



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, June 19, 2019 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
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 – May 21, 2019**
 - Recommendation: Approve the Draft Action Minutes of May 21, 2019. [Big Red Marketing]
2. **Revised ATBID Minutes – January 16, 2019**
 - Recommendation: Approve the revision to the Minutes of January 16, 2019. [Big Red Marketing]
3. **Renew Sponsorship of Central Coast Craft Beer Fest**
 - Recommendation: Approve sponsorship of 2020 Central Coast Craft Beer Fest. [Central Coast Brewers Guild]
 - Fiscal Impact (GL 2802): \$5,000

B. BUSINESS ITEMS

1. **Cider Festival Update Presentation**
 - Recommendation: Receive and file event planning progress presentation for the 2019 Cider Festival Event. [Central Coast Cider Association]
 - Fiscal Impact (GL 2802): None.

2. Right Angle Inc. Contract Recap Presentation

- Recommendation: Receive and file recap presentation reviewing the 2018 – 2019 contract. [Right Angle Inc.]
- Fiscal Impact: None.

3. Atascadero Colony Days Events Support Application

- Recommendation: Provide staff direction on potential event sponsorship of 2019 Atascadero Colony Days Events. [Atascadero Colony Days Committee]
- Fiscal Impact (GL 2802): \$10,000

4. Visit SLO CAL Google DMO Partnership Program

- Recommendation: Approve participation at the Level 2 Package for \$9,500. [Verdin]
- Fiscal Impact (GL 2502): \$9,500

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

Tuesday, May 21, 2019 at 11:00 A.M.

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

CALL TO ORDER:

Chairperson Alexander called the meeting to order at 10:58 a.m.

ROLL CALL:

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

Vacant: One vacant seat.

Absent: Vice Chairperson Dawson.

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 3:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – April 17, 2019

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

MOTION: By Board Member Sohi and seconded by Board Member O'Malley to approve the consent calendar.
Motion passed 3:0 by a roll call vote.

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.

Ashlee Akers presented Verdin's recommended scope of work. The Board discussed ways to align the contract in perspective of the fiscal year. Akers answered questions from the Board regarding their scope of work and the cost.

PUBLIC COMMENT: Jessica Sohi and Amanda Diefenderfer.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to endorse Contract Amendment No. 4 with Verdin, for marketing services, to renew the contract for an additional eight-month period with contract end date of 3/10/2020 and revise compensation for an annual amount not to exceed \$138,000.
Motion passed 3:0 by a roll call vote.

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.

Amanda Diefenderfer presented the fees and scope of work to the Board. Diefenderfer shared some details on the budget and fees related to costs absorbed by Big Red Marketing.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to endorse Contract Amendment No. 4 with Big Red Marketing for destination management services, to renew the contract for an additional eight-month period with contract end date 3/1/2020 and revise compensation for an annual amount not to exceed \$30,315.
Motion passed 3:0 by a roll call vote.

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.

Destination Management Consultant Ottman presented staff direction for the Mid-State Fair's Showcase of Cities window display. Deputy City Manager Banish shared updates on the City's financial commitment to the display and asked if the ATBID is interested in splitting the cost.

PUBLIC COMMENT: Ashlee Akers and Amanda Diefenderfer.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to participate in the Mid-State Fair's Showcase of Cities at a maximum amount of \$1,500.
Motion passed 3:0 by a roll call vote

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.

Destination Management Consultant Ottman passed out an updated sponsorship agreement (Exhibit A) and answered questions from the Board. Deputy City Manager Banish explained the updated sponsorship benefits and shared that the City is willing to split the cost. Banish will explore options in the City outside of lodging properties and Big Red Marketing and Verdin will help make the decision best for the Board. Public Member Jessica Sohi recommended that the stops should be within walking distance to all Board hotels.

PUBLIC COMMENT: Jessica Sohi and Emily Reneau.

MOTION: By Board Member Sohi and seconded by Chairperson Alexander to agree on the sponsorship agreement at the \$7,500 level, noting that the City will cover the additional \$7,500 and staff, city, and Board will make the decision for bus stop location keeping in mind location priority order is city-owned, private-owned, and lodging-owned properties and the Board's recommendation is for Sunken Gardens and Lakeside Park bus stop locations.
Motion passed 3:0 by a roll call vote

5. Monthly Marketing Statistics Summary

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

Marketing Consultant Chelsea Modlin presented the monthly marketing statistics report for April and answered questions from the Board. Modlin shared that the image selection can be shared before it goes live for IPW.

PUBLIC COMMENT: None.

**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 Consultant Ottman presented the monthly budget report, passed out the Final Draft Fund Analysis (Exhibit B), and answered questions from the Board. Ottman recommended the emergency marketing contingency plan be discussed at the August meeting.

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 – No updates, quorum was not met. Marketing Consultant Modlin shared that the marketing plan was approved for Visit SLO CAL.
2. Visit SLO CAL Marketing Committee Update – Verdin – Ashlee Akers shared updates from the Visit SLO CAL Marketing Committee meeting and answered questions from the Board. Akers shared there might be an opportunity for a Google Destination large co-op.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Ottman shared IPW updates. Amanda Diefenderfer shared that Ottman will be taking a maternity leave and will temporarily be replaced by Destination Management Coordinator Meisinger and Kylee Corliss as account leads.
4. City Business Update – City Manager's Office – Deputy City Manager Banish shared City Business updates. The City will be hiring for an events coordinator position in the coming months.

C. BOARD MEMBER COMMENTS:

Board Member Sohi requested information on the Pozo concert venue's status. Board Member O'Malley recommended there be a "pet friendly" search option for Visit Atascadero.

E. ADJOURNMENT

Chairperson Alexander adjourned the meeting 12:59 p.m.

MINUTES PREPARED BY:

Hanna Meisinger, Destination Management Coordinator

Exhibit A – California Mid-State Fair Sponsorship Agreement

Exhibit B – Final Draft Fund Analysis

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, January 16, 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 2:30 p.m.

ROLL CALL:

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

Vacant: One vacant seat.

Absent: Board Member Sohi.

