



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, May 15, 2019 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Room 202
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Deana Alexander, The Carlton Hotel
Vice Chairperson Jaclyn Dawson, SpringHill Suites by Marriott
Board Member Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites
Vacancy

APPROVAL OF AGENDA:

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

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – April 17, 2019

- Recommendation: Approve the Draft Action Minutes of April 17, 2019. [Big Red Marketing]

B. BUSINESS ITEMS

1. Marketing Services Contract Renewal

- Recommendation: Board to endorse Contract Amendment No. 4 with Verdin, for marketing services, to renew the contract for an additional one-year period with contract end date of 3/10/2020 and revise compensation for an annual amount not to exceed \$138,000. [Verdin]
- Fiscal Impact (GL Varied): \$138,000.

2. Destination Management Services Contract Renewal

- Recommendation: Board to endorse Contract Amendment No. 4 with Big Red Marketing for destination management services, to renew contract for an additional one-year period with contract end date of 3/1/2020 and revise compensation for an annual amount not to exceed \$30,315. [Big Red Marketing]
- Fiscal Impact (GL Varied): \$30,315.

3. Mid-State Fair Showcase of Cities

- Recommendation: Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display. [Big Red Marketing]
- Fiscal Impact (GL 2502): \$300 - \$3,000.

4. Mid-State Fair Sponsorship Opportunity

- Recommendation: Provide staff direction on sponsorship opportunity with Mid-State Fair which also includes a City shuttle stop. [Big Red Marketing]
- Fiscal Impact (GL 2502): \$10,000.

5. Monthly Marketing Statistics Summary

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]
- Fiscal Impact: None.

6. Monthly Budget Report

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update – Verdin
3. Destination Management Update – Big Red Marketing
4. City Business Update – City Manager's Office

D. BOARD MEMBER COMMENTS

E. ADJOURNMENT

Atascadero Tourism Business Improvement District (ATBID)

WELCOME TO THE ATBID MEETING

The ATBID Advisory Board meets in regular session on the third Wednesday of each month at 2:30 p.m. Board meetings will be held at the Atascadero City Hall, 6500 Palma Avenue, Atascadero. Matters are considered by the Advisory Board in the order of the printed Agenda.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection during City Hall business hours at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, and on our website, www.atascadero.org. All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA

Under the Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience wishing to speak concerning any item not on the Agenda to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Advisory Board.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is the time items not on the Agenda may be brought to the Advisory Board's attention. A maximum of 30 minutes will be allowed for PUBLIC COMMENT (unless changed by the Advisory Board). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in your printed copy.

TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Advisory Board will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Advisory Board regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Chairperson and Advisory Board
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Advisory Board.

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



DRAFT ACTION MINUTES

Wednesday, April 17, 2019 at 2:30 P.M.

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

CALL TO ORDER:

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

ROLL CALL:

Present: Board Member O'Malley, Board Member Sohi, Vice Chairperson Dawson, and Chairperson Alexander.

Vacant: One vacant seat.

Absent: None.

Staff Present: Destination Management Consultant Angelica Ottman, Destination Management Coordinator Hanna Meisinger, Marketing Consultant Chelsea Modlin, and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

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

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 20, 2019

- Recommendation: Approve the Draft Action Minutes of March 20, 2019. [Big Red Marketing]

2. Rescind Board Member Sohi Resignation

- Recommendation: Accept Board Member Sohi's rescinded resignation. [Big Red Marketing]

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Dawson to approve the consent calendar.
Motion passed 4:0 by a roll call vote.

B. BUSINESS ITEMS

1. Central Coast Craft Beer Fest

- Recommendation: Receive and file event recap presentation on the 2019 Central Coast Beer Fest. [Central Coast Brewers Guild]
- Fiscal Impact: None.

Jacque Fields presented the recap from the Central Coast Craft Beer Fest and answered questions from the Board. Fields shared that 20% of attendees stayed in Atascadero and that number did not include the brewery staff.

PUBLIC COMMENT: None.

**The Central Coast Craft Beer Fest recap presentation
was received and filed by the Board.**

2. Tent City Marathon Recap Presentation

- Recommendation: Receive and file presentation on the 2019 Tent City Marathon. [Vitality Fitness]
- Fiscal Impact: None.

Victoria Hartt was unable to present. The item is tabled for future agendas. Deputy City Manager Banish shared information on the event logistics.

PUBLIC COMMENT: None.

**The Tent City Marathon recap presentation
was received and filed by the Board.**

3. Review Change to TOT Payments

- Recommendation: Review TOT reporting feedback and provide staff direction on TOT reporting and submission of payment monthly vs. quarterly. [Big Red Marketing]
- Fiscal Impact: Up to \$10,000 plus appropriate CPI index increases.

Deputy City Manager Banish shared information and concerns for monthly TOT reporting. The Board discussed moving to monthly TOT reporting further. Destination Management Consultant Ottman shared feedback and concerns from Lodging Partners. Public Member Campolmi provided insight on the big data that Verdin Marketing pulls to plan campaigns.

PUBLIC COMMENT: Lisa Campolmi and Jessica Sohi.

**MOTION: By Board Member Sohi and seconded Vice Chairperson Dawson
to continue bringing the initiative to City Council.
*Motion failed 2:2 by a roll call vote.***

4. IPW Collateral

- Recommendation: Review 2018 IPW flyer and provide input. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman presented last year's IPW flyer, explained the plan for the 2019 IPW Flyer, and answered questions from the Board. The Board was encouraged to review the 2018 flyer and send any changes or feedback to Big Red Marketing or Verdin Marketing. Public Member Sohi suggested updating the business information to current numbers.

PUBLIC COMMENT: Jessica Sohi.

**The 2018 IPW Flyer
was reviewed and input was provided.**

5. Monthly Marketing Statistics Summary

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]
- Fiscal Impact: None.

Marketing Consultant Modlin shared updates on the marketing statistics summary. The Board requested a calendar of topics to send images to Verdin. Public Member Lisa Campolmi shared in-depth information about digital buying and Verdin's new in-house offerings. Modlin shared the Digital Media Process (Exhibit A) for Campolmi to explain to the Board. Modlin shared updates from Grape Encounters and answered questions from the Board.

