



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

In accordance with City Council Resolution No. 2022-006 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/85892017864?pwd=cG5XL2kzUzhIRjZQMEhuZmhCczBCUT09>.

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: 858 9201 7864; Passcode: 337037) 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, March 16, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/85892017864?pwd=cG5XL2kzUzhIRjZQMEhuZmhCczBCUT09>

Meeting ID: 858 9201 7864

Passcode: 337037

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 – February 16, 2022

- Recommendation: ATBID Board approve the February 16, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS

1. Ad Hoc Committee Report for TOT Collection Software Billing & Short-Term Rental Platform Review

- Recommendations: ATBID Board:
 1. Receive report from Ad Hoc Committee about the TOT Collection Software costs program comparison along with a recap of the Short-term Rental Platform.
 2. Discuss and provide staff direction or direct the Committee to explore further. [City Staff]

- Fiscal Impact:
 - If the ATBID is interested in moving to monthly TOT collection, it's estimated that the ATBID will incur \$10,000-\$20,000 in costs annually per the current number of short-term rentals.
 - If the ATBID desires to continue to have a Short-Term Rental compliance program, the cost will vary depending on the compliance program selected: \$3,000 annually with Host Compliance/ Granicus or \$90 per property with the current HdL software platform.

2. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file Budget Overview and Monthly Report. [City/Verdin]
- Fiscal Impact: None.

3. Garagiste Festival Event Recap 2021 & Event Sponsorship Renewal 2022

- Recommendations: ATBID Board:
 1. Receive recap of the marketing results of the November 12th Garagiste Festival and new special event request for November 2022.
 2. Provide staff direction on the sponsorship request for the November 2022 Garagiste Festival event. [Garagiste]
- Fiscal Impact: Up to \$10,000.

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera
2. Marketing Update – Verdin Marketing
3. City Business & Administrative Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor
2. Space Port Presentation by Mayor Martin & Mayor Moreno
3. California Mid-State Fair Sponsorship Proposal.

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, February 16, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/89070310296?pwd=dnBjNUdLSWJiTWk1REtKNjFiUk9GQT09>

Meeting ID: 890 7031 0296

Passcode: 981290

CALL TO ORDER:

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

ROLL CALL:

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

Absent: Board Member Sohi

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

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to approve the agenda.

Motion passed 4:0 by a roll call vote. (Sohi Absent)

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – January 19, 2022

- Recommendation: ATBID Board approve the January 19, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the consent calendar.

Motion passed 3:0 by a roll call vote. (O'Malley Abstain, Sohi Absent)

B. BUSINESS ITEMS

1. Atascadero Lakeside Wine Festival Passport Recap 2021 & Wine Fest Event Sponsorship Proposal 2022

- Recommendations: ATBID Board:
 1. Receive recap of the marketing results from the 2021 Atascadero Lakeside Wine Festival Passport. [Atascadero Chamber]
 2. Provide staff direction on the Atascadero Lakeside Wine Fest Event sponsorship proposal for 2022. [Atascadero Chamber]
- Fiscal Impact: \$10,000

Atascadero Chamber of Commerce President Josh Cross gave the presentation and answered questions from the Board. Deputy City Manager Banish & Marketing Consultant Akers also 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 Vice Chairperson Ketchum to approve the \$10,000 for the 2022 Wine Fest sponsorship.

Motion did not pass for lack of a second.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve \$2,000 to support the marketing work Madison is doing and tentatively set aside \$3,000 for future consideration for other marketing outreach, outside of the area, if the Chamber is interested in bringing back options.

Motion passed 4:0 by a roll call vote. (Sohi Absent)

2. Visit SLO CAL Events & Festivals Strategy Commitment to Collaborate

- Recommendation: ATBID Board review and provide staff direction on the Visit SLO CAL Events & Festival Strategy Commitment to Collaborate. [Visit SLO CAL]
- Fiscal Impact: None.

Visit SLO CAL Project Manager Melissa Murray gave the presentation and answered questions from the Board. Deputy City Manager Banish also 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 O'Malley and seconded by Board Member Alexander to approve allowing Rachele to sign the Commitment to Collaborate.

Motion passed 4:0 by a roll call vote. (Sohi Absent)

3. Economic Development Update for the City of Atascadero

- Recommendation: ATBID Board receive and file Economic Development Update for the City of Atascadero. [City]
- Fiscal Impact: None.

Community Development Director Phil Dunsmore gave presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Mark Dariz

Chairperson Harden closed the Public Comment period.

The Economic Development Update was received and filed.

4. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file Budget Report. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Banish gave the presentation, provided a Draft ATBID Event Summary (Exhibit A) 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.