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 Dawson to approve the agenda with the modification to move item B-5 to just under item B-2.
Motion passed 3:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – October 17, 2018

- Recommendation: Approve the Draft Action Minutes of October 17, 2018. [Big Red Marketing]

MOTION: By Board Member Dawson and seconded by Board Member O'Malley to approve the consent calendar.
Motion passed 3:0 by a roll call vote.

B. BUSINESS ITEMS

1. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board

- Recommendation: ATBID Board to elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [Big Red Marketing]
- Fiscal Impact: None.

Chairperson Alexander moved to select a Vice Chairperson. Destination Management Consultant Ottman directed that a Board Member needs to nominate a candidate.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to elect Board Member Dawson to serve as Vice Chairperson for the ATBID Advisory Board.
Motion passed 3:0 by a roll call vote.

2. ATBID Board Nomination Meeting

- Recommendation: Approve ATBID Board nomination meeting to occur at the end of the current fiscal year. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman shared that a community member is interested in filling the seat and has requested nomination meeting date be reschedule to a sooner date. Ottman recommended that the date remains at the end of the fiscal year. Deputy City Manager Banish shared that the resolution is specific to have a meeting and send a notice by April 30.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve ATBID Board nomination meeting to occur at the end of the current fiscal year with the addition that staff will consider additional recruiting ideas.
Motion passed 3:0 by a roll call vote.

3. Media Proposal for 2019

- Recommendation: Receive and file 2019 Media Proposal. [Verdin]
- Fiscal Impact: None.

Marketing Consultant Modlin presented the media proposal (Exhibit A) and shared that the recommendation is different than the board packet. Staff answered questions from the Board.

PUBLIC COMMENT: Amanda Diefenderfer

The 2019 Media Proposal was received and filed by the Board.

4. Atascadero Destination Strategy

- Recommendation: Discuss and provide staff direction on an overall destination strategy. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Ottman presented information from the meeting with Visit SLO CAL. Ottman shared the destination strategy pieces with the Board. Deputy City Manager Banish provided additional information and input. Public member Jessica Sohi asked if the strategic plan would be discussed with the council to be sure they are caught up on the direction with ATBID. Public member Akers shared that the efforts of the strategic plan will align with the goals of the community. O'Malley recommended inviting the new Mayor to an ATBID meeting to show the aligning of destination strategic planning and the council's goals.

PUBLIC COMMENT: Jessica Sohi and Ashlee Akers

**The Destination Strategy was discussed and input
was provided by the Board.**

5. IPW DMO Co-op

- Recommendation: Approve IPW DMO Co-op with Visit SLO CAL. [Verdin]
- Fiscal Impact: \$10,000 (GL 2502).

Destination Management Consultant Ottman presented the IPW Co-op opportunity and explained Visit Atascadero's current involvement. Staff recommended not utilizing this opportunity due to the lack of specific information and return on investment information. Public members Ashlee Akers, Amanda Diefenderfer, and Jessica Sohi shared input, information on the current strategy, and concerns for the value of the opportunity. Staff answered general and budget questions for the Board.

PUBLIC COMMENT: Ashlee Akers, Amanda Diefenderfer and Jessica Sohi

**MOTION: By Board Member O'Malley and seconded by Board Member Dawson to decline the participation at the IPW DMO Co-op with Visit SLO CAL.
*Motion passed 3:0 by a roll call vote.***

6. Monthly Marketing Statistics Summary

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

Marketing Consultant Modlin presented the marketing statistics for the 2nd quarter (Exhibit B) and the monthly marketing statistics. Board Member O'Malley temporarily left to answer a phone call at 3:31 p.m., the meeting paused to maintain quorum, Board Member O'Malley returned at 3:33 p.m. and the meeting resumed. Public member Akers shared her experience at CalSAE and the Rack Card (Exhibit C).

Board Member O'Malley left the meeting at 3:42 pm.

Agenda Items B7, C, and D were not discussed due to a lack of quorum.

ADJOURNMENT

Lacking a quorum, Chairperson Alexander adjourned the meeting at 3:42 p.m.

MINUTES PREPARED BY:

Hanna Meisinger, Destination Management Coordinator

Exhibit A – Media Proposal
Exhibit B – 2nd Quarter Stat Summary
Exhibit C – Rack Card
Exhibit D – 2019 Tamale Festival program

APPROVED: February 20, 2019



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

Staff Report

Renew Sponsorship of Central Coast Craft Beer Fest

RECOMMENDATION:

Approve sponsorship of 2020 Central Coast Craft Beer Fest.

DISCUSSION:

At the August 16, 2017, ATBID Board Meeting the Central Coast Brewers Consortium presented a sponsorship request for the 2018 Central Coast Craft Beer Fest. Following the presentation, the Board moved to approve a \$7,500 sponsorship of the 2018 Central Coast Craft Beer Fest. The Board also approved a \$5,000 sponsorship of the 2019 Central Coast Beer Fest.

The Central Coast Brewers Guild submitted the attached sponsorship application for the 2020 Central Coast Craft Beer Fest. The requested sponsorship is the same as the 2019 request for \$5,000.

FISCAL IMPACT (GL 2802):

\$5,000

ATTACHMENTS:

1. 2020 Central Coast Craft Beer Fest Event Support Application Form



ITEM NUMBER: A-3
DATE: 06/19/19
ATTACHMENT: 1

Dear Interested Organization,

The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 12 weeks in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits and any additional documents needed for the event
5. Provide a detailed event budget
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Will event be held during off-season or mid-week?
2. Is event new or existing? If existing, how was previously awarded support utilized?
3. Three-year growth plan
4. Attendee demographics
5. Fiduciary responsibility

Please submit application and all additional documents by email to Angelica Ottman at aott@bigredmktg.com in PDF format. You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.