PUBLIC COMMENT: Jessica Sohi.

**The Monthly Marketing Statistics Summary
was received and filed by the Board.**

6. Monthly Budget Report

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

Destination Management Ottman shared updates on the budget report and answered questions from the Board.

PUBLIC COMMENT: None.

**The Monthly Budget Report
was received and filed by the Board.**

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi provided updates from the SLO CAL TMD such as the AMGEN renewal was approved, and the Board passed the TMD renewal at 0.5% and will continue for 10 years. The Board will be creating an advisory committee of each city manager and one official.
2. Visit SLO CAL Marketing Committee Update – Verdin – Deputy City Manager Banish shared updates from the committee meeting and changes to the committee.
3. Destination Management Update – Big Red Marketing – Compliance for short-term rentals distributed (Exhibit B).
 - a. City Council Meeting for TOT review on May 14th at 6pm
 - b. City Council Meeting to vote on TOT on May 28th at 6pm

4. City Business Update – City Manager’s Office – No updates were provided, ran out of time.
5. Short Term Rental Update – City Manager’s Office – Report provided, but did not review, ran out of time.

C. BOARD MEMBER COMMENTS:

None.

E. ADJOURNMENT

Chairperson Alexander adjourned the meeting 4:34 p.m.

MINUTES PREPARED BY:

Hanna Meisinger, Destination Management Coordinator

Exhibit A – Digital Media Process

Exhibit B – Short-Term Rentals

APPROVED:



ITEM NUMBER:
DATE:

B-1
05/15/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Marketing Services Contract Renewal

RECOMMENDATION:

Board to endorse Contract Amendment No. 4 with Verdin, for marketing services, to renew the contract for an additional one-year period with contract end date of 3/10/2020 and revise compensation for an annual amount not to exceed \$138,000.

DISCUSSION:

The ATBID Board appointed Verdin in 2015 for marketing services. These services include varied activities within the areas of creative development, media hard costs, planning and placement, social media, e-newsletter, contest management, public relations, web updates, and strategy and project management. Contract concludes the fifth year on 3/10/2020. The ATBID Board will need to go out to Request For Proposals in November/December for new marketing proposals. For additional details regarding the tasks to support these areas of activity, please see Attachment 1: Verdin Scope of Work.

Looking ahead to the 2019/2020 fiscal year, Verdin will increase media hard costs, which includes the budget for potential co-op and reactive opportunities, to continue to utilize strategic advertisement methods to entice targeted visitors to Atascadero. Verdin will also provide added support coordinating social media and electronic communications for selected event partnerships. Verdin has added managing e-newsletter subscriber maintenance to their scope of work and increased efforts for the Visit Atascadero public relations program. Additionally, Verdin will provide support related to updating and informing the ATBID Board about Visit SLO CAL Marketing Committee Meetings as well as pursuing co-op and reactive opportunities offered.

Verdin Contract:

Contract End Date March 10, 2016:	\$75,000 (2014/15 & 2015/16)
Change Order (CO) #1 (March –June 2016):	\$40,000
CO #2/ Out of Scope (OOS)	\$11,771.41
Year 1:	\$110,771.41

Contract Amendment #1: July 1, 2016-June 30, 2017	\$120,000 (Total of Contract Amendment #1 = \$160,000)
Change Order #1 (OOS)	\$18,915.10
Change Order #2 (OOS)	\$1,685.64
Year 2:	\$140,600.74

Contract Amendment #2: July 1, 2017-June 30, 2018 \$180,000
(+ changes to Schedule A & date)

Verdin has adhered to all items defined in the 2017/2018 scope of work and supported the ATBID in pursuit of its mission.

Contract Amendment #3: July 1, 2018 – June 30, 2019 \$206,000 (current contract)

Verdin has adhered to all items defined in the 2018/2019 scope of work and supported the ATBID in pursuit of its mission.

Contract Amendment #4: July 1, 2019 – March 10, 2020 \$138,000

Proposed contract for the 2019/2020 fiscal year with a contract end date of March 10, 2020.

FISCAL IMPACT (GL Varied):

Annually \$138,000 based on scope of work proposal, with a contract end date 3/10/2020 (current contract \$206,000 annually).

ATTACHMENTS:

1. Verdin Scope of Work
2. Verdin Budget Spreadsheet

RECOMMENDED SCOPE OF WORK

Atascadero TBID (ATBID)

BUDGET ALLOCATION: JULY 2019 THROUGH FEBRUARY 2020 - \$138,000

Below is a general breakdown of budget and marketing services for an eight-month ATBID partnership. Categories are based on the past contract and discussions with the tourism manager and full ATBID board.

CREATIVE DEVELOPMENT: \$21,800

Verdin will develop digital campaigns targeting behavioral demographics to showcase Atascadero's key assets.

Estimate includes:

- Concept creation and copywriting
- Design of all advertising based on approved media plan (TBD)
- Asset coordination and management
- Update Visit Atascadero brochure
- Marketing Plan development
- \$1,800 for additional photo or video assets as needed

MEDIA HARD COSTS, PLANNING & PLACEMENT: \$79,000

Verdin will handle all media coordination under the direction and approval of ATBID.

Estimate includes:

- Media planning and negotiation through February 2020
- Media monitoring and recommendations based on performance
- Invoice reconciliation and coordination on any make-goods or billing adjustments needed
- Media hard costs
- Certified Folder contract for brochure distribution and printing
- \$5,000 will be allocated to co-op programs that will require approval by Big Red and/or ATBID

SOCIAL MEDIA AND E-NEWSLETTER: \$18,800

Verdin will manage ATBID's Facebook, Twitter, Instagram, monthly e-newsletter and promotions.

Estimate includes:

- Creation of monthly calendars and custom images for all appropriate channels
- Creation of monthly e-newsletter content and images

- Scheduling, monitoring and responding
- Monthly subscription cost for Mail Chimp
- Limited coordination with event partners (i.e. Cider Fest and Wine Speak, etc.)

