Festivals MOU.
4. Economic Development Update for the City of Atascadero.
5. Space Port Presentation by Mayor Martin & Mayor Moreno.
6. Political/Action Topics Presentation by the Mayor and/or County Supervisor.

F. ADJOURNMENT



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

DRAFT MINUTES

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:

Chairperson Harden called the meeting to order at 2:34 p.m.

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

Absent: None

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 O'Malley and seconded by Board Member Sohi to approve the agenda.**
Motion passed 5:0 by a roll call vote

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

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]

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

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.

Event organizer, Andres Nuno 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.

***The Central Coast Craft Beer Festival event update
was received and filed.***

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.

Andres Nuno with En Fuego Events gave the presentation and answered questions from the Board. Deputy City Manager Banish and Interim CEO & President of the Atascadero Chamber of Commerce, Josh Cross, also answered questions from the Board.

PUBLIC COMMENT:

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

***The Atascadero Fall Festival event update presentation
was received and filed.***

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.

Deputy City Manager Banish gave the presentation and answered questions from the Board. Marketing Consultant Akers also answered questions from the Board and received enough direction to look into several popular options.

PUBLIC COMMENT:

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

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve up to \$5,000 to purchase Visit Atascadero promotional materials.
Motion passed 5:0 by a roll call vote

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. Marketing Consultant Akers also provided a brief update and reviewed marketing spreadsheets (Exhibit A).

PUBLIC COMMENT:

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

The Budget Report was received and filed.

C. UPDATES

5. Chamber & Business Improvement District Update – Interim CEO & President of the Atascadero Chamber of Commerce, Josh Cross, provided Chamber updates on Bridgeworks expansion and a variety of anticipated and scheduled upcoming events.
1. Visit SLO CAL TMD Update – Board Member Sohi stated he had no updates.
2. Visit SLO CAL Marketing Committee Update – Deputy City Manager Banish provided a brief update on the topics discussed at the last Visit SLO CAL Marketing Committee meeting and advised that Camille Silvera of Visit SLO CAL would be providing Visit SLO CAL Marketing Committee updates on a go forward.
3. Administrative Services Update – Deputy City Manager Banish provided a brief update on the status of the Destination Management Administrative Services RFP.
4. City Business Update – Deputy City Manager Banish gave an update on various upcoming events in the City.

D. BOARD MEMBER COMMENTS – None.

E. FUTURE AGENDA ITEMS

1. Garagiste Sponsorship Update
2. Wine Speak Update
3. Atascadero Business Community Crime Prevention
4. Short Term Rental Review – Host Compliance/ Granicus
5. Presentation from City's Community Development Department
6. Update on the status of the Visit SLO CAL Events & Festivals MOU
7. Political/Action Topics Presentation by the Mayor and/or County Supervisor

F. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:17 p.m.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

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

Exhibit A – Marketing spreadsheets, provided by Verdin Marketing

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Crime Prevention Presentation

RECOMMENDATION:

Receive and file event Crime Prevention presentation by the Atascadero Police Department on tips and ways to handle crime related incidents.

DISCUSSION:

The Atascadero Police Department will provide a presentation about what to do in the event of a robbery or other crime related activities. APD will share how to go about reporting and what to look for as well as share the most recent trends and crime related activities they are seeing in Atascadero.

This is an opportunity for the Board to ask questions and discuss any concerns they might have where it relates to employee and guest safety.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



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

Staff Report

Garagiste Festival Event Update

RECOMMENDATION:

Receive and file event planning progress presentation for the upcoming 10th Annual Garagiste Festival in November.

DISCUSSION:

On March 17, 2021 the Garagiste Festival was approved by the ATBID Board for an event sponsorship of \$5,000, with the requirement that at least one event takes place in Atascadero.

The Garagiste Festival event team will provide an update of the event with the number of tickets sold, wineries and event details of the Festival itself along with the newly added, "Rare & Reserve Event" taking place at the Pavilion on the Lake on Friday, November 12th, 2021.

FISCAL IMPACT:

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

ATTACHMENTS:

Garagiste Festival Pre-Event Marketing Update.



Garagiste Festival Pre-Event Marketing Update

The marketing campaign for the upcoming Garagiste Festival is in full swing, and is resulting in robust ticket sales – noticeably ahead of previous festivals. We are anticipating a complete sell-out.

- Weekend Passes and VIP tickets are already sold out.

- Friday, November 12th Rare and Reserve Event - Pavilion on the Lake.

We are already 50% sold out for this event with four weeks left to go. Sales typically accelerate as we get closer to the event, so we're ahead of the curve this year.

Total sales are 80% from outside of SLO County (including 5 other states), which is also ahead of our normal ratio of about 74% tourists

Our first press release went out on September 16 and featured Atascadero prominently and repeatedly. Here's a link:

<https://www.winebusiness.com/news/?go=getArticle&dataId=251192>

Below are examples of the dedicated E-blast, social media posts, and website placements focusing on Atascadero.

Thanks again for your support!

Doug Minnick and Stewart McLennan,
Co=Founders



Atascadero!

The 10th Anniversary Garagiste Festival November 12th and 13th, Paso Robles, CA

The Garagiste Festival is only 4 weeks away and tickets are going fast. The Weekend Passes are nearly sold out already and the newsletter discount will be ending soon, too. Probably not a good idea to procrastinate. Full details below...

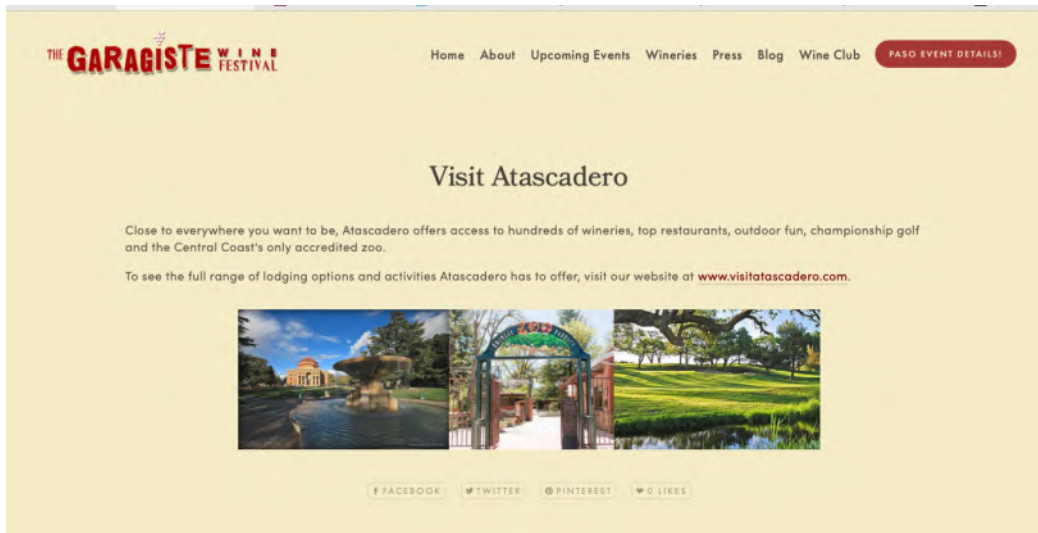
Atascadero!

The Friday Night "Rare and Reserve" event will be held this year at the beautiful Pavilion on the Lake in Atascadero and if you didn't already know, A-Town is a great place to visit and to stay in [one of the city's many hotels](#). The historic downtown and local vibe are great and only a short 10 minute drive from Paso Robles. We love Atascadero!