Thank you,
Angelica Ottman
Destination Management Consultant
Atascadero Tourism Business Improvement District



ITEM NUMBER: A-3
DATE: 06/19/19
ATTACHMENT: 1

Event Support Application Form

Requesting Organization: Central Coast Brewers Guild

Contact: Tony Grimes **Phone Number:** (805) 350-8263

Email: tony@figmtnbrew.com **Mailing Address:** PO Box 1445

City, State, Zip: San Luis Obispo, CA 93406

Name of Event: Central Coast Craft Beer Fest

Event Description: The Central Coast Craft Beer Fest is the culmination of Central
Craft Beer Week. Over 50 craft breweries, cideries and wineries will be on site!
Includes live entertainment, food trucks and vendors.

Event Dates/Times: Saturday, March 28th, 2020 • 12 - 4 p.m.

Event Website: www.centralcoastcraftbeerfest.com

Total Anticipated Attendees: 2,500 **Portion From Outside SLO County:** 20 %

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: This will be our third year hosting this event. In 2018 we had
1,200 guests and last year we had 2,000. We expect our attendance to grow to 2,500
this year! Last year we had 20% of our ticket buyers say they were staying in Atascadero.

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? We will be marketing the event through radio, print and social media. We will once again team up with Atascadero News / Paso Robles Press and utilize their network of newspapers to spread the word. Social media has been our primary way of marketing the event outside of SLO County.

Crowd Control Safety Plan:

We will have 14 professional security guards on site along with a certified EMT. We also have 10 staff members on site that will be assisting with all aspects of the event.

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

Support Requested (desired monetary amount or in-kind marketing support): We are hoping to maintaining the \$5,000 sponsorship that we had in 2019 to continue marketing and growing the event.

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

The Central Coast Brewers Guild members stretch from Monterey through Ventura counties and our #1 focus for the CCCBF is to bring people to Atascadero for the weekend, and not just the day. We have worked with 3 local hotels in 2019 and have already spoken to them about 2020 and are excited to keep those relationships going.

What opportunities do you plan to offer that specifically promote lodging in Atascadero?

On Friday, March 27th we host a Brewers Party that had over 70 guests in 2019. Most of those guests came from outside the area and stayed at least Friday night. We also did social media giveaways

for a VIP Package that included 2 VIP Passes and a 2 night stay in Atascadero. Our website and ticketing platform also push for weekend stays.

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.

*****Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.**

*****You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.**

ITEM NUMBER: A-3
DATE: 06/19/19
ATTACHMENT: 1

IMPORTANT: Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

Should the event not take place as presented and scheduled, event coordinators are required to reimburse the ATBID for sponsorship support.

Applicant Signature Tony Grimes **Date** 6/4/19

In case of questions or the need for clarification, please contact Destination Management Consultant, Angelica Ottman at aott@bigredmktg.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Cider Festival Update Presentation

RECOMMENDATION:

Receive and file event planning progress presentation for the 2019 Cider Festival Event.

DISCUSSION:

On December 15, 2015, the ATBID Board approved a three-year sponsorship of the Central Coast Cider Festival totaling \$35,000. The awarded amount was to be used to generate awareness for the cider category and draw out-of-town visitors to Atascadero resulting in increased overnight stays. Following is how the \$35,000 Fee schedule was broken out by year:

Fiscal Year 2015/16: \$14,500
Fiscal Year 2016/17: \$11,000
Fiscal Year 2017/18: \$9,500

The Board approved an event sponsorship of \$15,000 for the 2019 Central Coast Cider Festival on October 17, 2018.

The following presentation will review progress and planning for the 2019 event.

FISCAL IMPACT (2802):

None.

ATTACHMENTS:

1. 2019 Central Coast Cider Festival Event Planning Presentation



Central Coast Cider Festival 2019 Event Update



two broads
ciderworks

2019 Main Event Details

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
06/19/19
1

Saturday, August 10, 2019

5-8pm at the Atascadero Pavilion on the Lake & Park

Twelve Cider Producers
Six Local Food Vendors
Live Music – Tipsy Gypsies



A portion of the proceeds benefit
Woods Humane Society's North
County Low Cost Spay/Neuter Clinic

2019 Event Enhancements

ITEM NUMBER:
DATE:
ATTACHMENT:

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- Swag bags for every guest with information about Atascadero
- Mercenary Canning demonstration
- Chamber of Commerce Atascadero Information Table
- Woods Humane Society table



Atascadero
CHAMBER OF COMMERCE



2019 Cider Producers – 14 & Counting!

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
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1



FARMHOUSE
WINE & CIDER CO.



SCHILLING
HARD CIDER



2019 Local Food Vendors - 6

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
06/19/19
1



InCider Experience

- ❖ Exclusive VIP Lounge on the lakeside deck of the Pavilion only available to InCider ticketholders
- ❖ Access to a private bar that will feature rotating Central Coast Cider Association producers
- ❖ Each producer will showcase an exclusive cider that is only available in the InCider Lounge
- ❖ Local cheese pairings
- ❖ One-on-one time with Central Coast Cider Association Producers
- ❖ Separate entrance/check-in line



Cider Brunch Seminar

- ❖ Sunday, August 11, 2019 at 11am in the Atascadero City Hall Rotunda
- ❖ Brunch buffet catered by Hurricane Kitchen
- ❖ Panel of four cidermakers from the Central Coast Cider Association
- ❖ Moderated by CIDERCRAFT Magazine's Darlene Hayes
- ❖ Seminar topic: Single Varietal Ciders
- ❖ Industry discount available



2019 Sponsors – 11 & Counting!

ITEM NUMBER:
DATE:
ATTACHMENT:

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- ❖ Visit Atascadero – Presenting Sponsor
- ❖ ETS Labs – Cider Brunch Sponsor
- ❖ Avila Valley Barn – Pint Sponsor
- ❖ CIDERCRAFT Magazine – Pint Sponsor
- ❖ 805 Living – Flight Sponsor
- ❖ Gr8t Flavors Central Coast – Flight Sponsor
- ❖ Baker Wine & Grape Analysis Inc. – Taste Sponsor
- ❖ Mercenary Canning Solutions – Taste Sponsor
- ❖ New Times SLO – Taste Sponsor
- ❖ Taco Works – Taste Sponsor



2019 Ticket Updates

ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
06/19/19
1

- ❖ Early Bird Discount GA Tickets – 100
- ❖ General Admission Tickets – 21
- ❖ InCider Admission Tickets – 16
- ❖ Designated Driver Tickets – 5
- ❖ Sunday Brunch Seminar – 4



**Updated on June 10, 2019*

2019 Local Collaboration

ITEM NUMBER:
DATE:
ATTACHMENT:

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- ❖ CiderFest table at the upcoming Central Coast RESERVE
- ❖ Working with local hotels to set up Room Blocks
 - ❖ The Association will provide welcome baskets with a bottle of cider to those that use the room block code



Thank you for your time!