PUBLIC RELATIONS: \$5,000

This will consist of possible event attendance, content submissions, pitching and FAM coordination with Visit SLO CAL, CCTC and Visit California.

Estimate includes:

- Proactive pitching when appropriate
- Responding to all Visit SLO CAL PR opportunities that align with ATBID's goals and offerings
- FAM tour coordination with Visit SLO CAL
- Event attendance at one tradeshow (i.e. CalSAE)

WEBSITE UPDATES: \$1,000

Verdin will updated the website's content pages as needed for promotions and advertising.

Estimate includes:

- Copywriting, and visual execution (hero images, graphics, etc.)
- Page layout and implementation

STRATEGY & PROJECT MANAGEMENT: \$12,400

Verdin will direct all implementation and monitoring of ATBID projects based on set goals.

Estimate includes:

- Research, strategy, consulting and project management
- Monthly meetings and reporting
- Monthly Visit SLO CAL Marketing Committee report presented to ATBID. Atascadero representative will capture notes at SLO CAL meeting and provide to Verdin
- Staff report for Visit SLO CAL opportunities that require board approval

TOTAL: \$138,000

Atascadero TBID

Budget: \$138,000 | Updated 5/3/2019

ITEM NUMBER:

DATE:

ATTACHMENT:

B-1
05/15/19
2



DETAILED SPENDING		Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	
DESCRIPTION	BUDGET	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	TOTAL
Planning, Meetings and Reporting	\$12,400	1,550.00	1,550.00	1,550.00	1,550.00	1,550.00	1,550.00	1,550.00	1,550.00	12,400.00
Creative Development	\$20,000	3,200.00	5,000.00	2,000.00	4,000.00	1,200.00	1,400.00	2,000.00	1,200.00	20,000.00
Photo/Video Assets	\$1,800	1,800.00								1,800.00
Public Relations	\$5,000		500.00	500.00			3,000.00	1,000.00		5,000.00
Web Updates	\$1,000			250.00	250.00		250.00	250.00		1,000.00
E-Newsletter	\$8,000	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	8,000.00
Social Media	\$10,800	1,350.00	1,350.00	1,350.00	1,350.00	1,350.00	1,350.00	1,350.00	1,350.00	10,800.00
Media Planning	\$4,000	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	4,000.00
Advertising (\$5,000 reactive)	\$75,000									-
Facebook/Instagram										-
Facebook/Insta boosted posts		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	1,600.00
Digital advertising										-
Brochure Distribution				9,650.00						9,650.00
Brochure Printing						4,800.00				4,800.00
Reactive #1 - SLO CAL guide						3,650.00				3,650.00

SUMMARY: ACTUAL TO BUDGET										
	BUDGET	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	TOTAL
Monthly Totals	\$138,000	\$9,600.00	\$10,100.00	\$17,000.00	\$8,850.00	\$14,250.00	\$9,250.00	\$7,850.00	\$5,800.00	\$82,700.00
Adjustments										
Actual Totals	\$138,000	\$9,600.00	\$10,100.00	\$17,000.00	\$8,850.00	\$14,250.00	\$9,250.00	\$7,850.00	\$5,800.00	\$82,700.00
No Charge/Added Value										



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Destination Management Services Contract Renewal

RECOMMENDATION:

Board to endorse Contract Amendment No. 4 with Big Red Marketing for destination management services, to renew contract for an additional one-year period with contract end date of 3/1/2020 and revise compensation for an annual amount not to exceed \$30,315.

DISCUSSION:

The ATBID Board appointed Big Red Marketing in 2015 for support and consulting in destination management services. These services include varied activities within the areas of administration, event sponsorship program, Board management and coordination, financial management, tour and travel, and strategy. Contract concludes the fifth year on 3/1/2020. The ATBID Board will need to go out to bid for Requests For Proposals in November/December. For additional details regarding the tasks to support these areas of activity, please see Attachment 2: Scope of Work related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID).

Throughout the 2018/2019 fiscal year, Big Red Marketing provided additional outreach support to all lodging partners to notify and discuss current operation and practices. Furthermore, Big Red Marketing managed the creation of additional resources and tools to distribute to guests and interested tour operators to promote and educate on Visit Atascadero's experiences.

Big Red Marketing continued to support the expansion and strategic partnerships with event coordinators, development of staff reports to support the ATBID Board packets, printing of the ATBID Board monthly packets, recording and reporting of ATBID Board Meeting minutes, creation and coordination of contracts for expenditures approved by the ATBID Board in amounts equal to or exceeding \$10,000, and creation and coordination of change orders applied to existing vendor contracts providing services to the ATBID.

Looking ahead to 3/1/2020, Big Red Marketing will additionally add to its scope of work to help facilitate the RFP process for Visit Atascadero's Marketing and Destination Management firms.

Big Red Marketing Contract:

March 1, 2015 – February 29, 2016:	\$30,000
March 1, 2016 – June 30, 2017:	\$40,000
July 1, 2017 – June 30, 2018:	\$36,000
July 1, 2018 – June 30, 2019:	\$45,250 (Current Contract)

Big Red Marketing has adhered to all items defined in the 2018/2019 scope of work and supported the ATBID in pursuit of its mission.

FISCAL IMPACT (GL Varied):

Annually \$30,315 based on scope of work proposal (current contract \$45,250 annually).

ATTACHMENTS:

1. Client Agreement for City of Atascadero related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID)
2. Scope of Work related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID)



Client Agreement for City of Atascadero related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID)

July 1, 2019 - February 29, 2020

Big Red Marketing, Inc.

Big Red Marketing, Inc. provides services in the various areas of strategy and marketing to achieve client goals. These offerings include marketing strategy, copywriting, digital marketing plans, destination management and various other solutions to support the rapidly changing business environment. The following agreement is intended to outline the specific services Big Red Marketing will provide to the City of Atascadero relating to services for the ATBID, also referred to as "the client." Big Red Marketing constantly strives to provide clients with top-level service and will communicate any changes or variations from the initial agreement should they arise.