There will be 50+ amazing wines on hand that you will ONLY be able to try at this event! A Spanish-themed buffet will be provided by local fave Trumpet Vine Catering. It's going to be a fun night featuring the best of the best with some special guest wineries pouring signature wines you will only be able to taste at this event. Tickets are limited and going fast!



The town and Pavilion on the Lake are also featured on our website with our Hotel Sponsors:



Featured on our Festival event page:

FRIDAY, NOVEMBER 12th

Friday Night Rare & Reserve Party

6:30-9:30pm Rare & Reserve Tasting — \$95

Pavilion on the Lake
9315 Pismo Avenue, Atascadero, CA 93422

Kick off the weekend with a mouthwatering bang! Guests will get to experience over 50 of the best rare and reserve wines our Garagistes have to offer – **only at this event, not available to taste on Saturday!** – along with a bounty of mouthwatering paella and small bites from local caterers Trumpet Vine Catering. Vegetarian options will be available.*

An intimate party to energize and impress your palate.
Only 250 Tickets Available.



VISIT
Atascadero
CALIFORNIA





The Garagiste Festival

Published by Dave Dinsmore · 5d ·

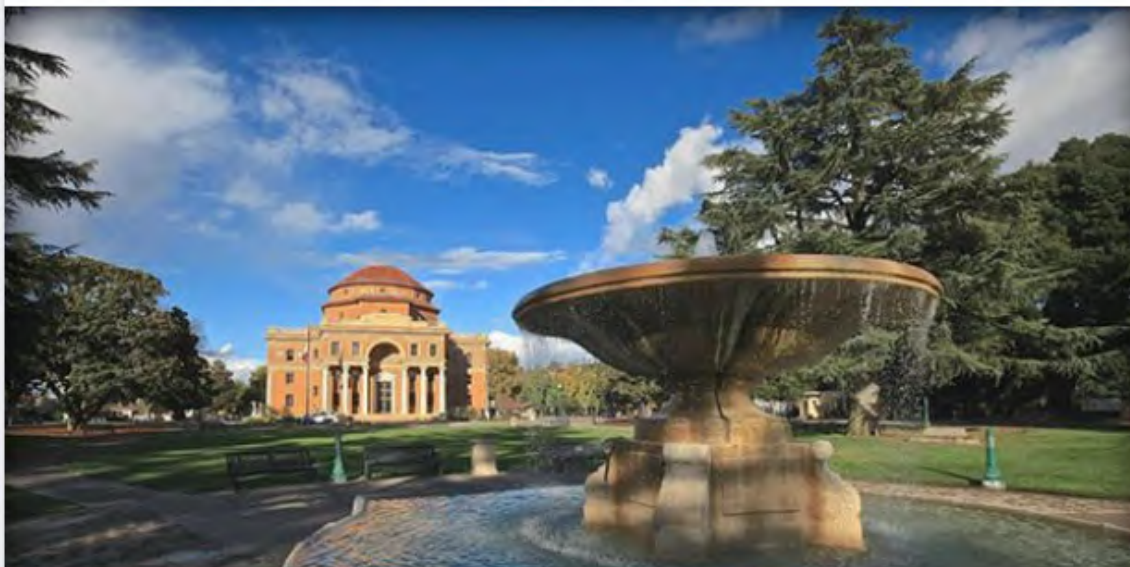


We are 5 weeks away from our 10th Annual Rare & Reserve Tasting at the Pavilion on the Lake in the City of Atascadero! We are thrilled to be back at this amazing venue and excited to feature the delicious food from local fave [Trumpet Vine Catering](#). It's going to be a fun night featuring the best of the best with some special guest wineries pouring signature wines you will only be able to taste at this event. Tickets are limited and going fast!

Once you're done tasting with us, you will be close to the best of the Central Coast. Atascadero offers access to hundreds of wineries, top restaurants, outdoor fun, championship golf and the Central Coast's only accredited zoo.

To see the full range of lodging options and activities in and around Atascadero, visit their website at www.visitatascadero.com / [Visit Atascadero](#).

For more information about Friday's Garagiste festivities, visit our website: <https://www.garagistefestival.com/paso-robles-nov-21>





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit SLO CAL House of Brands Logo Application

RECOMMENDATION:

Review and discuss the Visit SLO CAL presentation for the new House of Brands logo application. Provide approval of the logo application or provide staff further direction.

DISCUSSION:

The Visit SLO CAL Tourism Marketing District is working towards an evolution of the House of Brands logo application. Each of the destinations (DMO's) in our County have individual brands, like Visit Atascadero, that represent our individual communities and their personalities. SLO CAL has worked to incorporate the individual DMO identities into a consistent branding effort to reflect our County and poise us to have more of a distinct identity that is recognized among the major travel areas in California.

The SLO CAL brand is made up of a myriad of individual destination identities without SLO CAL as a master brand clearly connected to the individual DMO brands. In pursuit of the goal to become as well-defined, well-known and well-loved as Southern California, So Cal, and Northern California Nor Cal, the House of Brands initiative was created to tie the myriad of individual destination identities together. A clearer connection between all the individual destinations/brands will provide greater clarity to the consumer between the communities and SLO CAL.

The Visit Atascadero House of Brands logo application is provided here for review and discussion on how the Board would like to see it incorporated and presented with the SLO CAL House of Brands.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Visit Atascadero Logo Mock-up
2. September Marketing Committee HOB Presentation

ITEM NUMBER:

B-3

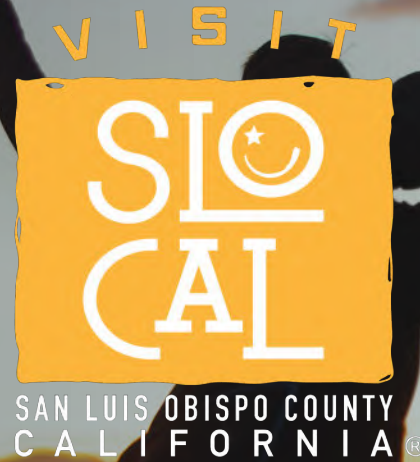
DATE:

10/20/21

ATTACHMENT:

1

VISIT
Atascadero
A COMMUNITY OF SLO CAL



Marketing Committee Meeting

September 10, 2021

House of Brands Co-op Branding



LEAD THE COUNTY TOURISM INDUSTRY
IN A COLLABORATIVE RESILIENCE
PLANNING EFFORT



AMPLIFY AND STEWARD THE SLO CAL
BRAND THROUGH UNIFIED EFFORTS

BHAG

In pursuit of our big hairy audacious goal (BHAG): for San Luis Obispo County, SLO CAL, to become as well-defined, well-known and well-loved as Southern California, So Cal, and Northern California, Nor Cal.



BUSINESS ITEMS
SLO CAL House of Brands

The SLO CAL brand is made up of a myriad of individual destination identities without SLO CAL as a master brand clearly connected to the individual DMO brands.

BUSINESS ITEMS

SLO CAL House of Brands

ITEM NUMBER: B-3
DATE: 10/20/21
ATTACHMENT: 2

A myriad of
individual
destination
identities



*Ragged Point, Cayucos,
Los Osos, Oceano, Nipomo
& Edna Valley, plus those
with individual brand
identities

SLO CAL House of Brands

CURRENT STATE

Lack of Brand Integration:

SLO CAL as the master brand is not clearly connected to the individual brands

Lack of clarity: number of individual brands/ destinations and how they relate to each other can create confusion

FUTURE STATE

Greater Integration: a clear connection between all the individual destinations/ brands and SLO CAL

Greater Clarity: providing a clear relationship between the communities and SLO CAL

SLO CAL Brand Identity Evolution

SLO CAL Brand Identity Evolution

As part of the SLO CAL Brand Refresh we sought to address challenges with the current SLO CAL logo, while developing a new construct that works in service to the SLO CAL House of Brands.