5. International Pow Wow (IPW) Conference 2022

- Recommendation: ATBID Board review and provide staff direction on whether or not to participate in and pay to send a representative to the International Pow Wow Conference 2022. [City/Verdin]
- Fiscal Impact: Not to exceed \$6,000

Deputy City Manager Banish and Marketing Consultant Akers 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 O'Malley and seconded by Vice Chairperson Ketchum to fund the attendance of Ashlee and Terrie up to \$10,000 and if that is not enough reconsider with the possible option of Terrie making up the difference with her marketing budget from the City.
Motion passed 4:0 by a roll call vote. (Sohi Absent)

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera provided updates on the Black History Month campaign & the 2022 Visitors Magazine.
2. Marketing Update – Marketing Consultant Akers briefly mentioned the March retreat to discuss destination and upcoming marketing campaigns, the Explore It tool SLO CAL is currently looking into and the Arrivalist tool presentation. Deputy City Manager Banish shared of the key chain swag.
3. City Business & Administrative Update – Deputy City Manager Banish gave a brief update on event planning including the new Spring Concert Series, Brew at the Zoo (back in person), and the upcoming Central Coast Craft Beer Festival.
4. Ad Hoc Committee Update for TOT Collection Software Billing & Short – Deputy City Manager Banish advised that the first meeting date of the Ad Hoc Committee had been set for March 3rd and updates would be provided at the next ATBID meeting.
5. Chamber & BID (Downtown) Update – On behalf of the Chamber, Deputy City Manager Banish provided a brief update on the Sweetheart Stroll event and upcoming *At Her Table* non-profit event.

D. BOARD MEMBER COMMENTS – None.

E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor.
2. Space Port Presentation by Mayor Martin & Mayor Moreno.
3. Garagiste Festival 2021 Event Recap & 2022 Sponsorship Renewal.
4. California Mid-State Fair Sponsorship Proposal.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:32 p.m.

MINUTES PREPARED BY:

Amanda Muther
Deputy City Clerk

The following exhibit is available for review in the City Clerk's office:

Exhibit A – Draft ATBID Event Summary

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Ad Hoc Committee Report for TOT Collection Software Billing & Short-Term Rental Platform Review

RECOMMENDATIONS:

ATBID Board:

1. Receive report from Ad Hoc Committee about the TOT Collection Software costs program comparison along with a recap of the Short-term Rental Platform.
2. Discuss and provide staff direction or direct the Committee to explore further.

DISCUSSION:

At the January ATBID meeting, an Ad Hoc Committee was assigned to Amar Sohi and Patricia Harden to review the new billing platform with HdL, and how the cost fluctuates on a monthly or quarterly basis based on the number of lodging properties.

The Ad Hoc Committee and the City met on March 3rd to review the new billing platform that was launched on January 2022. With the new platform, lodging owners can report and pay their quarterly taxes online. The attached cost comparison was reviewed and discussed in depth on the fluctuation of cost based on the number of total and active short-term rentals. The new platform does allow for the TOT taxes to be submitted by credit card. Since the initial meeting, the Ad Hoc Committee and the City have had individual meetings reviewing the current online billing platform. Based on additional research and discussions, if the decision is to be quarterly, the City will retain the current billing platform with HdL for their services. If the ATBID would like to go monthly, that option is available with this online billing platform and the ATBID would pay the additional cost (over the costs of quarterly billing) for the monthly billing. This is a progress report to review this option.

HdL also offers a program for non-compliant short-term rentals that are not paying TOT taxes. HdL and their partner, Deckard use similar technology to that used by Host Compliance/ Granicus. HdL sends a letter to the identified lodging property to begin the process to bring the property current. Our current company with Host Compliance/ Granicus, provides a list of properties that are not current and then staff must file a complaint and follow up to bring the property current. Host Compliance/ Granicus has

offered a renewal price of \$3,000 annually and extended our renewal option to April 30, 2022. HdL offers a \$45 per property fee if a property is identified as a short-term rental who is not paying TOT taxes plus a \$45 fee per property for HdL to pursue. The fee includes both the identification of the property as non-paying, and required follow-up letters and process.

Summary from January ATBID Meeting Staff Report

The City of Atascadero presented the TOT Collection Software billing program at the May ATBID meeting in 2021. The program was approved by the ATBID Board to move forward with a cost that would be approximately \$10,000 or more based on the number of lodging partners. The total number of properties in May of 2021 was 119 and the current number of properties at this time is 162 (153 STR's & 9 hotels), bringing the cost of the program to approximately \$17,000 annually for billing TOT quarterly.