City of Atascadero ATBID

The ATBID was formed in April 2013 to collect assessments from lodging businesses to be used for tourism promotions and marketing programs to promote the City of Atascadero as a tourism destination and to increase transient stays at lodging businesses. The ATBID currently contracts with Big Red Marketing for support and consulting in destination management services. Services to be offered are detailed in the attached Scope of Work.

Big Red Marketing Content

Big Red Marketing guarantees all content provided is original, has been legally licensed by the company to meet project needs or will be properly cited when incorporated into marketing strategies.

Client Content

The client agrees that all materials provided to Big Red Marketing to assist in the completion of any project have the appropriate rights and licenses for such use. Big Red Marketing is to be indemnified and held harmless in the case that any client provided materials are not secured by the necessary releases prior to use.

Big Red Marketing Rights to Work

Big Red Marketing maintains the rights to all work created for any client until the project has been completed and paid for in full. Additionally, Big Red Marketing reserves the right to use materials produced for clients for promotion of company services. These promotions may include, but are not limited to, Big Red Marketing's website, portfolio and advertisements.



Client Rights to Work

The client has full and unlimited rights to all content created by Big Red Marketing for the purpose of the client's project. These rights begin once Big Red Marketing has received payment for services.

Independent Contractor

Big Red Marketing works with other non-competitive clients and may pursue new work as capacity allows. Big Red Marketing will staff appropriately to ensure impact from other client work does not negatively affect services provided to the client. Big Red Marketing is an independent contractor and not an employee. The client does not stipulate hours worked, supervise employees of Big Red Marketing nor direct the activities of Big Red Marketing or its employees.

Confidentiality

Big Red Marketing will not disclose any confidential client information to outside persons, firms or corporations. Should a situation arise in which the sharing of information may offer benefits to the client, Big Red Marketing will first contact the client for permission to share such information. It is understood that this confidentiality provision does not apply to information that is public or that may be required by legal means. This provision shall survive the termination of this agreement for a period of three years.

Liability and Provisions

Big Red Marketing will not be held responsible for any damages that arise from this agreement. Modifications to the agreement must be made in writing and signed by both parties. This agreement will be governed by the laws of the State of California. Should litigations arise, the prevailing party will have the right to recover reasonable attorney fees and costs from the non-prevailing party.

Termination or Adjustment of Agreement

Either party may terminate the whole or any part of this contract at anytime with written notice to the signees below. Communication of any termination or adjustments shall be provided by written notice at least 30-days in advance of the effective date. Big Red Marketing shall be entitled to any unpaid fees or approved expenses up to the date of termination.



Fees

Services detailed in the Scope of Work will be provided and billed in accordance with the payment schedule noted below for the 2019/2020 fiscal year, with a contract end date of February 29, 2020. Fees have been adjusted following an assessment of actual work performed in the past fiscal year based on activity levels experienced.

Category	July	August	Sept.	October	November	December	January	February	TOTAL
Admin	\$750	\$650	\$800	\$1,000	\$800	\$750	\$750	\$750	\$6,250
Event Sponsor Program	\$250	\$650	\$350	\$500	\$550	\$250	\$450	\$1,000	\$4,000
Board Mgmt & Coord.	\$200	\$700	\$900	\$950	\$900	\$200	\$950	\$950	\$5,750
Financial Mgmt	\$600	\$300	\$1,000	\$900	\$900	\$600	\$1,000	\$375	\$5,675
Tour & Travel	\$-	\$-	\$-	\$-	\$-	\$-	\$2,190	\$4,000	\$6,190
Strategy	\$200	\$200	\$450	\$400	\$350	\$200	\$350	\$300	\$2,450
TOTAL	\$2,000	\$2,500	\$3,500	\$3,750	\$3,500	\$2,000	\$5,690	\$7,375	\$30,315

Upon approval from the client, the following other costs that may be included in monthly billing for reimbursement:

- Mileage at the federal reimbursement rate
- Transportation, lodging, and dining costs while traveling for client requirements

The client will be provided with a monthly invoice outlining fees due and including all appropriate support documentation. All payments are non-refundable upon completion of work. Should a client choose to terminate a project before it is complete, the client will be responsible for any additional hours accrued at the hourly rate of the Big Red Marketing employee or contractor completing the work. Payments not received within 30 days of invoice date will be assessed an additional 1.5% service charge for each additional month delayed.



Client Information

Company Name: City of Atascadero, ATBID

Contact: Terrie Banish

Phone: (805) 470-3400

Email: tbanish@atascadero.org

City of Atascadero, ATBID Signatures

Terrie Banish
Deputy City Manager

Date

Deana Alexander
ATBID Chairperson

Date

Big Red Marketing, Inc. Signature

Amanda S. Diefenderfer
Proprietress

Date





Scope of Work related to services for Atascadero Tourism Business Improvement District Advisory Board (ATBID) *July 1, 2019 - February 29, 2020*

Scope of Work

Destination Management services provide support in conjunction with the ATBID, City of Atascadero, the contracted marketing firm, tourism industry partners, and other stakeholders.

Primary areas of focus include:

- Assist in maintaining roles and responsibilities in ATBID communication chart (City and all other entities)
- Act as administrator to support ATBID and its members in all capacities to execute plans and attain goals, including and not limited to financial growth and laying the groundwork for future success
- Guide the organization to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID and its annual marketing plans
- Assist in creating ATBID policies and procedures

Expanding upon the Scope of Work, particular areas of support include the categories noted below.