SLO CAL Brand Identity Evolution

CURRENT PRIMARY BRAND LOGO



NEW PRIMARY BRAND LOGO



BUSINESS ITEMS

SLO CAL Primary Brand Logo

ITEM NUMBER: B-3
DATE: 10/20/21
ATTACHMENT: 2



BUSINESS ITEMS

House of Brands

ITEM NUMBER: B-3
DATE: 10/20/21
ATTACHMENT: 2

**SLO CAL is home to many unique towns and a
kaleidoscope of cultures all linked by one local spirit.**



COMMUNITY

House of Brands Partner Logo

**Many unique towns + the people who live there =
a distinct and vibrant community.**

A COMMUNITY OF



- Community denotes both place (town/city) and people

Partner Lockups

**SLO CAL
Destination Logo**



 is a community of SLO CAL.

- Use of a hand-drawn "carrot" shares the same aesthetic as the SLO CAL logo: laid back and a little gritty
- Versus a typical dividing line used in partner logo lock-ups, the carrot symbolizes being a part of something larger

Partner Lockups



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House of Brands Integration

House of Brand Partner Lock-up

Include partner lock-up in website header.

Destination Logo Adaptation

Include "A Community of SLO CAL" in destination logo.

House of Brands Partner Logo

Include partner logo in footer of destination website.

Adoption Spectrum

Optimal adoption in pursuit of BHAG

Minimal adoption



Thank you!



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Detailed Quarterly Marketing Report

RECOMMENDATION:

Receive and file the Detailed Quarterly Marketing Report.

DISCUSSION:

Quarter one (July-September) is our planning season for the upcoming fiscal year. Verdin uses this time to analyze research, collect data and industry trends to update and enhance the destination's marketing plan. Through the partnership with Visit SLO CAL, Visit Atascadero engaged in a research program gaining insights with visitor perceptions and within the area of EDI. The research project concluded at the end of September and Verdin is utilizing those findings to develop the Fall campaign, media plan and tactics for owned and earned media.

Verdin continued to execute marketing tactics this quarter including email marketing, social media and content development. This included three e-newsletters which outperformed the industry average of 20%, with an average open rate of 32.4%. Over the past three months, the Visit Atascadero Instagram account has gained 211 new followers and received an engagement rate of 5.1%. The Facebook page generated 200,216 impressions, and Twitter continued to see an increase in followers and engagements, up 103% from the previous quarter.

We continued activating our recovery program which included six local business spotlights highlighting photos, fun facts, and general information with a call to support local. This program was served on the Visit Atascadero Instagram channel and had an average reach of 129 people per slide.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. July 2021 – September 2021 Stat Summary Report
2. Atascadero EDI & VP SLO CAL Research Results August 2021

MARKETING STAT SUMMARY

ATASCADERO TBID

July - September 2021

WEB ANALYTICS (2021 vs. 2019)

WEBSITE TRAFFIC

Page Views:
 64,591 vs. 66,434 (-3%)
 New Visitors:
 23,054 vs. 30,466 (-24%)
 Total Sessions:
 30,866 vs. 40,230 (-23%)
 Mobile Views: 15,723 (-30%)
 Desktop Views: 7,207 (+0.7%)
 Pages Per Session: 2.09 (+27%)
 Time on Site: 001:16 (+49%)

GEOGRAPHIC LOCATION

Atascadero: 4,474 (+2%)
 Paso Robles: 3,292 (+39%)
 San Francisco: 3,140 (-18%)
 Los Angeles: 3,031 (-37%)
 San Luis Obispo: 963 (-9%)
 San Jose: 565 (+32%)
 Arroyo Grande: 303 (+11%)
 Morro Bay: 240 (+15%)
 Sacramento: 229 (-27%)
 Santa Maria: 218 (+46%)
 San Diego: 208 (-64%)

ACQUISITION

Social: 1,294 (-85%)
 Direct: 4,663 (-35%)
 Organic: 14,971 (+19%)
 Referral: 3,290 (+10%)

PAGE VIEWS

Home: 5,713 (+33%)
 Things to Do: 5,877 (+69%)
 Parks: 2,341 (+27%)
 Events: 6,023 (-32%)
 Downtown: 1,922 (+99%)

SOCIAL MEDIA ANALYTICS

INSTAGRAM AND TWITTER

Instagram Followers: 3,301
 New Followers: 211
 Likes received: 3,064
 Comments received: 252
 Engagement Rate: 5.1%
 Main audience: Women 35-44 on the Central Coast
Twitter Followers: 349
 Engagements: 132
 Main audience: Men ages 35-44

FACEBOOK

Facebook Fans: 6,689
 Impressions: 200,216
 Organic: 40,965
 Paid: 158,109
 Engagements: 20,032
 Top Post: Hot El Camino Cruise Nite
 Engagements: 2,374
 Main audience: Women 35-44, in SLO County and the Central Valley

SOCIAL MEDIA ACTIVITES

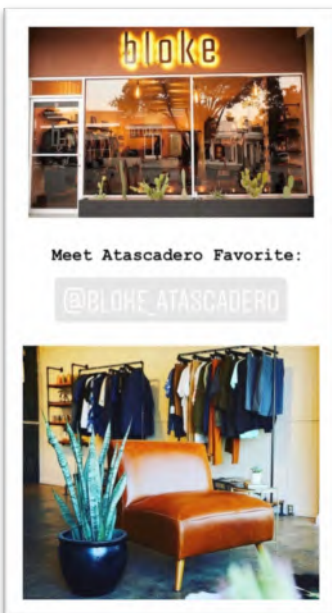
LOCAL BUSINESS SPOTLIGHT

Verdin featured six local businesses in the Local Business Spotlight campaign: The Poisoned Apple, Bloke, Back Porch Bakery, Indigo Clothing, Ancient Owl Beer Garden and Galaxy Theaters. Each spotlight included an intro and outro slide, along with three slides highlighting the business with photos and general information. These were shared between the months of July and September on the Visit Atascadero Instagram story.

LOCAL SPOTLIGHT RESULTS:

Impressions: 2,474

Average Reach per Story: 129



E-NEWSLETTER ANALYTICS



California Wine Month



Make time to wine down: Atascadero's vineyards, wineries, tasting rooms, and restaurants are ready to welcome you for **California Wine Month**. What will your simply genuine Wine Month experience include?

Wine tasting at locally owned wineries
 Sipping it up at the 2021 Art, Wine & Beer Tour
 Traveling on The Pinot Express

Visit our [website](#) to start planning your trip, and scroll down for more info about the

Verdin sent three e-newsletters between July and September. They were sent out on July 21, August 17 and September 7. The e-newsletters included sections that highlighted California Wine Month, community events, outdoor activities and local dining.

Below are the results:

July

Open Rate: 34%

Click Rate: 4.9%

Clicks: 108

August

Open Rate: 32.9%

Click Rate: 2.6%

Clicks: 60

September

Open Rate: 30.3%

Click Rate: 3.5%

Clicks: 86



Your Backstage Pass



Backstage Pass: This month, grab your boots and head to Stadium Park for an amazing hike with Atascadero local Zoo Zappal!



Cruisin' Weekend



Classic and carefree: Get ready for an unforgettable weekend filled with cars, live music, delicious food, and warm summer nights! **Cruisin' Weekend in Atascadero** kicks off with the 28th annual Hot El Camino Cruise Nite on Friday, Aug. 20 from 6:30-9 p.m. and Dancing in the Streets on Saturday, Aug. 21 from 5-9 p.m. Don't miss out on this truly genuine, **FREE** event! The only cost is to register your classic car to participate in the cruise.