The new collection software billing program was rolled out this month, January 2022 with letters going out to the properties along with a link for filling out the TOT Return Form. At this time, the form is to be completed quarterly. There is a help phone number and an email link on the bottom of the form to assist lodging owners with the transition to the new program and form. Next steps are to transition to monthly reporting, targeted to be July 1, 2022 for the new fiscal year. This transition includes bringing the change to the municipal code from quarterly reporting to monthly reporting at an upcoming City Council meeting, targeted for March 2022.

The Short-Term Rental (STR) program with Host Compliance, now Granicus, runs \$5,153 per year and renews in March 2022. With the new software billing program, the cost is \$45 per STR property that offers the same program that runs through Deckard, who is an established STR vendor. Since we launched Granicus, we have identified many of the STR's not paying TOT. There would not be nearly as many STR's to identify, like we had when we launched the program in October 2015 and therefore, it doesn't make sense to renew under the current price and contract arrangement.

CONCLUSION:

Staff is looking for ATBID direction on two items:

1. Is the ATBID interested in moving to a monthly TOT collection at a cost of \$10,000 - \$20,000 per year for current number of short-term rentals to be covered by ATBID revenue?
2. Does the ATBID want to continue with HOST Compliance/ Granicus for identification of non-paying short-term rental properties at a cost of \$3,000 per year?

Or

Would the ATBID like to engage HdL at a cost of \$90 per identified property for identification, outreach and assistance in bringing the property into compliance?

FISCAL IMPACT:

- If the ATBID is interested in moving to monthly TOT collection, it's estimated that the ATBID will incur \$10,000-\$20,000 in costs annually per the current number of short-term rentals.
- If the ATBID desires to continue to have a Short-Term Rental compliance program, the cost will vary depending on the compliance program selected: \$3,000 annually with Host Compliance/ Granicus or \$90 per property with the current HdL software platform.

ATTACHMENT:

Cost comparison of the billing platform quarterly and monthly

City of Atascadero
 TOT Collection Data
 As of March 3, 2022

ITEM NUMBER: B-1
 DATE: 03/16/22
 ATTACHMENT: 1

	Licensed	Active this fiscal year	Estimated cost of quarterly reporting through HdL for all licensed	Estimated cost of quarterly reporting through HdL for active only	Estimated cost of monthly reporting through HdL for all licensed	Estimated cost of monthly reporting through HdL for active only
Hotels	8	8	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00
Short term rentals	151	87	\$ 9,060.00	\$ 5,220.00	\$ 27,180.00	\$ 15,660.00
Annual Fee	<u>159</u>	<u>95</u>	<u>\$ 15,860.00</u>	<u>\$ 12,020.00</u>	<u>\$ 33,980.00</u>	<u>\$ 22,460.00</u>
Estimated staff fee				\$ 14,000.00		\$ 39,000.00

Number of reports/checks processed-quarterly	636	380
Number of reports/checks processed-monthly	1908	1140

FY 20-21 Admin Fee	\$ 2,773.86
FY 20-21 Granicus Fee	\$ 5,153.00

- Process:
- City staff creates and sends out tax return forms with instructions, relevant informaton and due dates to all lodging businesses
 - City staff answers questions regarding reporting and due dates
 - City staff double checks form calculations and timeliness
 - City staff deposits fund and tracks each of three revenues streams separately
 - City staff enters each on an Excel tracking worksheet and into the accounting system
 - City staff shares summary information with ATBID and TMD
 - City staff reconciles all information and prepares checks for TMD
 - City staff follow up with those who haven't filed, who submit incorrect checks or returned checks, or calculate late fees wrong

Estimated staff cost increase in FY2016 was \$6,500 for 7 hotels and 5 STRs



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview & Monthly Report

RECOMMENDATION:

ATBID Board receive and file Budget Overview and Monthly Report.

DISCUSSION:

The January 2022 ATBID summary and expenditure report shows the expenditures that have been submitted through January 2022. The FY2021 report has not been finalized, and will continue to be updated as the City is on an accrual basis. The ATBID/ Verdin Marketing Expenditure Report will be included at the meeting 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. Tourism TOT Report (3.5.22)

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 01/31/2022	BUDGETED 2021-2022
REVENUES								
41530.6300 Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 213,213	\$ 292,320
45920.0003 Assessment Penalties	-	-	-	-	133	-	-	-
46110.0000 Investment Earnings	5,458	724	1,580	9,631	10,720	2,027	-	6,950
Total Revenue	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>213,213</u>	<u>299,270</u>
EXPENSES								
6050000 Office Expense	5,164	-	-	-	-	-	-	250
6070000 Advertising	86,914	91,005	144,521	178,720	120,110	43,142	73,964	165,000
6400000 Operating Supplies	1,217	120	-	-	-	-	-	-
6500000 Contract Services	105,314	138,414	172,938	143,482	120,525	106,295	56,641	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	2,774	2,132	2,860
Total Expenses	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,211</u>	<u>132,737</u>	<u>308,540</u>
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	127,103	80,477	(9,270)
BEGINNING AVAILABLE BALANCE	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,770</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,770</u>	<u>\$ 481,246</u>	<u>\$ 247,560</u>