Administrative: \$6,250

- Communicate effectively with and between ATBID, City Council, Board of Supervisors, City and County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed to maintain strong internal and external relationships
- Development and management of annual timeline and deliverables with the selected marketing firm
 - Communicate with marketing firm the vision of the ATBID to assist in the execution of the marketing plan
 - Provide brand oversight to ensure consistent message and voice
 - Develop measurable criteria and benchmarks for monitoring the success of the ATBID and effectiveness of contracted vendors
 - Collaborate with the marketing firm to make community connections to support photography projects, video projects, and public relations hosting
- Represent the ATBID and its members by attending countywide events and related professional association meetings
- Work with City to manage timelines for the ATBID's annual renewal process



- Develop and implement communication tools so all members are informed of ATBID progress and programs
 - Work with the City's lodging records to maintain an accurate member inventory to include individual property contact information, property type and unit count
- Maintain website and make updates as necessary in the areas of lodging, restaurants, beverages and attractions

Event Sponsorship Program: \$4,000

- Manage event partnerships approved by the ATBID Board
 - Serve as primary point of contact for events interested in presenting funding opportunities for consideration
 1. Communicate presentation requirements and timelines
 2. Schedule presentations as Board agenda capacity allows
 - Coordinate event recap presentations and schedule accordingly for ATBID Board meetings
 - Act as a liaison between the Board and event organizations to filter questions and requests

Board Management & Coordination: \$5,750

- Attendance at all meetings related to the ATBID, including monthly Board meetings and standing committee meetings, and Atascadero City Council Meetings with ATBID related agenda items
 - Prepare ATBID Board agenda and packets, and deliver to the Deputy City Manager for posting and distribution in accordance to Brown Act requirements
 - Create and coordinate development of staff reports to supplement agenda packets
 - Print ATBID Board agenda and packets for each Board meeting
 - Record and report minutes monthly
- Provide clear and concise recommendations through ongoing communication regarding direction, opportunities, challenges, and progress to the ATBID
- Assist the Board in the selection, retention and management of professional services and vendors

Financial Management: \$5,675

- Partner with marketing firm to prepare and present the budget, Year End Report and annual marketing plans
- Oversee and review co-op and reactive opportunities and related expenditures
- Maintain and provide timely budgets based on City provided receipts, and expenditure information, with monthly progress reports to the ATBID Board
 - Create and coordinate contracts for expenditures approved by the ATBID Board equal to or exceeding \$10,000
 - Review all vendor invoices for accuracy and compliance to budget



Tour and Travel: \$6,190

- Promote the ATBID mission and goals by attending tour and travel related conference or trade show on behalf of Visit Atascadero
 - Manage conference registration, lodging and travel
 - Prepare and coordinate necessary materials
 - Arrange and schedule tour operator appointments
 - Facilitate and lead meetings while recording notes on conversations to be later distributed to lodging stakeholders
 - Manage follow-up and leads generated from tour and travel related conference or trade show

Strategy: \$2,450

- Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction
- Champion change and innovation to encourage diverse thoughts and contributions
- Collaborate with local events and tourism partners to maximize the opportunity for members and identify sponsorship opportunities





ITEM NUMBER:
DATE:

B-3
05/15/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair Showcase of Cities

RECOMMENDATION:

Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display.

DISCUSSION:

The Mid State Fair brings thousands of tourists to the county every year. This year, local cities have an opportunity to participate in a new display at the Mid State Fair called The Showcase of Cities. The Mid State Fair will take place July 17 – 28, 2019.

The Showcase of Cities will be a fun, animated, three dimensional and educational display that is expected to reach over 420,000 attendees over 12 days. The display is intended to be used as a branding tool for cities to increase and promote tourism efforts.

Each display will be housed in a window box and is encouraged to incorporate theme elements such as history, commerce, recreation, lifestyle, food, entertainment, architecture, tourism, agriculture, art and/or natural resources. The displays will be 8' wide by 6' high and 2' deep and are encouraged to utilize lighting and incorporate interactive elements.

Last year, the ATBID Board approved an expenditure up to \$7,500 for the creation of the Mid-State Fair's Showcase of Cities window display to be split with the City at the April 18, 2018, Board meeting. The Board approved \$7,500; however, only \$6,000 was spent. Verdin led the creation, design and actualization of the display.

FISCAL IMPACT (GL 2502):

\$300 - \$3,000

ATTACHMENTS:

1. California Mid-State Fair Entry Form 2019

Colleen 23 9-0655
K208

ITEM NUMBER:
DATE:
ATTACHMENT:

B-3
05/15/19
1



Showcase of Cities at the California Mid State Fair Entry Form 2019

*Thank you for agreeing to participate in the Showcase of Cities at the California Mid-State Fair.
Please review the agreement below, sign and return to jacie@solterrastrategies.com by **Monday, April 16, 2019**.*

Space is Limited so Enter Now!

California Mid-State Fair Agrees To:

- Provide a window box display venue where you can showcase what is best and very unique about your community to more than 420,000 viewers.
- Located in the Frontier Town Walkway of the Paso Robles Events Center.
 - Size: 8' wide x 6' high x 2' deep.
 - Power – a single 110, 20 AMP duplex outlet (good for two plug ins) plus one lighting fixture.
 - Windows may be accessed from inside the building from a 4' x 4' square opening.
 - All window exteriors will be cleaned daily – July 18-29, 2018.
- Provide a dedicated liaison – Solterra Strategies – to help streamline communications.
- Marketing and publicity including a people's choice award for the windows.
 - People's Choice will be made available through digital platforms like social media and via a ballot box July 17-28. Awards provided for 1st, 2nd and 3rd.
- Ribbon cutting ceremony as part of the Media Preview event to officially open this new feature

Participating City/Tourism Agency Agrees To:

- **Who Participates:** Any city, town, community or college within San Luis Obispo County. The participation must be approved by local government or business leadership (City Council, DMO, Chamber of Commerce, Arts Council, College Administrator, etc.). Cities may share window spaces if desired. Space is provided on a first come first serve basis.
- Sign and return this **entry form**
 - April 16 – Entry forms due
- **Site Check** – Each city is encouraged to visit Paso Robles Event Center to view the windows in advance of installation. There is one electrical outlet in each window. Schedule a time in May to check out the site to ensure your creative concept can work.
- **Develop** a fun, animated, educational, three-dimensional display to evoke hometown pride and present the BEST of San Luis Obispo County and its communities. Each community is encouraged to get creative and incorporate the 2019 California Mid-State Fair theme, "Let's Have S'more Fun!"
 - June 1 – Each city must submit its creative concept. Please make special note of additional power or lighting elements. Additional lighting is recommended. Designers may want to consider battery powered animation elements. Remember displays after dark can be quite dramatic with appropriate lighting.
- **Window Installation** – Please schedule a timeslot with Solterra Strategies to install your window display. All work must be done during business hours (Monday – Friday 9 am – 4 pm).
 - July 1-11 – Window Installation period (closed July 4).