**Equity, Diversity & Inclusion
Asset Alignment Study and
Visitor Profile
August 2021
Atascadero**

Background



- Visit SLO CAL conducted two studies with SMARInsights to update and complement existing research.
 - The EDI Audience & Asset Alignment Study will help to clarify SLO CAL's image among diverse audiences and identify motivators for potential visitors in each section. This study will help VSC identify gaps in product offerings to inform tourism development initiatives.
 - The Visitor Profile Study has several objectives that go beyond describing past visitors and trip characteristics. This study is a forward-looking initiative that uses knowledge of past visitation to identify high-value potential visitor segments to inform marketing strategies.
 - These studies were conducted concurrently so that the segments in the EDI data could be compared to the general population in the Visitor Profile sample.
- Communities within San Luis Obispo County partnered with Visit SLO CAL to supplement the survey with questions of specific interest to each community. This report is specific to the supplemental partner questions sponsored by Atascadero.

Methodology

- The Visitor Profile surveys were administered from July 1-20, 2021. A total of 2,776 surveys were completed with travelers in California and selected Fly markets, as shown at right.
- The EDI surveys were conducted from July 9-August 4, 2021. A total of 1,199 interviews were completed. The study focused on five specific audience segments:
 - Black travelers
 - Hispanic travelers
 - Asian travelers
 - Travelers with disabilities
 - LGBTQ+ travelers
- For all groups, respondents were screened to be 18 or older, leisure travelers, and travel decision makers for their households.

Market	EDI Surveys	Visitor Profile Surveys
Los Angeles	276	638
San Francisco	124	481
Other California	138	484
Fly Markets: Phoenix, Seattle, Denver, Dallas, Portland, Chicago, Salt Lake City, Las Vegas	514	1,173
Other Markets	147	

Traveler Group*	Surveys
Black	258
Hispanic	388
Asian	334
LGBTQ+	328
People with disabilities	318

*Respondents could belong to multiple groups.

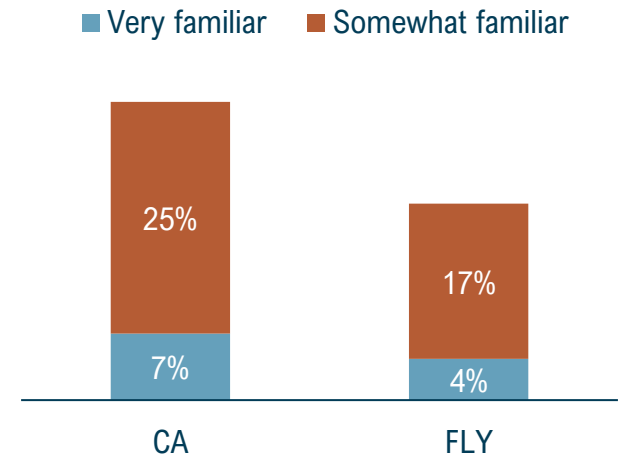
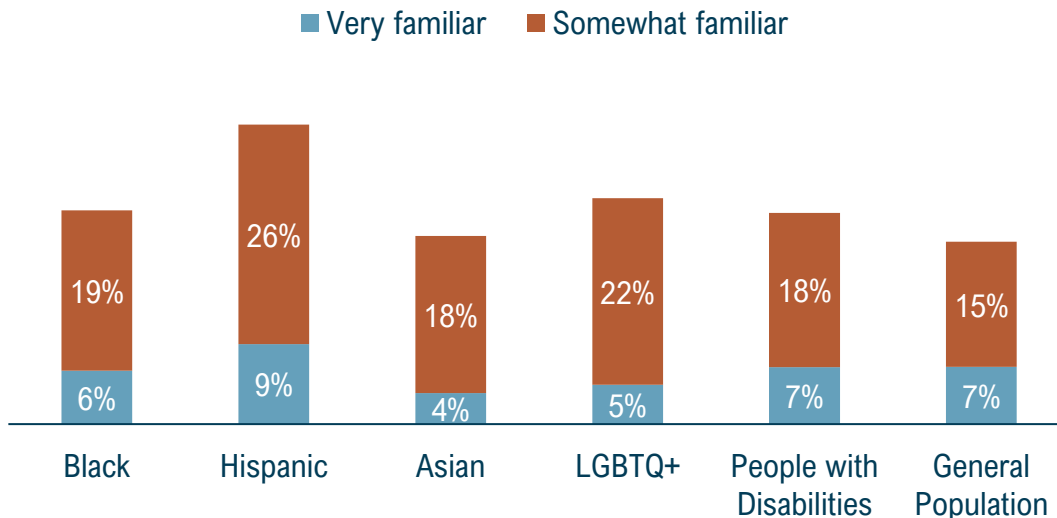
Insights

- The City of Atascadero is less familiar to travelers than other parts of San Luis Obispo County. The City is most familiar to Hispanic travelers. Asian travelers are the least familiar with the destination and they are the least likely to say Atascadero is Very Appealing.
- For those travelers who are familiar with the City, 80% say it is an appealing place to visit, and appeal is strong across diverse segments.
- The destination is known for its scenic beauty and proximity to wineries and the coast. Atascadero appeals to people who want to get away from it all and are not looking for an active destination. But a lack of attractions and the presence of the prison can lessen its appeal as a place to visit.
- The strongest positioning statement for the City is “Atascadero offers the opportunity to have a relaxed experience where you can feel more like a local than a tourist.” This statement receives more “Very Appealing” ratings than the others that were evaluated.
- Eight in 10 travelers say Atascadero is “good” or better for safety, tolerance and diversity.

Familiarity

- The City of Atascadero measured familiarity in both the EDI and Visitor Profile Studies to compare the diversity segments and the general population.
- One-third of Californians are familiar with Atascadero, compared to 1 in 5 of those surveyed in Fly markets. Familiarity in each of these geographic segments is similar among diverse and general population travelers.
- Hispanic travelers report the highest level of familiarity with the City.

How familiar are you with the City of Atascadero?