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

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL* 6/30/2021	YTD ACTUAL* 2021-2022 through 12/31/2021	BUDGETED 2021-2022
REVENUES								
41530.6300 Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 114,674	\$ 292,320
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45920.0003 Assessment Penalties	-	-	-	-	133	-	-	-
46110.0000 Investment Earnings	5,458	724	1,580	9,631	10,720	2,027	-	6,950
Total Revenue	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>279,314</u>	<u>114,144</u>	<u>299,270</u>
EXPENSES								
6050000 Office Expense	5,164	-	-	-	-	-	-	250
6070000 Advertising	86,914	91,005	144,521	178,720	120,110	43,142	41,027	165,000
6400000 Operating Supplies	1,217	120	-	-	-	-	-	-
6500000 Contract Services	105,314	138,414	172,938	143,482	120,525	106,295	32,252	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	1,141	2,860
Total Expenses	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,210</u>	<u>74,420</u>	<u>308,540</u>
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	127,104	39,724	(9,270)
BEGINNING AVAILABLE BALANCE	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>400,771</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 400,771</u>	<u>\$ 440,495</u>	<u>\$ 247,560</u>

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

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	ACTUAL* 6/30/2021	YTD ACTUAL* 2021-2022 through 09/30/2021	BUDGETED 2021-2022
REVENUES								
41530.6300 Taxes and Assessments	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 224,609	\$ 277,287	\$ 109,934	\$ 292,320
45920.0003 Assessment Penalties	-	-	-	-	133	-	-	-
46110.0000 Investment Earnings	5,458	724	1,580	9,631	10,720	-	-	6,950
Total Revenue	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>277,287</u>	<u>109,934</u>	<u>299,270</u>
EXPENSES								
6050000 Office Expense	5,164	-	-	-	-	-	-	250
6070000 Advertising	86,914	91,005	144,521	178,720	120,110	43,142	24,595	165,000
6400000 Operating Supplies	1,217	120	-	-	-	-	-	-
6500000 Contract Services	105,314	138,414	172,938	143,482	120,525	106,295	22,954	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	1,099	2,860
Total Expenses	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,210</u>	<u>48,648</u>	<u>308,540</u>
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	125,077	61,286	(9,270)
BEGINNING AVAILABLE BALANCE	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>398,744</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 398,744</u>	<u>\$ 460,030</u>	<u>\$ 247,560</u>

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

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 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	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>277,287</u>	<u>3,678</u>	<u>299,270</u>
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	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,210</u>	<u>29,137</u>	<u>308,540</u>
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	125,077	(25,460)	(9,270)
BEGINNING AVAILABLE BALANCE	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>398,744</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 398,744</u>	<u>\$ 373,285</u>	<u>\$ 247,560</u>

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

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 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	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>274,495</u>	<u>-</u>	<u>299,270</u>
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	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,181</u>	<u>16,298</u>	<u>308,540</u>
NET INCOME/(LOSS)	40,516	35,592	(46,761)	(37,593)	(7,419)	122,314	(16,298)	(9,270)
BEGINNING AVAILABLE BALANCE	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>395,981</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 395,981</u>	<u>\$ 379,683</u>	<u>\$ 247,560</u>

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Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

	ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL 2019-2020	YTD ACTUAL* 2020-2021 through 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	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>235,462</u>	<u>259,086</u>	<u>331,440</u>
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	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>242,881</u>	<u>152,028</u>	<u>316,450</u>
NET INCOME/(LOSS)	132,861	40,516	35,592	(46,761)	(37,593)	(7,419)	107,059	14,990
BEGINNING AVAILABLE BALANCE	<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>281,086</u>	<u>273,667</u>	<u>256,830</u>
ENDING AVAILABLE BALANCE	<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 273,667</u>	<u>\$ 380,726</u>	<u>\$ 271,820</u>

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 635 Atascadero Tourism Bus Improv Dist Fund
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
0000.6000000 Operating Services and Supplies						
0000.6050000 Office Expense						
0000.6050000 Office Expense	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 po PO 02453				100,000.00		
Line Description: DESTINATION MARKETING SERVICES						
Vendor: 06479 VERDIN Check # 0						
7/1/2021 ap IN 12784		47.95				
Line Description: SECURE WEB HOSTING						
Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168159						
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						