Feel free to reach out if you have any questions.

JESSICA BOHON

jboh@bigredmktg.com

(805) 706-0553



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Right Angle Inc. Contract Recap Presentation

RECOMMENDATION:

Receive and file recap presentation reviewing the 2018 – 2019 contract.

DISCUSSION:

At the July 18, 2018, ATBID Board Meeting, David Wilson of Right Angle Inc. (Grape Encounters Radio & Grape Encounters Emporium Wine Shop) presented and discussed promotional out-of-market opportunities for the highly-targeted nationally-syndicated radio show, Grape Encounters Radio. In the past, David has worked with the City of Atascadero on a City marketing contract which utilized local advertising on the “Quickbites” radio show on the kRUSH 92.5.

The Board approved a \$12,000 advertisement opportunity with the requirement for monthly website banner ad reports and any additional metrics from Right Angle.

The following presentation will recap the 2018-2019 advertisement opportunity contract with Right Angle.

FISCAL IMPACT (GL 2502):

None.

ATTACHMENTS:

1. Right Angle Inc. Presentation

Atascadero TBID on Grape Encounters National Radio Network



Advertising & Marketing Recap/Review 2019-2020 Proposal and Contract

Presented by David Wilson
Creator and Host
Grape Encounters Radio
5812 Traffic Way
Atascadero, CA 93422

June 3, 2019

Dear Board Members:

It continues to be a tremendous pleasure to provide national support of the TBID's promotional efforts via Grape Encounters Radio. We have been consistently advocating for our community for 5 years now and it is very gratifying each time visitors from places far and wide stop by our brick and mortar location and identify themselves as listeners. We hope you will elect to continue to partner with Grape Encounters Radio as our contract comes up for review and renewal.

We were very pleased to be able to broaden our reach and airtime substantially and would like to share that information herein and also present an updated proposal for an additional year of advertising.

Before examining present and past performance, we would like to take this opportunity to reintroduce Grape Encounters Radio to members of the board and their agency who may not be familiar with the program.

AMERICA'S LARGEST WINE LIFESTYLE BROADCAST PLATFORM

THE BENEFITS OF PARTNERING WITH GRAPE ENCOUNTERS RADIO

Grape Encounters is a 60-minute, weekly terrestrial radio show heard coast to coast; it is also heard online as a popular podcast which is available on all major podcast channels. We have an audience that spans every demographic in America, from the leading international professionals in the industry to everyday wine lovers and even just talk-radio-loving people.

Now in its 10th year with more than 515 shows in our library, Grape Encounters is strongly embraced by those eager to know more, those who already have a good understanding of all things wine and even industry folks who are often delighted by many of the discoveries shared on the show. On Grape Encounters, "pretentiousness" has been replaced by "practicality," and even though the show keeps things down to earth, it never dumbs down the subject.

Because wine adventure travel is an ongoing theme on Grape Encounters, the show also has great appeal to travelers who may not be into wine but are attracted to wine lifestyle.

WHY GRAPE ENCOUNTERS IS A PERFECT FIT FOR ATASCADERO

There could not be a better advertising resource for the ATBID than Grape Encounters Radio. There is no other platform in America with closer ties to the show. That is, of course, because the show originates from Atascadero and identifies closely with the community. Consider the bragging rights that Atascadero has where the show is concerned. One would imagine a nationally syndicated show centered on wine lifestyle to be based in a place like Napa, Sonoma or, locally, Paso Robles. It's an important feather in Atascadero's proverbial cap.

Here are a couple of key considerations:

FIRST, Grape Encounters delivers the most highly-concentrated audience of wine enthusiasts in America and beyond. With a tremendous audience that stretches across the nation, there are great opportunities to reach wine lovers and potential visitors in every corner of the USA. We're always on the lookout for new ways to introduce our listeners to exciting wines, regions, and personalities. While listening habits for music have changed

dramatically over the years, informative and entertaining talk radio is bigger and better than ever.

Grape Encounters is not just the largest wine radio talk show in the US; we're one of the biggest lifestyle programs and podcasts as well. Grape Encounters is in numerous prime and secondary markets around the country including, but not limited to, the stations listed later in this document.

Our show not only reaches key stations in major markets from coast to coast, we're also adding new stations to our roster all the time. Additionally, Grape Encounters also has a tremendous online, podcast, and social media presence.

SECOND, Grape Encounters goes well beyond wine and brings listeners countless stories focused on wine lifestyle. Grape Encounters takes a deep dive into the wine lifestyle. There are countless activities, adventures and events tied to wine and we stay on top of these stories. Additionally, we're constantly on the lookout for stories that are not on the mainstream wine media's radar. These stories make for some highly unique and unusual entertainment and education. To be sure, our listeners are adventurers who are not content to simply stay home enjoying a bottle of Cab.

THIRD, we promote wine from a far more productive perspective. Since we went on the air 10 years ago, Grape Encounters has been bucking the trend of pretentiousness in the wine industry by giving people the practical information they need to be able to enjoy wine to its fullest, without becoming mired down in excessive tasting notes and scores. While these things are certainly important, we focus much of our attention on democratizing wine, removing the mystery and having fun with it. After all, at the end of the day, wine is meant to be enjoyed, not dissected. Hence, our unpretentious approach to wine is what keeps our listeners coming back week after week. Given Atascadero's warm and welcoming atmosphere, our audience is much more likely to come here than some other stodgy destination.

That being said, we'd like to share some comments about Grape Encounters from the General Manager and Co-Owner of KSRO in the Napa/Sonoma wine regions. Bear in mind that KSRO just won the Prestigious Marconi Award for Best Radio Station in their market size. KSRO is #1 in America, located in the best-known wine market, and attributes a large part of their success to Grape Encounters. See Michael's remarks on the next page.