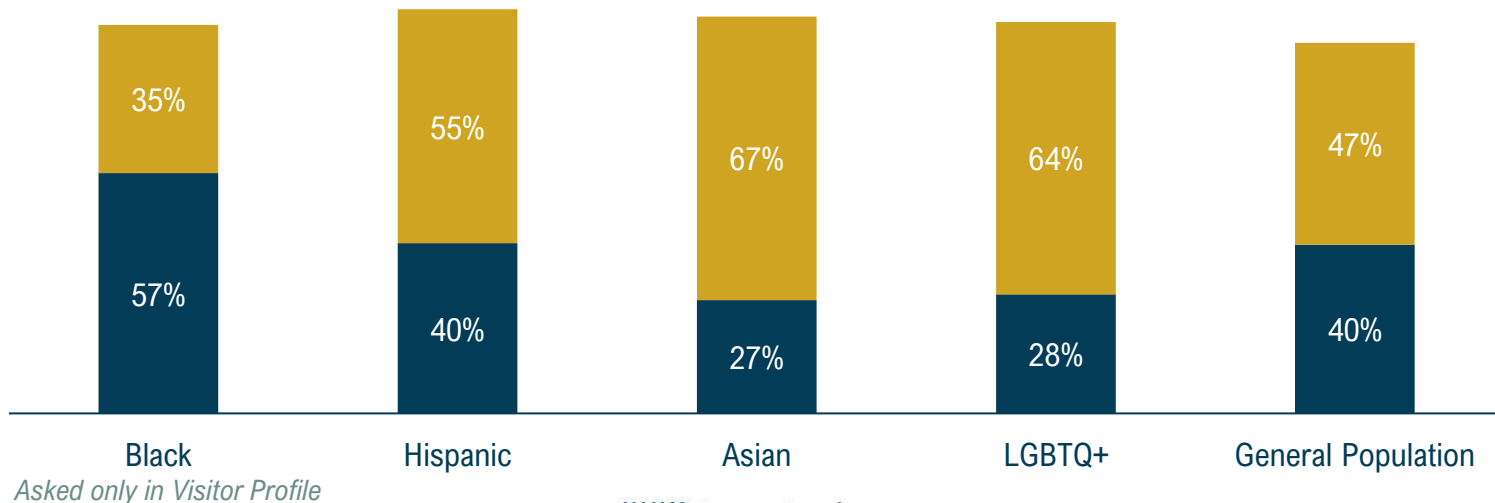


Appeal

- Among those who are familiar with the destination, 80% say Atascadero is an appealing place to visit.
- The City's strongest appeal is among familiar Black travelers, but there are more Hispanic travelers who are familiar with the destination *and* find it appealing.

How appealing is Atascadero as a place to visit?

■ Very appealing ■ Somewhat appealing



Reasons Appealing

- Travelers who are familiar with Atascadero and rate it as Somewhat or Very Appealing often mention beautiful scenery as a reason for their rating. The City is associated with being near wineries and the coast.

It is picturesque and out of the way and I imagine it will be more affordable than more touristy locations.

I like the little shops there, they have great restaurants, hiking trails. Just very relaxing place to go.

Many of my friends have visited there and I have seen their pictures.

I used to live in SLO so I am very familiar with the entire area. Atascadero was not as interesting as other cities in SLO.

Reasons Not Appealing

- Travelers who are familiar with Atascadero and do not find it appealing mostly say there is not enough to do. Some mention the prison and the heat as reasons they find the City unappealing.

It seemed like a small town with not much to do.

It has a state prison. I can't think of why this would be a good city to visit.

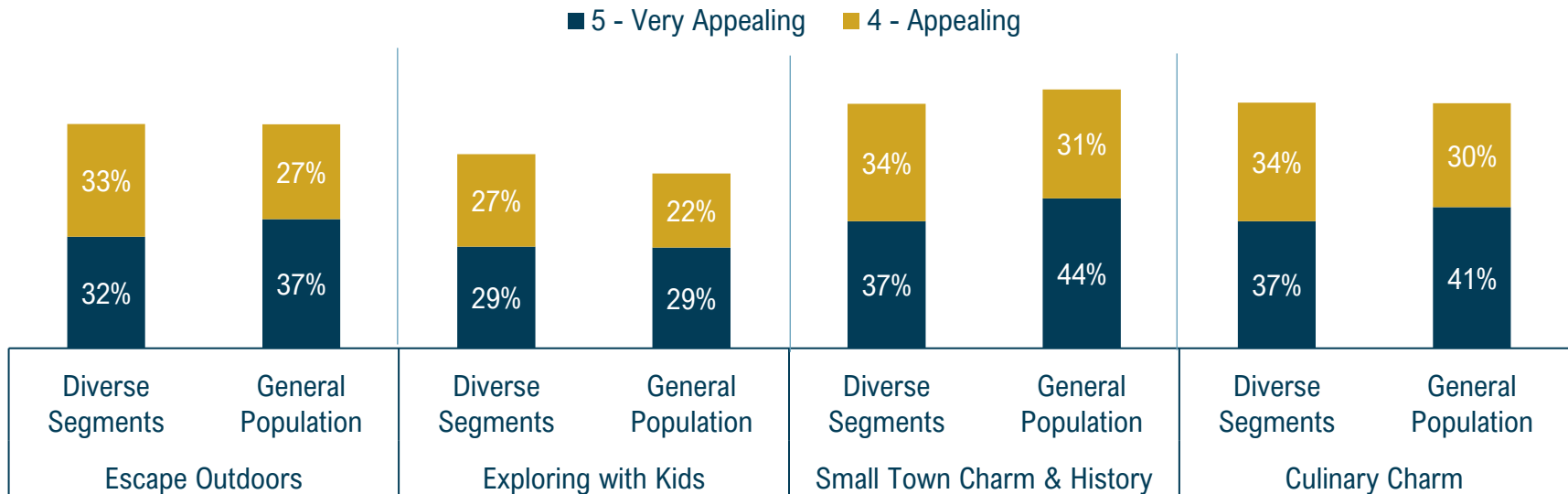
I'm a California native who visited Atascadero in my 20's to visit a person of romantic interest. While I don't have any negative feels about the city, I also don't have an interest in returning. I would stop for lunch, but not much more.

It is hot and boring

Positioning Statements

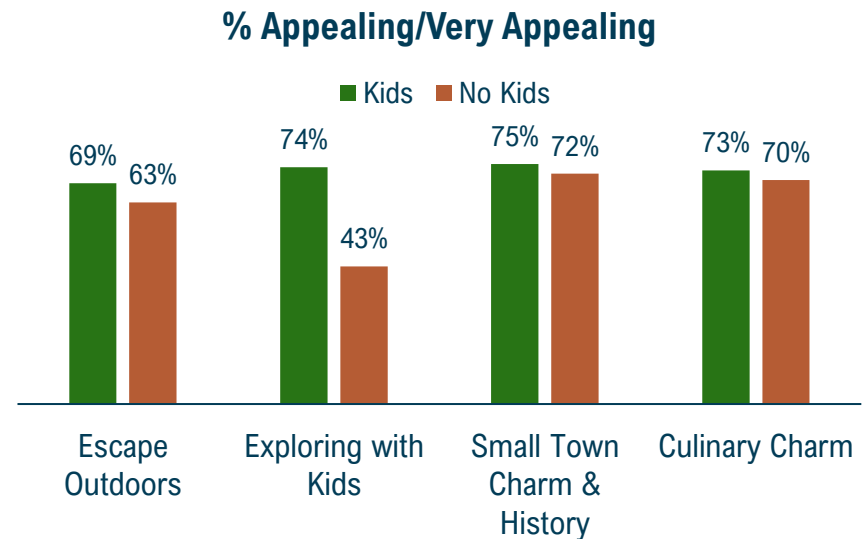
- Among those who are familiar with Atascadero, each of the positioning statements is appealing. Diverse audiences and the general population view them similarly.
- Small Town Charm & History and Culinary Charm are the most appealing options, but Escape Outdoors is close behind. Exploring with Kids is a popular choice for parents (next slide).

How appealing are each of the following options in Atascadero?