- **Window Inspection** – All windows must be complete and ready for inspection by:
 - July 11 at Noon
- **California Mid-State Fair – July 17-28** – Encourage volunteers from your community to visit the new Showcase of Cities during the fair. Promote your window through your social media channels and encourage community members to submit their vote for the People's Choice Award.
- **Dismantle Windows** – July 29- 31 from 8 :00 AM – 4:00 PM and August 1 from 8:00 AM – Noon.
 - August 1 at Noon – All windows must be dismantled, or contents become property of California Mid-State Fair.
- **Damage Waiver** – If any damage is done to the property of California Mid-State Fair the participating city agrees to pay replacement costs.
- **Maintenance**- The cleaning and maintenance of the interior portion of the Window box and the display contents are the responsibility of the City. The Fair is open to the public daily from 12 Noon – Midnight July 17- 28, 2019. The City is responsible for the window display during that time. Maintenance, repair and cleaning may only take place between 8: 00 AM and 11:30 AM each of those Fair operation days. The City must ensure that the display is clean and operating by 11 AM, July 17 through Midnight July 28.
- **Timeline** – If participating cities/tourism agencies do not adhere to the timeline and deliverables outlined without communication to Solterra Strategies they will be disqualified.
- **Other items:**
 - ✓ Cities must bring their own tools. The Fair does not provide any tools, supplies, ladders or stools.
 - ✓ Vehicles may load and unload their supplies at the Riverside street entrance not inside the grounds.
 - ✓ All buildings and gates close at 4 PM during pre -fair activities.
- **Deposit:** All Cities must provide payment of \$100 to secure a window.
- **Return in 2020** – Participating cities/tourism agencies have first right of refusal to return in 2020
- **Questions:** Please contact Solterra Strategies at laie@solterrastrategies.com.

City of Atascadero

City/Community/College Name

Authorizing Organization

Terrie Banish, Deputy City Manager

Name and Title

Cell Phone

Email

tbanish@atascadero.org

6500 Palma Ave., Atascadero, CA 93422

Mailing Address

City

State

Zip Code

We want our own display case (Circle): Yes or No

We want to share space with: _____

Terrie Banish

Participating City Representative

4/4/19

Date

California Mid-State Fair Representative

Date



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair Sponsorship Opportunity

RECOMMENDATION:

Provide staff direction on sponsorship opportunity with Mid-State Fair which also includes a City shuttle stop.

DISCUSSION:

The Mid-State Fair brings thousands of tourists to the county every year. There is a sponsorship opportunity for Visit Atascadero to participate in this year's promotional activities. The Mid State Fair will take place July 17 – 28, 2019.

As part of the sponsorship agreement, the City of Atascadero would receive one shuttle pick-up/ drop-off station. Visit Atascadero will also be the "Official Sponsor of the Premier Party" as well as receive the Visit Atascadero logo on wine glasses and party invitations. Additionally, Visit Atascadero would also receive listings in collateral, on the website, receive two "Voice of the Fair" announcements per day and have the opportunity to create signage for the Equestrian Center.

Visit Atascadero will also receive fair tickets, concert tickets and other Mid-State Fair items to giveaway to visitors and guests.

FISCAL IMPACT (GL 2502):

\$10,000

ATTACHMENTS:

1. California Mid-State Fair Sponsorship Agreement

CALIFORNIA MID-STATE FAIR – P.O.BOX 8, PASO ROBLES, CA 93447
TOM KEFFURY TK@MIDSTATEFAIR.COM 805-459-5530

SPONSORSHIP AGREEMENT

BIG RED MARKETING ON BEHALF OF CITY OF ATASCADERO

(ADDRESS)

ANGELICA OTTMAN

SCOPE OF WORK

Contractor agrees to provide the State of California, 16th District Agricultural Association (California Mid-State Fair) with the following sponsorship:

- 1.) Contractor shall pay to the State the sum of **\$10,000 cash** per year of agreement.
- 2.) Term of this agreement is **JAN 1, 2019 – DEC 31, 2019.**

All sponsorship monies shall be paid in full prior to JUNE 1 of each year of agreement. Sponsorship benefits shall not take effect until all money is received.

Contractor shall receive the following sponsorship benefits in exchange for the above:

- 3.) Advertising & Exposure
 - a. Business Listing in Official Program
 - b. Business Listing in Official Daily Schedule
 - c. Business Logo/Link on CMSF Website (www.midstatefair.com)
 - d. **Two (2)** “Voice of the Fair” Announcements per day of the Fair. This is a 1-sentence written announcement that you provide which highlights your business.
 - e. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed).
 - i. **One (1)** Equestrian Center (4’ x 8’) Sign
- 4.) Hospitality
 - a. **Twelve (12)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
 - b. **Two (2)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
 - c. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
 - d. **Access** to our VIP Hospitality Tent, which features light appetizers, complimentary water/soda, a full no-host bar, and private upscale bathrooms (concert ticket required).
 - e. **\$1,000** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be located in our sponsor hold sections: floor seats in the center sections.
- 5.) Special Programming
 - a. Contractor to be **Official Sponsor of the Premier Party** and as such shall receive name/logo on all custom wine glasses and party invitations associated with the party. In addition, Contractor shall be allowed to take the stage for a brief 1-2 minute invitation/presentation during our “Welcome Ceremony/Presentation”.
 - b. Contractor shall be allowed to secure a **Shuttle Pick-Up/Drop-Off** location in the city of Atascadero. Such location will fall under the supervision of State Coordinator.