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CITY OF ATASCADERO
 07/01/2021 through 01/31/2022

235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
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<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>
0000.6077025 Digital Media Advertising	(Continued)					
8/31/2021 ap IN 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 168923		616.77				
8/31/2021 po LI 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-616.77		
9/1/2021 ap IN 12906 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168702		47.95				
9/30/2021 ap IN 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169068		1,456.10				
9/30/2021 po LI 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-1,456.10		
10/1/2021 ap IN 12976 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 168976		47.95				
10/31/2021 ap IN 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169462		11,383.90				

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 635 Atascadero Tourism Bus Improv Dist Fund
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<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>
0000.6077025 Digital Media Advertising	(Continued)					
10/31/2021 po LI 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,383.90		
11/1/2021 ap IN 13035 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169253		47.95				
11/30/2021 po LI 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-14,896.22		
11/30/2021 ap IN 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169685		14,896.22				
12/1/2021 ap IN 13109 Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169605		47.95				
12/31/2021 ap IN 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169900		11,723.21				
12/31/2021 po LI 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-11,723.21		

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<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>
0000.6077025 Digital Media Advertising	(Continued)					
1/1/2022 ap IN 13169		47.95				
Line Description: SECURE WEB HOSTING Vendor: 07343 CLEVER CONCEPTS, INC. Check # 169833						
1/31/2022 ap IN 10683		6,173.45				
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170318						
1/31/2022 po LI 10683				-6,173.45		
Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0						
0000.6077025 Digital Media Advertising	0.00	47,713.73	47,713.73	52,621.92	-100,335.65	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						

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<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>
0000.6077060 Advertising	(Continued)					
9/27/2021 ap IN 21PR2		5,000.00				
Line Description: SPONSOR 2021 NOVEMBER Vendor: 07251 GARAGISTE EVENTS, INC. Check # 168998						
10/1/2021 ap IN INV1021		5,000.00				
Line Description: CCCBF SPONSORSHIP Vendor: 07864 CENTRAL COAST BREWERS GUILD Check # 169250						
0000.6077060 Advertising	0.00	26,250.00	26,250.00	18,000.00	-44,250.00	0.00
Total Advertising	165,000.00	73,963.73	73,963.73	70,621.92	20,414.35	87.63
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
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						

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 635 Atascadero Tourism Bus Improv Dist Fund
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<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>
0000.6501125 Promotions Consultants	(Continued)					
8/31/2021 ap IN 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 168923		5,223.50				
8/31/2021 po LI 10420 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,223.50		
9/30/2021 ap IN 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169068		6,944.30				
9/30/2021 po LI 10491 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-6,944.30		
10/31/2021 ap IN 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169462		9,297.80				
10/31/2021 po LI 10550 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-9,297.80		
11/30/2021 ap IN 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169685		8,543.60				

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 635 Atascadero Tourism Bus Improv Dist Fund
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<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>
0000.6501125 Promotions Consultants	(Continued)					
11/30/2021 po LI 10572 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-8,543.60		
12/31/2021 ap IN 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 169900		5,774.20				
12/31/2021 po LI 10637 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-5,774.20		
1/31/2022 ap IN 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 170318		7,779.90				
1/31/2022 po LI 10683 Line Description: DESTINATION MARKETING SERVICES Vendor: 06479 VERDIN Check # 0				-7,779.90		
0000.6501125 Promotions Consultants	0.00	49,349.20	49,349.20	32,650.80	-82,000.00	0.00
0000.6509010 Other Professional Services	0.00	0.00	0.00	0.00	0.00	0.00
9/27/2021 ap IN 653 Line Description: ATASCADERO FALL FEST SPONSORSH Vendor: 08621 EN FUEGO EVENTS Check # 168994		5,000.00				
1/1/2022 je GJ JE22 01-07 Line Description: ATBID Admin Service Fee - Jan		2,291.67				
0000.6509010 Other Professional Services	0.00	7,291.67	7,291.67	0.00	-7,291.67	0.00

expdetl.rpt
 03/07/2022 5:05PM
 Periods: 0 through 7

Expenditure Detail Report

ITEM NUMBER: B-2
 DATE: 03/16/22
 ATTACHMENT: 2
 Page: 8

CITY OF ATASCADERO
 07/01/2021 through 01/31/2022

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

<i>Account Number</i>	<i>Adjusted Appropriation</i>	<i>Expenditures</i>	<i>Year-to-date Expenditures</i>	<i>Year-to-date Encumbrances</i>	<i>Balance</i>	<i>Prct Used</i>
Total Contract Services	140,000.00	56,640.87	56,640.87	32,650.80	50,708.33	63.78
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	130,604.60	130,604.60	103,272.72	74,662.68	75.80
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	130,604.60	130,604.60	103,272.72	74,662.68	75.80
Grand Total	308,540.00	130,604.60	130,604.60	103,272.72	74,662.68	75.80