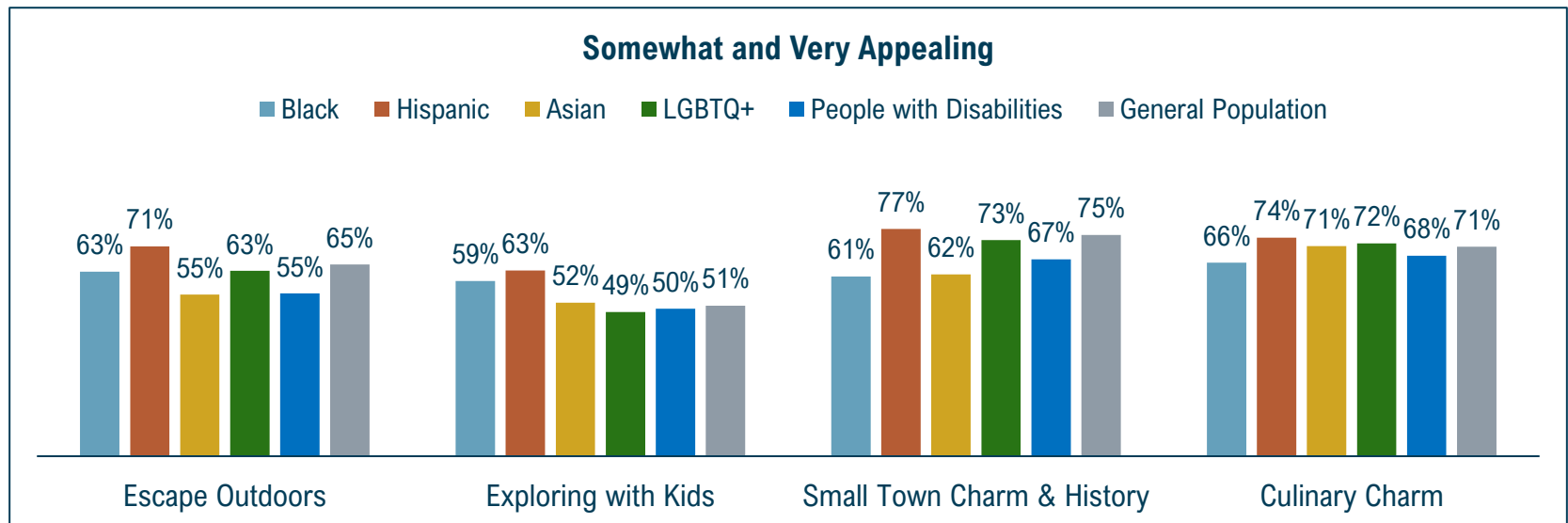
Positioning Statements

- Not surprising, Exploring with Kids is more appealing to parents.
- But Small Town Charm & History and Culinary Charm are equally appealing for this group.
- Exploring with Kids could be a good strategy for niche audiences and when promoting family-friendly experiences. Otherwise, this option is the least effective option overall and does not outperform the other statements for those who travel with kids.



Positioning Statements

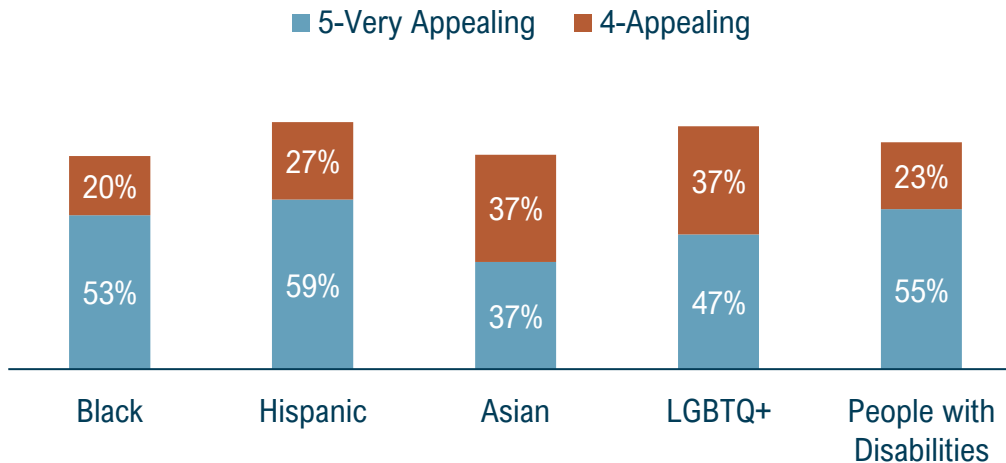
- Small Town Charm & History is most appealing for the general population, Hispanic travelers, and LGBTQ+ travelers. Culinary Charm is the most appealing position for Asian travelers.
- Black travelers rate each of the statements lower than other segments. Culinary Charm is the favorite for this segment.
- Hispanic travelers consistently rate statements and images related to the outdoors higher than other traveler segments.



Positioning Idea

- Overall, 80% of familiar diverse travelers find the idea of a relaxed local experience Appealing, and 50% say it is Very Appealing.
- This position works well with every segment and can be a motivating marketing message.

How appealing is that idea for a leisure trip?



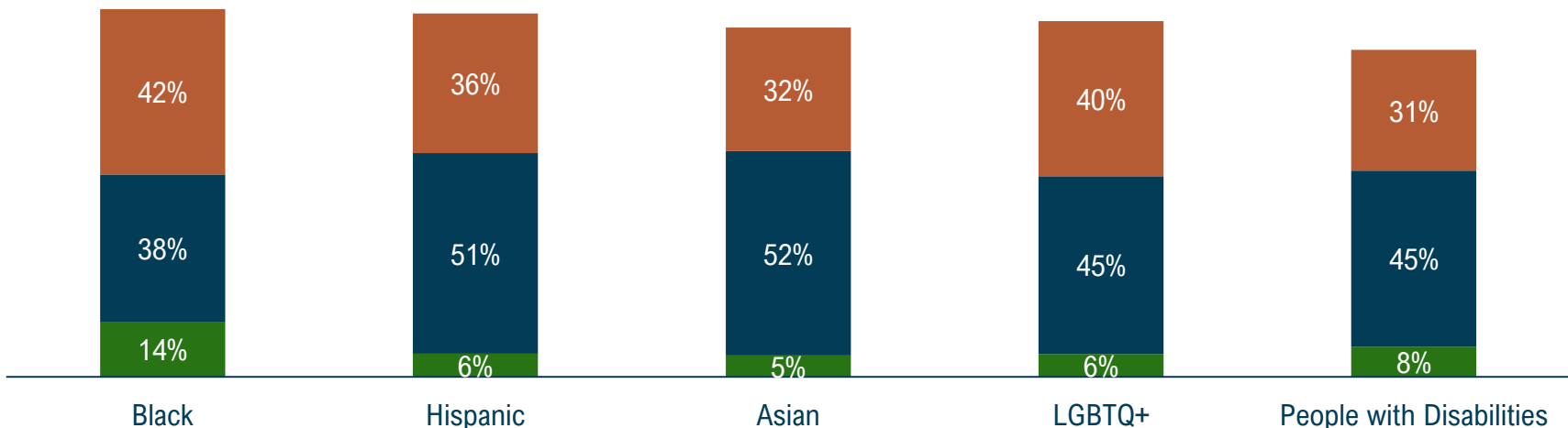
**Atascadero offers
the opportunity
to have a relaxed
experience
where you feel
more like a local
than a tourist.**

Likelihood of Visiting

- Based on the descriptions in the positioning statements, familiar travelers report high likelihood to visit. (Less than 1 in 4 travelers are familiar with Atascadero.)
- The marketing challenge is to provide reasons to choose Atascadero over other options.

Knowing that these activities are available in Atascadero, how likely are you to visit in the next couple of years?