INSURANCE

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

SPECIAL TERMS AND CONDITIONS

EVACUATION ORDER

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

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

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

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

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

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

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

RIGHT TO TERMINATE

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

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

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

FORCE MAJEURE

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

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



ITEM NUMBER:
DATE:

B-5
05/15/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

As Visit Atascadero begins to move into Summer, the media budget starts to be pulled up. While the budget was reduced 23% from March, clicks to the website were up 86%. YOY the clicks to the website improved 126%.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. April Statistics Summary

APRIL STAT SUMMARY

ATASCADERO TBID

May 1, 2019

ITEM NUMBER:
DATE:
ATTACHMENT:

B-5
05/15/19
1

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:
28,177 vs. 11,451 (+146%)
New Visitors:
14,733 vs. 5,350 (+175%)
Total Sessions:
18,157 vs. 6,382 (+185%)
Mobile Views: 11,963 (+193%)
Desktop Views: 3,627 (+203%)
PPV (Page Per Visit):
1.55 (-13%)
TOS (Time on Site):
0:38 (-30%)

GEOGRAPHIC REFERRALS

Los Angeles: 2,838 (+98%)
San Francisco: 1,111 (+121%)
Atascadero: 1,059
Paso Robles: 574 (+141%)
Sacramento: 403 (+403%)
San Jose: 374 (+38%)
San Diego: 332 (+419%)
Fresno: 207 (+769%)
Bakersfield: 207 (+152%)
Santa Ana: 183 (+8%)

ACQUISITION

Direct: 4,001 (+317%)
Social: 7,283 (+143%)
Organic: 3,588 (+167%)
Referral: 784 (+5%)

PAGE VIEWS

Things to Do/ Zoo:
5,757 (+2,736%)
Things to Do/Trail rides:
4,141 (+17,154%)
Home: 2,904: (+157%)
Events: 2,001: (+72%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,344
Impressions: 515,719
Organic: 17,694
Paid: 469,861
Reach: 478,822
Engagements: 11,144
Top Post: Atascadero Lake
Reach: 1,789
Main audience: Women 35-44, living in SLO County, Central Valley and Los Angeles

INSTAGRAM AND TWITTER

Instagram Followers: 1,712
New Followers: 98
Likes received: 1,652
Comments received: 36
Main audience: Women under 44
Twitter Followers: 241
Reach: 5,057
Engagements: 17
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The two personas (Outdoor Adventurers and Family Fun) were targeted in April. Each persona served three different videos. These ads ran on Facebook, Instagram and programmatically. Overall the combined results for April were excellent. While the budget was reduced 23% from March, clicks to the website were up 86%. YOY the clicks to the website improved 126%.

FACEBOOK / INSTAGRAM

Outdoor Adventurer Videos:

Total Impressions: 230,342 Total Clicks: 4,714 Landing Page Views: 2,862
CTR: 1.46% Video Views at 100%: 23,165

Family Fun Videos:

Total Impressions: 225,892 Total Clicks: 7,375 Landing Page Views: 9,996
CTR: 1.98% Video Views at 100%: 13,346

Facebook totals including posts:

Total Impressions: 457,745 Total Clicks: 12,204 Landing Page Views: 6,859
CTR: 1.71% Video Views to 100%: 35,511

PROGRAMMATIC ADVERTISING

Outdoor Adventurer Videos:

Total Impressions: 158,899 Clicks: 1,324 CTR: 0.83% Video Views to 100%: 91,422

Family Fun Campaign:

Total Impressions: 163,728 Clicks: 1,156 CTR: 0.71% Video Views to 100%: 94,378
New users added in April for retargeting possibilities: 7,449

Programmatic totals for March:

Impressions 322,627 Average CTR: 0.77% Clicks: 2,480 Views to 100%: 185,800

TOTALS FOR APRIL 2019

Impressions: 780,372 Clicks: 14,684 (+86% vs. March) CTR: 1.21% Views to 100%: 221,311

E-NEWSLETTER ANALYTICS

The April e-newsletter went out on Thursday, April 4th. A slightly altered version was sent to un-opens on Tuesday, April 9th. April's e-newsletter was outdoor spring themed urging people to get outdoors in Atascadero. Events and happenings that were included: Party For The Planet, City Wide Yard Sale, Art, Wine & Brew Tour and Brew at the Zoo. It finished with a CTA to plan their stay in Atascadero.

Totals for Campaign:

- 13.5% Open Rate
- 1.1% Click Through Rate

GOAL: Increase average open rate and click through rate while keeping subscribers and organically adding to the subscriber list.



ITEM NUMBER:
DATE:

B-6
05/15/19

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

Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file Budget Report.

DISCUSSION:

The updated budget includes all expenses that have been processed by the City and submitted to Big Red Marketing as of March, 31, 2019.

The cost of advertising with Grape Encounters is \$818.18 and is being accounted for under the Reactive Advertising GL code 2502.

Upon review, all other expenses are in line with expected expenditures and income.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Budget
2. ATBID Fund Summary
3. TOT Report