NAPA/SONOMA TALK STATION ATTRIBUTES MUCH OF THE STATION'S SUCCESS TO GRAPE ENCOUNTERS

Hi David...

I wanted you to know that the new ratings book for Sonoma County came out last week and KSRO's Saturday midday day-part was again rated #1 in adults with incomes over \$100k annually...to which we credit Grape Encounter Radio Show in large degree.

As you know, it's not just quantity of audience but also "quality of audience" that makes a difference ... and our qualitative data exceeds our expectation in the time period your show airs.

KSRO's signal on AM with two FM boosters thoroughly covers both Sonoma and Napa Counties and being right in the heart of OUR Wine Country makes Grape Encounters Radio the go-to media spot in this region.

I appreciate the love and dedication you give to your programming and to the wine consumer specifically... we get lots of call from listeners with terrific comments about you and your knowledge base.

So from NorCal wine country for now...cheers...

*Michael O'Shea
President
KSRO AM/FM/FM
Santa Rosa, CA*



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GRAPE ENCOUNTERS RADIO AFFILIATES

KFAR	AM	660 KHZ	FAIRBANKS, AK
KSRM	AM	920 KHZ	ANCHORAGE, AK
WEBJ	AM	1240 KHZ	MOBILE-PENSACOLA, AL-FL
WHEP	AM	1310 KHZ	MOBILE-PENSACOLA, AL-FL
WHEP	FM	92.5 MHZ	MOBILE-PENSACOLA, AL-FL
WNWF	AM	1470 MHZ	MOBILE-PENSACOLA, AL-FL
KBJT	AM	1590 KHZ	LITTLE ROCK-PINE BLUFF, AR
KZNG	AM	1340 KHZ	LITTLE ROCK-PINE BLUFF, AR
KNTR	AM	980 KHZ	PHOENIX (PRESCOTT), AZ
KNTR	FM	94.3 MHZ	PHOENIX (PRESCOTT), AZ
KGED	AM	1680 KHZ	FRESNO-VISALIA, CA
KKAL	FM	92.5 MHZ	SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CA
KKGX	AM	920 KHZ	PALM SPRINGS, CA
KKGX	FM	99.1 MHZ	PALM SPRINGS, CA
KNZR	AM	1560 KHZ	BAKERSFIELD, CA
KNZR	FM	97.7 MHZ	BAKERSFIELD, CA
KSRO	AM	1350 KHZ	SAN FRANCISCO-OAKLAND-SAN JOSE, CA
KSRO	FM	103.5 MHZ	SAN FRANCISCO-OAKLAND-SAN JOSE, CA
KTIE	AM	590 KHZ	LOS ANGELES, CA
KUHL	AM	1440 KHZ	SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CA
KVEC	AM	920 KHZ	SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CA
WFFG	AM	1300 KHZ	MIAMI-FT. LAUDERDALE, FL
WSRQ	AM	1220 KHZ	TAMPA-ST. PETERSBURG (SARASOTA), FL
KWBG	AM	1590 KHZ	DES MOINES-AMES, IA
WKAN	AM	1320 KHZ	CHICAGO, IL
WIMS	AM	1420 KHZ	CHICAGO, IL
KKLE	AM	1550 KHZ	WICHITA-HUTCHINSON PLUS, KS
KRMF	FM	105.7 MHZ	WICHITA-HUTCHINSON PLUS, KS
WVLK	AM	590 KHZ	LEXINGTON, KY
WVLK	FM	101.1 MHZ	LEXINGTON, KY
KEUN	AM	1490 KHZ	LAFAYETTE, LA
WARK	AM	1490 KHZ	WASHINGTON, DC-MD
WARK	FM	98.9 MHZ	WASHINGTON, DC-MD
WATT	AM	1240 KHZ	TRAVERSE CITY-CADILLAC, MI
WBCH	AM	1220 KHZ	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI
WHFB	AM	1060 KHZ	SOUTH BEND-ELKHART, IN
WHTC	AM	1450 KHZ	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI
WMMI	AM	830 KHZ	FLINT-SAGINAW-BAY CITY, MI
KLID	AM	1340 KHZ	PADUCAH-CAPE GIRARDEAU-HARRISBURG, MO-IL
WCAZ	AM	990 KHZ	QUINCY-HANNIBAL-KEOKUK, IL-MO
WJBM	AM	1480 KHZ	ST. LOUIS, MO
KTUI	AM	1560 KHZ	ST. LOUIS, MO
KTUI	FM	94.1 MHZ	ST. LOUIS, MO
KXFN	AM	1380 KHZ	ST. LOUIS, MO
WAMY	AM	1580 KHZ	COLUMBUS-TUPELO-WEST POINT, MS
WWZQ	AM	1240 KHZ	COLUMBUS-TUPELO-WEST POINT, MS
WGNC	AM	1450 KHZ	CHARLOTTE, NC
WEMJ	AM	1490 KHZ	BOSTON (MANCHESTER), MA-NH
WEMJ	FM	107.3 MHZ	BOSTON (MANCHESTER), MA-NH
KXNT	AM	840 KHZ	LAS VEGAS, NV
WECZ	FM	94.1 MHZ	LAS VEGAS, NV
WOKR	AM	1590 KHZ	ROCHESTER, NY
WINT	AM	1330 KHZ	CLEVELAND-AKRON, OH
WINT	FM	92.1 MHZ	CLEVELAND-AKRON, OH
WABJ	AM	1490 KHZ	TOLEDO, OH
KUIK	AM	1360 KHZ	PORTLAND, OR
KACI	AM	1300 KHZ	PORTLAND, OR
WBFD	AM	1310 KHZ	JOHNSTOWN, PA
WECZ	AM	1540 KHZ	JOHNSTOWN-ALTOONA-STATE COLLEGE, PA
WJCW	AM	910 KHZ	TRI CITIES, TN-VA
WTBG	FM	95.3 MHZ	BROWNSVILLE, TN
WBAC	AM	1340 KHZ	CHATTANOOGA, TN
WBLJ	AM	1230 KHZ	CHATTANOOGA, TN
WJZM	AM	1400 KHZ	NASHVILLE, TN
WRKQ	AM	1250 KHZ	KNOXVILLE, TN
KTSA	AM	550 KHZ	SAN ANTONIO, TX
KTSA	FM	107.1 MHZ	SAN ANTONIO, TX
KGTK	AM	920 KHZ	SEATTLE-TACOMA, WA
KITZ	AM	1400 KHZ	SEATTLE-TACOMA, WA
KMAS	AM	1030 KHZ	SEATTLE-TACOMA, WA
KMAS	FM	103.3 MHZ	SEATTLE-TACOMA, WA
WVMT	AM	AND FM	VERMONT-NY