■ Already planning a trip ■ Very likely ■ Somewhat likely

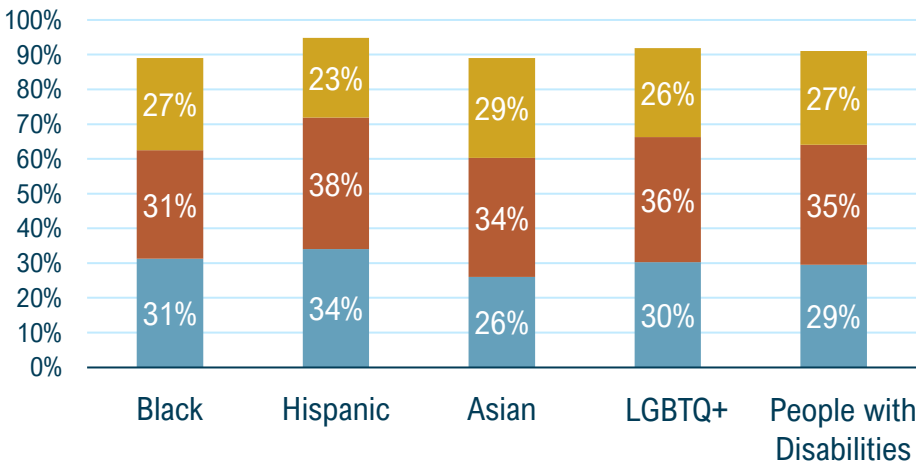


Safe | Tolerant

- More than 80% of *familiar* visitors in each segment rated the City of Atascadero as “good” or better for being a safe and welcoming destination.
- Ratings are also positive for being viewed as a place that is tolerant of differences.

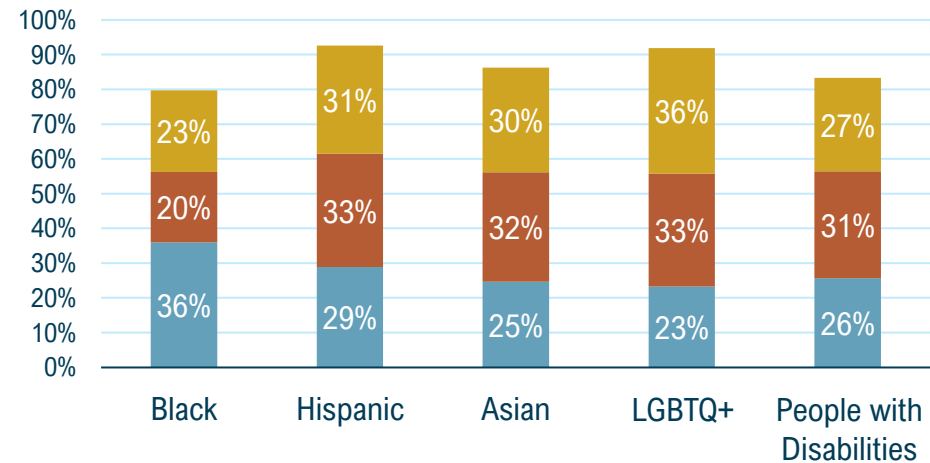
Is a place I would feel safe

■ Excellent ■ Very good ■ Good



A place that is tolerant of differences

■ Excellent ■ Very good ■ Good

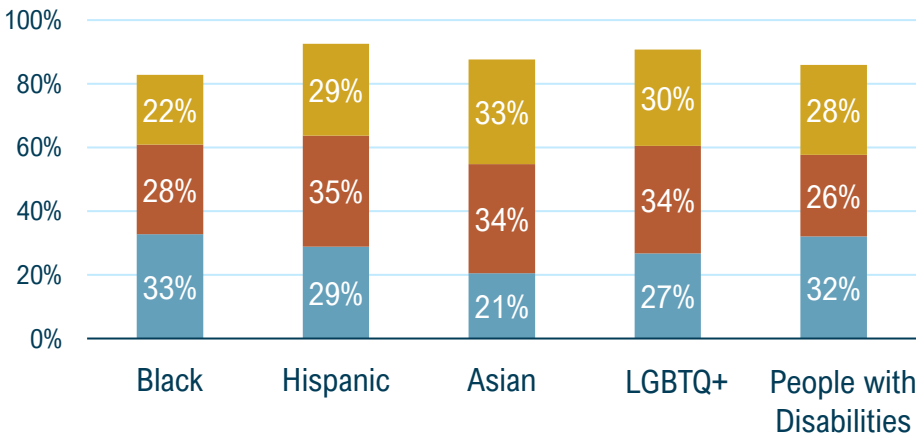


Diverse | Accommodating

- Because these attributes are strongly correlated with each other, we don't see dramatic differences in the ratings.
- Positive ratings for accommodating people with disabilities indicates that Atascadero is not perceived to have a barrier to visitation. However, marketing messages to people with disabilities should include more overt messages and visual cues that help this audience assess the accessibility of experiences in the destination.

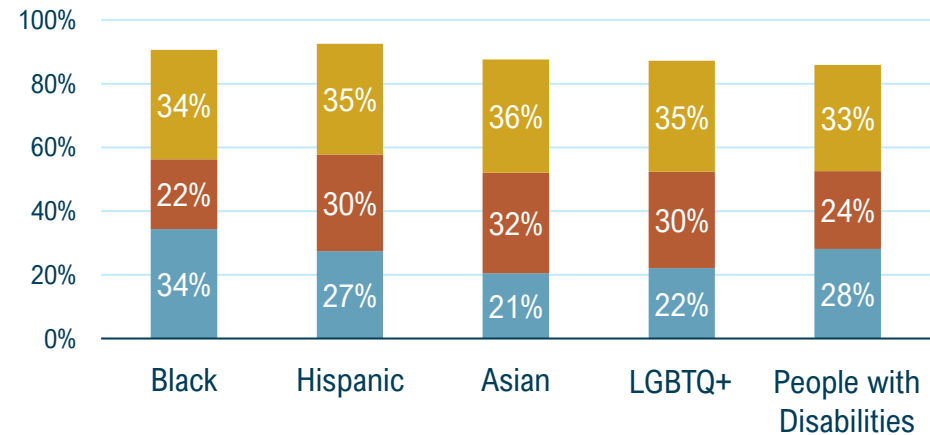
A diverse place

■ Excellent ■ Very good ■ Good



Accommodates people with disabilities

■ Excellent ■ Very good ■ Good



Questions

ITEM NUMBER:

B-4

DATE:

10/20/21

ATTACHMENT:

2

Visitor Profile

CO-OP

ATASCADERO

A1. How familiar are you with the city of Atascadero, that is located in the area known as SLO CAL?

Very familiar
Somewhat familiar
Unfamiliar → Skip Atascadero questions

A2. IF VERY OR SOMEWHAT FAMILIAR → How appealing is Atascadero as a place to visit?

Very appealing
Somewhat appealing
Not very appealing

A3. Why do you say that?

A4. How appealing do you find the following options in Atascadero?

	Not at all Appealing				Very appealing
Escape outdoors – options include ziplining, horseback riding, wildlife tour, golf	1	2	3	4	5
Exploring with kids – options include zoo, miniature golf, paddleboats, horseback riding	1	2	3	4	5
Small Town Charm & History – options include historic driving tour, California history, local restaurants and a charming downtown, historic mural tour	1	2	3	4	5
Culinary Charm – options include farmers market, local restaurants, local breweries, wineries, cideries and distillery	1	2	3	4	5

A5. Atascadero offers the opportunity to have a relaxed experience where you feel more like a local than a tourist.

How appealing is that idea for a leisure trip?

Not at all appealing				Very appealing
1	2	3	4	5

Strategic Marketing & Research, Inc.

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EDI

1. How familiar are you with the City of Atascadero, that is located in San Luis Obispo County, the area known as SLO CAL?

Very familiar
Somewhat familiar
Unfamiliar → Skip Atascadero questions

2. How appealing do you find the following options in Atascadero:

	Not at all appealing				Very appealing
Escape outdoors – options include ziplining, horseback riding, wildlife tour, golf	1	2	3	4	5
Exploring with kids – options include zoo, miniature golf, paddleboats, horseback riding	1	2	3	4	5
Small Town Charm & History – options include historic driving tour, California history, local restaurants and a charming downtown, historic mural tour	1	2	3	4	5
Culinary Charm – options include farmers market, local restaurants, local breweries, wineries, cideries and distillery	1	2	3	4	5

3. Atascadero offers the opportunity to have a relaxed experience where you feel more like a local than a tourist. How appealing is that idea for a leisure trip?