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	\$ 503,542.34	\$ 1,368,852.48
Fiscal Year 2022	\$ 572,899.75	\$ 507,963.70			\$ 1,080,863.45



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Garagiste Festival Event Recap 2021 & Event Sponsorship Renewal 2022

RECOMMENDATIONS:

ATBID Board:

1. Receive recap of the marketing results of the November 12th Garagiste Festival and new special event request for November 2022.
2. Provide staff direction on the sponsorship request for the November 2022 Garagiste Festival event.

DISCUSSION:

The Garagiste Festival celebrated the 10th Annual event kicking off with the event at the Pavilion on the Lake on Friday, November 12th. The event continued Saturday at the Paso Robles Event Center. This recap will provide an overview of where the event was promoted and the variety of promotions that Atascadero was a part of with the overall goal to encourage overnight stays.

As the Garagiste Festival team recaps the success of their recent event, they are also looking forward to planning the 11th Annual coming up in November 2022. In 2021, they had asked for up to \$10,000 and were rewarded \$5,000. Part of this recap will also provide the investment they are looking for in 2022.

Following the recap of the 2021 Garagiste Festival Event, and the event planner will also review their application for what is planned for 2022 and the requested investment.

FISCAL IMPACT:

Up to \$10,000.

ATTACHMENTS:

1. 2021 Garagiste Event Post Game Report
2. Example of Garagiste E-Blast – Oct 12, 2021
3. 2022 Garagiste Event Sponsorship Application



10th Anniversary Garagiste Festival Post-Game Report

MEDIA

Interviews on KSBY and KEYT TV

Radio Campaign on Krush FM

Articles Napa Valley Register

New Times

Paso Robles Press

Calendar Listings throughout California

PROMO

E-Blasts to in-house mailing list of 8500+
- Dedicated Atascadero E-Blast

Social Media – Facebook, Twitter, Instagram
- #VisitAtascadero hashtag used consistently in social media

Visit Atascadero logo and link on website

Visit Atascadero logo in all e-blasts

Visit Atascadero logo in programs

NUMBERS:

808 Tickets Sold - 65% of attendees from out of the County

Other States Represented

WA / IL / MI / IN / FL / SC / NJ / NY / MT / MN / TX / NV / MD / OR / Alberta Canada /
CO / OH / CT / PA

First Time Attending Festival?

Yes: 457 / 57%

No - Been to Multiple: 294 / 36%

No - but 1st time in area: 57 / 7%

So overall 64% new to event...

How Often Do You Visit?

First Time: 77 / 10%

1 or 2 per year: 222 / 27%

3-5 per year: 184 / 23%

Monthly: 44 / 5%

Live in SLO County: 281 / 35%

Where Staying:

Hotel: 284 / 35%

Air B&B: 136 / 17%

With Friends: 69 / 9%

Camping RV: 29 / 4%

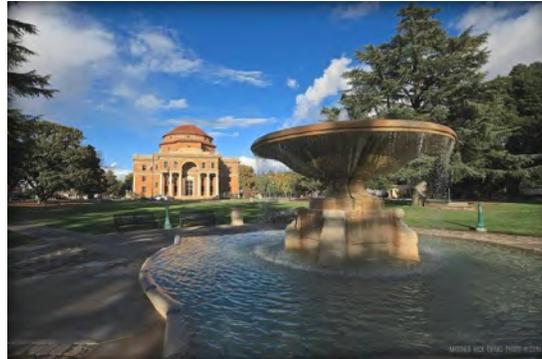
Live in SLO: 290 / 35%

How Many Nights Stayed (non-locals)?

1-2: 345 / 65%

3-4: 156 / 30%

5-7: 25 / 5%



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!



GET YOUR TICKETS!

Full Festival Details

Since our first Festival in 2011, we have brought you the gospel of the Garagiste from its birthplace in Paso Robles to include cutting-edge, small-lot winemakers from all over California. And now you can celebrate our 10th Anniversary with us in Paso Robles on November 12 and 13th.

The Garagiste Festival - named the #1 Wine Festival in America by USA Today - remains the ONLY gathering of these micro-wineries in the world and you can join us to taste and discover over 50 of the best small-lot winemakers in the world. This is a truly unique wine experience - comfortable and casual, with the winemakers themselves pouring the wines they are passionate about.