Updated 12/2017

8-MONTH PERFORMANCE ANALYSIS, 2018-2019

TOTAL ATBID AIRTIME WAS MORE THAN DOUBLED

To date, the scope of the campaign and amount of airtime received by ATBID was far greater than what was specified in the original contract. In total, we were able to give the ATBID **more than double the exposure** originally offered in the agreement which was effective October 1, 2018. Here is a summary of the key components of that agreement:

- 1) **2 :30 second spots per show** on Grape Encounters national broadcast network. (\$460 per spot) When available, :60 second spots will be air at no additional charge.
- 2) **1 Sponsor billboard per week:** "This segment of Grape Encounters is brought to you by the Atascadero..." (\$475 per show).
- 3) **Prime position web ad** on the Grape Encounters Website home page (\$500 per month)
- 4) **8 show segments per year fully dedicated to the Atascadero TBID and its members.** Shows would be recorded on site at guest's place of business. These segments could be divided between multiple shows. There are 4 segments per show. Content must have national merit.
- 5) **Support of campaign on all of our social media sites.**
- 6) **Distribution on podcast media sites, including; Apple Podcast (formerly iTunes), TuneIn, Stitcher, GrapeEncounters.com, Blubrry and others.**

HOW WE ACCOMPLISHED A SIGNIFICANT INCREASE IN AIRTIME/VISIBILITY

- 1) **All :30 second spots were upgraded to :60 second spots without exception.** This upgrade alone resulted in the doubling of actual commercial airtime received by the Atascadero TBID. Grape Encounters' rate for :60 second spots is \$190 additional. In total, this upgrade gave the TBID **\$9880 in additional advertising.**
- 2) Whenever possible, we ran **additional sponsorship billboards.** These additional billboards resulted in approximately 30% more billboard exposure. **Net benefit in additional airtime was approximately \$3700.**
- 3) **Grape Encounters was able to sign several new affiliates in the past 6 months,** including: WNWF-AM in Evergreen AL, WBFD-AM in Bedford PA, KACI AM and FM in The Dalles OR, WVMT AM and FM in Vermont-NY market.
- 4) **Significantly enhanced online presence by linking program to more podcast sites.** We continue to find new podcast sites to make Grape Encounters available on..

- 5) **19 show rebroadcasts added to the weekly line-up.** Over the past 6 months, numerous affiliates have elected to repeat Grape Encounters for a second and even third time.
- 6) **Social Media Posting.** We make every effort to be vigilant in posting announcements about happenings in and around Atascadero. We can do more in this area if we are given frequent updates relevant to the TBID campaign.

PERFORMANCE SNAPSHOT

Here is the current campaign at a glance, taking into consideration show repeats, increase in network affiliates and bonus promotions. These are weekly averages over the past 6 months.

• Network Radio Affiliates:	85,4200
• States with Affiliates Airing Show:	30
• National Broadcast:	255,650
• National Rebroadcast:	150,600
• Broadcast Station Streaming:	135,600
• Podcasts, GrapeEncounters.com:	38,700
• Podcasts available on iTunes:	29,300
• Podcasts, RadioAmerica.com:	18,000
• Podcasts online, other:	87,500
• Podcasts, Social Media:	73,500
• Email Blast:	23,600
• Web Ad Page Views	322,817

**Listenership based upon best estimates and extrapolation of data gathered at time proposal was presented.*

CONTENT

Airchecks of commercials, billboards and other content is available for review. Please let us know what format you would like to receive it in.



12-MONTH BROADCAST AND MARKETING AGREEMENT

Atascadero TBID

c/o Verdin Marketing
3580 Sacramento Dr Ste 110
San Luis Obispo, California 93401
805-541-9005

We are pleased to present the following promotional schedule on Grape Encounters Radio and affiliated broadcasts/podcasts. This AGREEMENT is made and entered into by and between the Atascadero TBID and Right Angle, Inc. doing business as "Grape Encounters Radio." (GRAPE ENCOUNTERS)

The Right Angle, Inc. is the parent company of Grape Encounters Radio and its associated broadcasts, including, but not limited to "Uncorked" and "The Wine is Talking". Grape Encounters Radio is a comprehensive broadcast and event-based national entertainment and marketing company based in Atascadero which shall provide services as outlined.

OVERVIEW:

Grape Encounters presents this proposal at a fraction of our published rates with the goal of establishing a long-term, highly beneficial relationship for all concerned. It bears mentioning that we are not just the largest broadcast wine show in America. WE ARE ATASCADERO: A strong advocate of the City of Atascadero and the Central Coast. To that end, we have invested heavily in the rejuvenation of the Atascadero Colony District and have taken tremendous risks to encourage others to invest as we have. To that end, the Grape Encounters Empourium was built to provide a place for our listeners to congregate

and experience what we talk about on the radio. We now host visitors who come from all over the country because of they've learned about our community by way of the show. We point this because we think it is important to note that we have a vested interest in the success of this campaign far beyond simply generating advertising revenue. Our intent is to make available to the Atascadero TBID everything we offer, at a fraction of our regular published rates.

TIME OF PERFORMANCE:

Unless otherwise amended by mutual agreement, the term of the Agreement shall be October 1, 2019 through September 30, 2020.