Not at all				Very appealing
1	2	3	4	5

4. Knowing that these activities and experiences are available in Atascadero, how likely are you to visit in the next couple years?

Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip

5. Based on whatever you know about Atascadero, how would you rate it on the following?

Poor - 1	Fair - 2	Good - 3	Very Good - 4	Excellent - 5
(ROTATE)				
A place I would feel safe				
A place that is tolerant of differences				
A diverse place				
A place that accommodates people physical disabilities				

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ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Report

RECOMMENDATION:

Receive and file updated Budget Report.

DISCUSSION:

The August 2021 ATBID summary and expenditure report shows the expenditures that have been submitted through August 2021. The FY2021 has not been finalized, and will continue to be updated as the City is on an accrual basis. The ATBID/ Verdin Marketing Expenditure Report has also been included to show the expense detail summary for the marketing area. In addition, the Tourism TOT report is included showing the TOT revenues to date.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Summary 21-22
2. ATBID Expenditure Detail report FY 2022
3. ATBID Budget Spreadsheet - Verdin Marketing Tactics & Paid Media
4. Tourism TOT Report

expdctl.rpt
10/07/2021 1:40PM
Periods: 0 through 2

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2021 through 08/31/2021

ITEM NUMBER: B-5
DATE: 10/20/21
ATTACHMENT: 1
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		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168159						
7/1/2021 po PO 02453					100,000.00	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2021 ap IN 10360		1,128.43				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
7/31/2021 po LI 10360					-1,128.43	
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/5/2021 ap IN 12841		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168431						

expdetl.rpt
10/07/2021 1:40PM
Periods: 0 through 2

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2021 through 08/31/2021

ITEM NUMBER: B-5
DATE: 10/20/21
ATTACHMENT: 1 Page: 2

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
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2021 ap IN 10420		616.77				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
8/31/2021 po LI 10420				-616.77		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
0000.6077025 Digital Media Advertising	0.00	1,841.10	1,841.10	98,254.80	-100,095.90	0.00
0000.6077060 Advertising	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2021 po PO 02453				18,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/11/2021 ap IN 210120		3,750.00				
Line Description: 2021 SPONSORSHIP						
Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 168314						
7/21/2021 ap IN 13950		12,500.00				
Line Description: AUGUST 2021 EDI STUDY~						
Vendor: 00406 VISIT SLO CAL Check # 168505						
0000.6077060 Advertising	0.00	16,250.00	16,250.00	18,000.00	-34,250.00	0.00
Total Advertising	165,000.00	18,091.10	18,091.10	116,254.80	30,654.10	81.42
0000.6400000 Operating Supplies						
Total Operating Supplies	0.00	0.00	0.00	0.00	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

expdetl.rpt
10/07/2021 1:40PM
Periods: 0 through 2

Expenditure Detail Report

CITY OF ATASCADERO
07/01/2021 through 08/31/2021

ITEM NUMBER: B-5
DATE: 10/20/21
ATTACHMENT: 1 Page: 3

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
0000.6501125 Promotions Consultants	(Continued)					
0000.6501125 Promotions Consultants	0.00	0.00	0.00	0.00	0.00	0.00
7/1/2021 po PO 02453				82,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/31/2021 ap IN 10360		5,785.90				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
7/31/2021 po LI 10360				-5,785.90		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
8/31/2021 ap IN 10420		5,223.50				
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 168923						
8/31/2021 po LI 10420				-5,223.50		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
0000.6501125 Promotions Consultants	0.00	11,009.40	11,009.40	70,990.60	-82,000.00	0.00
Total Contract Services	140,000.00	11,009.40	11,009.40	70,990.60	58,000.00	58.57
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

expdetl.rpt
 10/07/2021 1:40PM
 Periods: 0 through 2

Expenditure Detail Report

CITY OF ATASCADERO
 07/01/2021 through 08/31/2021

ITEM NUMBER: B-5
 DATE: 10/20/21
 ATTACHMENT: 1 Page: 4

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>
0000.6900000 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	29,100.50	29,100.50	187,245.40	92,194.10	70.12
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	29,100.50	29,100.50	187,245.40	92,194.10	70.12
 Grand Total	 308,540.00	 29,100.50	 29,100.50	 187,245.40	 92,194.10	 70.12

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 08/31/2021	BUDGETED 2021-2022
REVENUES									
41530.6300	Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 3,678	\$ 292,320
45920.0003	Assessment Penalties	-	-	-	-	133	-	-	-
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	277,287	3,678	299,270
EXPENSES									
6050000	Office Expense	5,164	-	-	-	-	-	-	250
6070000	Advertising	86,914	91,005	144,521	178,720	120,110	43,142	18,091	165,000
6400000	Operating Supplies	1,217	120	-	-	-	-	-	-
6500000	Contract Services	105,314	138,414	172,938	143,482	120,525	106,295	11,009	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	2,773	37	2,860
	Total Expenses	206,020	232,639	323,636	325,408	242,881	152,210	29,137	308,540
NET INCOME/(LOSS)		40,516	35,592	(46,761)	(37,593)	(7,419)	125,077	(25,460)	(9,270)
BEGINNING AVAILABLE BALANCE		289,333	329,849	365,441	318,679	281,086	273,667	398,744	256,830
ENDING AVAILABLE BALANCE		\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 273,667	\$ 398,744	\$ 373,285	\$ 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 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

VISIT ATASCADERO

MARKETING EXPENSES - FISCAL YEAR 2021-2022
 Budget: \$200,000 | Updated 10/11/2021



DETAILED SPENDING

Description	Budget	Actual July	Actual Aug	Actual Sept	Projected Oct	Projected Nov	Projected Dec	Projected Jan	Projected Feb	Projected Mar	Projected Apr	Projected May	Projected June	TOTAL
Strategy/Marketing Plan/Meetings	\$26,000	\$2,075.50	\$1,173.70	\$1,125.70	\$6,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00	\$3,625.10	\$26000.00
Creative Development	\$30,000	\$981.30	\$1,122.98	\$3,427.82	\$4,467.90	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30000.00
Website Updates	\$3,000				\$1,000.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3000.00
Social Media	\$18,000	\$1,516.50	\$1,509.30	\$1,422.20	\$1,552.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18000.00
E-Newsletter	\$12,000	\$1,000.69	\$1,217.59	\$983.69	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$798.03	\$12000.00
Public Relations	\$5,000		\$279.10	\$380.00		\$1,500.00			\$1,500.00			\$1,340.90		\$5000.00
Media Planning	\$4,000	\$330.10	\$112.60	\$636.00	\$321.30	\$300.00	\$300.00	\$500.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$4000.00
Media Cost	\$82,000	\$1,010.24	\$425.00	\$424.99	\$14,639.77	\$15,000.00	\$5,500.00	\$5,000.00	\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$5,000.00	\$82000.00
Reactive Media	\$20,000					\$5,000.00	\$5,000.00				\$5,000.00		\$5,000.00	\$20000.00

SUMMARY: ACTUAL TO BUDGET

Monthly	Budget	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
Monthly Totals	\$200,000	\$6,914.33	\$5,840.27	\$8,400.40	\$28,980.97	\$28,550.00	\$17,550.00	\$12,250.00	\$13,550.00	\$17,050.00	\$22,050.00	\$19,890.90	\$18,973.13	\$200,000.00

Added Value/No Charge

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