GL #	ATBID 2018/19 Proposed BUDGETED P&L												Notes
REVENUE PROJECTIONS		July	August	September	October	November	December	January	February	March	Actuals		
1100	2% BID Revenue July 2018 - June 2019											\$266,480.00	Awaiting figures from City finance department. Current figures are based on previous year.
1200	Estimated Fund Balance from 2018/2019		\$3,518.00	\$81,756.00	\$3,052.00	\$7.00	\$57,125.00	\$3,878.00	\$194.00		\$149,530.00	\$250,820.00	Figure not final until fiscal year is closed by City Finance. Current figure is estimated based on anticipated remaining fiscal year activity.
1300	Investment Earnings											\$3,810.00	
	Total											\$ 521,110.00	
Budget		Actuals										2018/2019 Proposed Budget	Notes
2100	Admin											\$42,110.00	
2101	City Admin Fees											\$2,610.00	
2102	Office Expense											\$5,000.00	
2103	Operating Supplies and misc. expenses											\$2,000.00	
2104	Lodging Ordinance Enforcement									\$3,907.00	\$3,907	\$5,000.00	
2105	Big Red Marketing	\$750	\$650.00	\$800.00	\$800.00	\$800.00	\$750.00	\$750.00	\$750.00	\$750.00	\$6,800	\$9,000.00	
2106	Verdin	\$1,873	\$1,353.20	\$2,024.10	\$1,646.10	\$1,345.47	\$1,143.60	\$2,252.00	\$1,244.00	\$1,460.05	\$14,342	\$18,500.00	
2200	ATBID Management											\$22,250.00	*This is a new category. Previously, contracting firm fees which was budgeted at \$54,000 for 17/18 FY.
2201	Board Management & Coordination	\$950	\$700	\$900	\$900	\$900	\$900	\$950	\$800	\$900	\$7,900	\$10,250.00	
2202	Financial Management	\$600	\$300.00	\$1,000.00	\$750.00	\$900.00	\$500.00	\$1,000.00	\$300.00	\$750.00	\$6,100	\$8,000.00	
2203	Strategy	\$200	\$200.00	\$450.00	\$250.00	\$350.00	\$200.00	\$350.00	\$200.00	\$600.00	\$2,800	\$4,000.00	
2300	Visual Assets and Branding											\$56,000.00	
2301	Photography & Video		\$2,567.22									\$2,567	\$4,000.00
2302	Creative Services - Verdin Scope	\$3,451	\$5,720.75	\$2,136.60	\$3,995.11	\$1,271.75	\$1,462.74	\$2,416.90	\$1,226.30	\$794.20	\$22,476	\$30,000.00	
2303	Creative Services - Out of Scope											\$4,000.00	
2304	Promotional Items & Visit Atascadero Brochure			\$9,658.60		\$4,446.05	\$2,252.26				\$16,357	\$18,000.00	
2400	Digital Marketing											\$33,150.00	
2401	Website Updates		\$60.00	\$69.00					\$101.40	\$90.00	\$320	\$3,750.00	
2402	Social Media contest hard costs											\$1,000.00	
2403	Social Media/Contest Management	\$2,388	\$1,086.28	\$1,886.30	\$1,004.70	\$824.35	\$1,508.82	\$2,184.61	\$1,577.20	\$1,271.43	\$13,732	\$18,600.00	
2404	E-Newsletter	\$999	\$805.00	\$742.60	\$854.30	\$801.00	\$801.40	\$792.20	\$796.20	\$772.50	\$7,364	\$9,800.00	
2500	Advertising											\$124,150.00	
2501	Planned Media Buys	\$203	\$181.50	\$231.52	\$9,309.57	\$13,678.74	\$3,314.19	\$9,757.09	\$12,948.87	\$12,828.58	\$62,454	\$75,000.00	
2502	Reactive Advertising & Co-Ops	\$1,648		\$4,985.93	\$818.18	\$4,468.18	\$818.18	\$818.18	\$818.18	\$818.18	\$15,193	\$43,150.00	
2503	Verdin Media Retainer	\$520	\$497.10	\$1,058.40	\$579.40	\$528.80	\$323.70	\$298.40	\$487.60	\$246.20	\$4,540	\$6,000.00	
2600	Public Relations											\$12,500.00	
2601	Group FAM											\$4,000.00	
2602	Individual Itineraries											\$2,500.00	
2603	PR Retainer & Reactive Planning	\$1,194	\$1,746.78		\$145.00	\$462.60	\$3,500.73	\$1,803.19	\$521.54		\$9,373	\$6,000.00	
2700	Tour & Travel											\$23,500.00	
2701	CCTC Co Op Fams	\$425									\$425	\$1,750.00	
2702	Visit CA Co Op Fams											\$1,750.00	
2703	Trade Show					\$1,230.00					\$1,230	\$20,000.00	Includes registration and firm attendance fees.
2800	Consumer Outreach											\$66,000.00	
2801	Consumer Show Presence											\$10,000.00	
2802	Event Sponsorship	\$15,000		\$15,000.00				\$15,000.00		\$5,000.00	\$50,000	\$50,000.00	
2803	Management of Event Sponsorship	\$250	\$650.00	\$350.00	\$300.00	\$550.00	\$400.00	\$450.00	\$1,000.00	\$500.00	\$4,450	\$6,000.00	
	TOTAL EXPENSES	\$ 30,451	\$ 16,517.83	\$ 41,293.05	\$ 21,352.36	\$ 32,556.94	\$ 17,875.62	\$ 38,822.57	\$ 22,771.29	\$ 30,688.14	\$ 252,329	\$ 379,660.00	
3001	Cash Reserves											\$ 52,111.00	10% of total budget
	Contingency												
4001	Contingency Fund (unallocated)											\$ 89,339.00	
	TOTAL Budget											\$ 521,110.00	

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	BUDGETED 2017-2018	YTD ACTUAL* 2018-2019 through 03/31/19	BUDGETED 2018-2019
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 261,250	\$ 188,119	\$ 266,480
46110.0000	Investment Earnings	2,068	5,458	724	1,580	3,810	-	2,560
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>265,060</u>	<u>188,119</u>	<u>269,040</u>
<u>EXPENSES</u>								
6050000	Office Expense	-	5,164	-	-	5,000	-	5,000
6070000	Advertising	3,450	86,914	91,005	144,521	144,600	158,137	95,000
6400000	Operating Supplies	-	1,217	120	-	2,000	-	2,000
6500000	Contract Services	26,173	105,314	138,414	172,938	221,770	96,073	275,000
6600000	Professional Development	-	-	425	425	430	425	-
6740000	Business Development	-	5,000	-	3,000	3,000	-	-
6900000	Administration	1,620	2,411	2,675	2,753	2,810	1,881	2,660
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>379,610</u>	<u>256,516</u>	<u>379,660</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(114,550)	(68,397)	(110,620)
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>365,370</u>	<u>318,679</u>	<u>250,820</u>
ENDING AVAILABLE BALANCE		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 250,820</u>	<u>\$ 250,282</u>	<u>\$ 140,200</u>

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

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	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			