SCOPE OF WORK:

The Scope of Work shall include, but not be limited to, the following items

- *2 :30 second spots per show on Grape Encounters national broadcast network. (\$460 per spot) When available, :60 second spots will be substituted at no additional charge.*
- *1 Sponsor billboard per week; "This segment of Grape Encounters is brought to you by the Atascadero..." (\$475 per show). Billboards vary in length but usually run :40 seconds or more.*
- *Prime position web ad on the Grape Encounters Website home page (\$500 per month)*
- *8 show segments per year fully dedicated to the Atascadero TBID and its members. Shows would be recorded on site at each guest's place of business. These segments could be divided between multiple shows. There are 4 segments per show. This is a minimum commitment and we are certainly open to doing additional segments as long as the content is newsworthy*
- *Support of campaign on all of our social media sites.*
- *Distribution on podcast media sites, including; Apple Podcast (formerly iTunes), TuneIn, Stitcher, GrapeEncounters.com, Blubrry and others.*
- *Appearance at select events as required for hosting, emceeing, judging and more.*

COMPENSATION AND METHOD OF PAYMENT:

Services will be conducted on a fixed fee, not to exceed the contractual amount of **\$12,000**. All reimbursables are included in the contract amount of **\$12,000** for the campaign period specified above. Client shall pay **\$3000** at start of contract and then monthly installments in the amount of **\$818.18**. Payments shall be made by the 10th of each month for the corresponding month.

Any additional services authorized by the Atascadero TBID, not included in the scope of services as defined by this contract, must be approved in the form of an Atascadero TBID ***Change Order prior to performing*** additional work. All additional work authorized by the Atascadero TBID change order will be compensated at the same unit cost for the defined services as agreed to in the attached contract.

First payment will be upon approval of this contract by both parties prior to the start of the campaign.

Payments in excess of the contract amount will not be made unless written authorization is executed prior to the date of the additional requested work. Any charges incurred outside of these contract terms will not be authorized for payment. All payments shall be made to: **Grape Encounters**.

Grape Encounters

By:_____ Date:_____
David Wilson, President

Atascadero TBID

By:_____ Date:_____
Chairman or Assignee



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Colony Days Events Support Application

RECOMMENDATION:

Provide staff direction on potential event sponsorship of 2019 Atascadero Colony Days Events.

DISCUSSION:

The Atascadero Colony Days is the annual celebration of the founding of Atascadero. This event features a historic re-creation of Tent City, an evening concert, and a parade. The event takes place on Friday, October 4 and Saturday, October 5. There is an additional 4th of July Bluegrass Festival on July 4. Of the 5,000 anticipated attendees, about 250 are expected from outside of SLO County.

The Atascadero Colony Days Committee has requested financial support of \$10,000.

FISCAL IMPACT (GL 2802):

\$10,000

ATTACHMENTS:

1. 2019 Atascadero Colony Days Events Support Application Form



Dear Interested Organization,

The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 12 weeks in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits and any additional documents needed for the event
5. Provide a detailed event budget
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Will event be held during off-season or mid-week?
2. Is event new or existing? If existing, how was previously awarded support utilized?
3. Three-year growth plan
4. Attendee demographics
5. Fiduciary responsibility

Please submit application and all additional documents by email to Angelica Ottman at aott@bigredmktg.com in PDF format. You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30 p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.

Thank you,
Angelica Ottman
Destination Management Consultant
Atascadero Tourism Business Improvement District



ITEM NUMBER:

B-3

DATE:

06/19/19

ATTACHMENT:

1

Event Support Application Form

Requesting Organization: _____

Contact: _____ Phone Number: _____

Email: _____ Mailing Address: _____

City, State, Zip: _____

Name of Event: _____

Event Description: _____

Event Dates/Times: _____

Event Website: _____

Total Anticipated Attendees: _____ Portion From Outside SLO County: _____%

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: _____

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? _____

Crowd Control Safety Plan:

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

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

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

What opportunities do you plan to offer that specifically promote lodging in Atascadero?

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.

*****Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.**

*****You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.**

IMPORTANT: Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

Applicant Signature _____ **Date** _____

In case of questions or the need for clarification, please contact Destination Management Consultant, Angelica Ottman at aott@bigredmktg.com.



ITEM NUMBER:
DATE:

B-4
06/19/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit SLO CAL Google DMO Partnership Program

RECOMMENDATION:

Approve participation at the Level 2 Package for \$9,500.

DISCUSSION:

The Google DMO Partnership Program through Miles Partnership allows Visit SLO CAL destination partners to benefit from customized support services and improve the quality and visibility of destination-related content with Google's search and travel planning products.

The Level 2 Package at \$9,500 offers destinations all the services in Level 1, plus dedicated training, submission of up to 75 owned images, Local Guides registration, and more.

Staff recommends participating in the partnership with Visit SLO CAL at the Level 2 package for \$9,500.

FISCAL IMPACT (GL 2502):

\$9,500

ATTACHMENTS:

1. Google DMO Partnership Program Informational Sheet

Visit SLO CAL Partner Opportunity GOOGLE DMO PARTNERSHIP PROGRAM

Support Services Provided by Miles Partnership

ITEM NUMBER:
DATE:
ATTACHMENT:

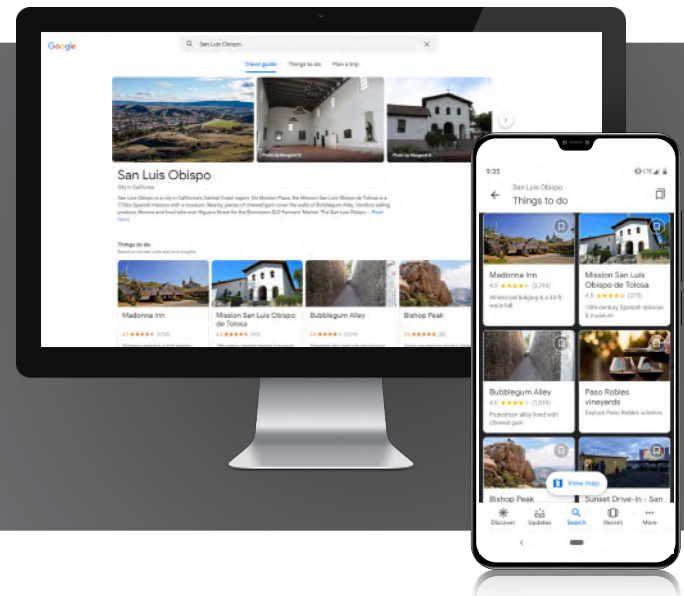
B-4
06/19/19
1



Through this new program with Miles Partnership, Visit SLO CAL's destination partners can now benefit from customized support services surrounding the Google DMO Partnership Program to improve the quality and visibility of destination-related content within Google's search and travel planning products.