With educational and entertaining events spanning three days, guests will have numerous opportunities to taste hundreds of amazing wines, and actually meet the artisans hand-crafting them. Expand your palate, find the next big thing, and impress your friends!

For [full weekend details](#) and to see which [wineries are participating](#), please visit our website.

As always, our Mailing List members (that's you!) get the first crack at Festival Tickets and at a discount! For those of you who are "all in" **we are bringing back our popular Weekend Pass available for just \$190**. This Pass includes both Friday's Rare & Reserve Kick-Off Tasting and every event on Saturday from the morning seminar thru the Rockin' After Party. **That's over a 20% discount off of full retail**, delivering more than 12 hours of wine tasting fun! No coupon code needed. These passes are limited so don't delay!

We are also offering a **15% discount on individual tickets** to Friday night and all tasting sessions on Saturday, including the VIP All-Day ticket*. To get your savings just enter the code **PASONEWS15 in the promo code field after you add your ticket to the cart. Be sure to click the APPLY button. Once the discount has been applied, SCROLL to the bottom of the ticket listing to complete your transaction.**

2021 FESTIVAL SCHEDULE OF EVENTS

[>> GET FULL DETAILS <<](#)

FRIDAY, NOVEMBER 12th

Rare & Reserve Tasting

with Spanish-Themed Buffet
& Special Wines only poured at this event
6:30-9:30pm / Pavilion on the Lake, Atascadero / \$95

SATURDAY, NOVEMBER 13th

All Events at the Paso Robles Event Center

The Main Event

Taste and discover 200 wines from from 50+ hard-to-find CA Garagistes

Grand Tasting 2:00pm-5:00pm - \$79

Early Access at 1:00pm-5:00pm - \$99

VIP All-Day 11:00am-8:30pm - \$140

See Full Description Below

(VIP Tickets include Seminar, Box Lunch, Early Access Tasting & After Party)

Keep It Rockin After Party

Saturday, Nov 13th, 5:30-8:30pm

with live music & local brews! - \$25

[>> PURCHASE TICKETS <<](#)

**15% discount is not applicable on Weekend Pass, After Party Tickets or combinable with any other offers and will only be offered for a limited time. We are unable to refund the discount amount once tickets have already been purchased.*

THE SATURDAY SEMINAR
Saturday, Nov 13th - 11:00am-12:30pm
(Available with VIP All-Day and Weekend Pass Ticket levels ONLY)

The Garagiste Festival is the place for the best insider information, so each year we bring you fun & educational tasting seminars that get you behind the scenes of high-end winemaking and give you access to hidden trade secrets that will make your experience of wine tasting more enjoyable. The seminar is only available to VIP All-Day and Weekend Pass ticket holders. Tickets for both are limited and must be purchased in advance.

The Past and Future of Winemaking in Paso Robles: In Depth with Jason Haas of Tablas Creek!

Tablas Creek Vineyard, founded in 1989 by the Perrin and Haas families in what would become the Paso Robles Adelaida District, has been a pioneer in many ways, from their early embrace of dry farming to their dedication to the Rhone Rangers category to their recent first-in-the-world Regenerative Organic Certification.

But their most lasting legacy may be the 19 different grape varieties that they imported into the United States and made available to the broader community through their grapevine nursery. These included better-known grapes like Grenache, Syrah, and Viognier, but also nine varieties never planted before in the United States: Grenache Blanc, Counoise, Vermentino, Picpoul Blanc, Clairette Blanche, Terret Noir, Picardan, Muscardin, and Bourboulenc.

In this seminar, Tablas Creek's second generation proprietor Jason Haas will take you through Tablas Creek's journey from idea between friends to the search for the spot to the creation of the grapevine nursery, vineyard, and winery. He'll taste some of their rarest varietal bottlings as well as the new vintage of the Esprit de Tablas, and share why he's even more excited for the vineyard's next three decades.



GET YOUR TICKETS!

We look forward to seeing you again in Paso! If you have any questions, please contact us at info@garagistefestival.com.



2021 FESTIVAL SPONSORS



COVID-19 Prevention Measures/Requirements

Please note that we are closely monitoring the current situation to ensure the health and safety of all those attending the Paso Garagiste Festival. Because our events are being held indoors, as the event approaches, attendees will receive regular updates regarding current protocols and procedures that may be required to attend The Garagiste Wine Festival, including any changes to policies and procedures from SLO County. Updates will be shared on our Paso 2021 Event Page, through our social media channels, and direct to ticket holders via email.

Garagiste Events, Inc. | 5225 Santa Rita Rd., Templeton, CA 93465

[Unsubscribe {recipient's email}](#).

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by info@garagistefestival.com powered by



[Try email marketing for free today!](#)



Event Support Application Form

Requesting Organization: GARAGISTE EVENTS INC.
Contact: DOUG MINNICK Phone Number: 818 929-3684
Email: DKMINNICK@MAC.COM Mailing Address: 5225 SANTA RITA RD
City, State, Zip: Templeton, CA 93465

Name of Event: The GARAGISTE Festival
Event Description: The first and only, world-renowned gathering of high-quality "garagiste" MICRO-WINERIES of the Central Coast

Event Dates/Times: NOV 10, 11, 12, 13, 2022

Is event located in Atascadero? Yes No

Venue Name: Pavilion on the Lake

Venue Location: _____

Event Website: GARAGISTEFESTIVAL.COM

Are you receiving in-kind or financial support from the City of Atascadero?

Yes No We did in 2021!

Total Anticipated Attendees: 900 Portion From Outside SLO County: 70%

Is this the first year the event will take place? Yes No

If this event has taken place previously, please provide historical data including attendance numbers: See attached document

Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.

Yes, \$65 to \$135 (Weekend Pass)
Subject to change

Crowd Control Safety Plan Details:

Professional security staff on-site

Will the event require an ABC Permit? Yes No

Has a City permit been issued for your event or contracted the venue for your event date? Yes No NOT YET

Describe how the event supports Visit Atascadero's mission and goals:

Garagiste brings hundreds of attendees
from outside of SLO County for the event
weekend and raises the profile of the area
for wine tourism all year round.

Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):

<input type="checkbox"/>	Tier 1	<ul style="list-style-type: none">• Attracts 1,500+ attendees• At least 35-40% of target market is out-of-town visitors• Marketing campaigns reach at least 1,000 subscribers• Event encourages multi-night stay in Atascadero	Total Support = Up to \$10,000
<input type="checkbox"/>	Tier 2	<ul style="list-style-type: none">• Attracts 750+ attendees• At least 25-30% of target market is out-of-town visitors• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero	Total Support = Up to \$7,500
<input type="checkbox"/>	Tier 3	<ul style="list-style-type: none">• Attracts 750 or less attendees• Marketing message encourages visiting Atascadero• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero• Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2	Eligible for In-kind Support

Additional details about eligible event tier qualification:

We exceed all Tier 1 requirements except event-day attendance, but our year-round activity more than makes up for that. We can promote Atascadero to our dedicated followers on a 12 month period for Tier 1 support

Support Request (desired monetary amount or in-kind marketing support):

\$10,000 plus use of Pavilion on the Lake



The Garagiste Festival by the Numbers

A proven, unique, and wide-reaching event

- **Tier 1 Support Request – \$10,000 800+ Attendees**
- **65% are visitors from outside of SLO County (Tier One guideline)**
- **MORE than 2+ night stays encouraged by event calendar (Tier One)**
- **For Tier One support, we can feature Atascadero in four newsletters over a 12 month period**

- **Four days of events** in 2022 to encourage multi-night and mid-week (Thursday and Sunday night) stays.
- **Sunday, November 13 is Garagiste Passport Day** – Many festival wineries will be offering special events. This is a popular event and many of our guests stay in town on Sunday night to take advantage of this
- **November 10, 11, 12, and 13** – What used to be an off-weekend for SLO County tourism is now an annual mainstay event weekend for wine tourists.
- **Over 65%** of our attendees come from **outside SLO County**. And from 30 states and 3 Canadian provinces and Mexico
- Over 90% of our attendees from out of town **visit the Paso area more than once a year.**
 - 56% stay in local hotels, motels, and B&Bs
 - 92% of those make repeated trips to the Paso area during the year
 - 51% make 2 to 5 trips a year,
 - 27% make more than 5 trips per year.
 - 33% of respondents travel to the area more often now because of the Garagiste Festival.
 - 68% have household incomes over \$100,000 per year, 40% over \$150,000 per year.
- **Strong out of area promotion.** This means LA, all of Southern California, and even national coverage. No other event focuses on out of area like we do. See our press coverage in LA Times, LA Weekly Los Angeles Magazine, KCET- TV, FOX 11, plus national and international press like ABC News, USA Today. Huffington Post, London Daily Telegraph, Wine Enthusiast Magazine and dozens more.



- 800+ Festival weekend attendees, plus repeat visitors all year round.
- Receive promotion in Garagiste e-newsletters, which reach people from coast to coast. Our 'open' rate is over 300% better than standard travel and tourism industry e-mail marketing.
Dedicated E-Blast featuring Visit Atascadero – For Tier One support, we will do four E-blasts featuring Atascadero in a 12 month period.
- Visit Atascadero logo and links on home page of website
- Dedicated Facebook post featuring Atascadero