FEATURED BENEFITS

-  **Extend Content Impact Beyond Owned Channels**
-  **Detailed Analysis of Destination Footprint**
-  **Optimize Content to Improve Perception**
-  **Educate & Empower Your Industry**
-  **Drive Measurable Results**



DESTINATION PARTNER PACKAGES:

Level 1 Package: \$3,750

- 20 Images uploaded to Google guaranteed to be from the market*
- Receive a spreadsheet of the Google My Business listings audit results for businesses in your community. Audit is based on Visit SLO CAL's list of businesses
- Receive PDF of how-to guide for Google My Business for local businesses that will be co-branded with Visit SLO CAL
- One half day of Visit SLO CAL's content shoot will be done in your market (up to six locations)*

*Images belong to and credited to Visit SLO CAL when submitted to Google

Level 2 Package: \$9,500

- All items in Level 1 plus:
- Provide list of businesses to be added to the Google My Business audit (to be deduped from the Visit SLO CAL list) and receive a copy of the results
- Missing data submission based on the results of the Google My Business audit
- Google DMO Partnership Program & Local Guides registration
- Dedicated Audit Opportunity Summary specific to the market
- Submission of up to 75 owned images*
- Dedicated training: Instruction on tools & resources, includes Pixel phone
- Custom wrap up report and follow up call

*Images will be owned credited to your DMO via your Local Guide account

Level 3 Package: \$12,500

- All items in Level 1 and 2 plus:
- Guaranteed location for a Google My Business industry workshop
- Additional half day (one full day) of dedicated content shooting during the time frame of the Visit SLO CAL's shoot (up to 12 locations)
- Still photos, 360 photospheres and 360 virtual tours (up to 10 photospheres)*
- All assets post processed, owned by, uploaded and to be credited to the individual DMO via the individual DMO's Local Guide account

*Images belong to and credited to your DMO when submitted to Google

To participate, please contact: Vanessa Robbins , Digital Marketing Coordinator | ✉ Vanessa@SLOCAL.com | ☎ 805.541.8000



ITEM NUMBER:
DATE:

B-5
06/19/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

The budget for the month was reduced 70% from April, and results matched the budget. Overall the combined results continue to be very strong compared to tourism industry standards.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. May Statistics Summary

MAY STAT SUMMARY

ATASCADERO TBID

June 4, 2019

ITEM NUMBER:
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WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:
16,556 vs. 11,635 (+42%)
New Visitors:
7,758 vs. 5,228 (+48%)
Total Sessions:
9,882 vs. 6,128 (+61%)
Mobile Views: 5,636 (+38%)
Desktop Views: 2,210 (+97%)
PPV (Page Per Visit):
1.68 (-11%)
TOS (Time on Site):
0:49 (-20%)

GEOGRAPHIC REFERRALS

Los Angeles: 1,309 (-5%)
San Francisco: 592 (-11%)
Atascadero: 807
Chicago: 529 (+2545%)
Paso Robles: 400 (+71%)
San Luis Obispo 226 (+52%)
San Diego: 149 (+148%)
Riverside: 121 (+227%)
Fresno: 87 (+690%)
Bakersfield: 103 (+114%)
Sacramento: 86 (+25%)

ACQUISITION

Direct: 3,105 (+348%)
Social: 1,976 (-29%)
Organic: 2,836 (+61%)
Referral: 599 (+157%)

PAGE VIEWS

Things to Do/ Zoo: 1,623
(+1,102%)
Things to Do/Parks:
695 (+27%)
Home: 2,904: (+157%)
Events: 1,208: (+27%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,394
Impressions: 464,966
Organic: 72,054
Paid: 133,999
Reach: 110,600
Engagements: 4,504
Top Post: Hiking Dog
Reach: 987
Main audience: Women over 35

INSTAGRAM AND TWITTER

Instagram Followers: 1,774
New Followers: 62
Likes received: 879
Comments received: 16
Main audience: Women over 35
Twitter Followers: 248
Reach: 7,597
Engagements: 18
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The two personas (Outdoor Adventurers and Family Fun) were targeted in May. Each persona served three different videos. These ads ran on Facebook, Instagram and programmatically. The budget for the month was 70% reduced from April, and results matched the budget. Overall the combined results continue to be very strong compared to other tourism campaigns.

FACEBOOK / INSTAGRAM

Outdoor Adventurer Videos:

Total Impressions: 61,547 Total Clicks: 1,325 Landing Page Views: 810

CTR: 1.59% Video Views at 100%: 2,754

Family Fun Videos:

Total Impressions: 66,720 Total Clicks: 1,924 Landing Page Views: 1,033

CTR: 1.74% Video Views at 100%: 3,416

Facebook totals including posts:

Total Impressions: 143,008 Total Clicks: 3,414 Landing Page Views: 1,893

CTR: 1.55% Video Views to 100%: 6,170

PROGRAMMATIC ADVERTISING

Outdoor Adventurer Videos:

Total Impressions: 35,439 Clicks: 775 CTR: 2.2% Video Views to 100%: 20,626

Family Fun Campaign:

Total Impressions: 34,559 Clicks: 542 CTR: 1.57% Video Views to 100%: 22,428

New users added in May for retargeting possibilities: 3,483

Programmatic totals for May:

Impressions: 69,998 Average CTR: 1.88% Clicks: 1,317 Views to 100%: 40,130

TOTALS FOR MAY 2019

Impressions: 213,006 Clicks: 4,731 CTR: 1.21% Views to 100%: 46,300

E-NEWSLETTER ANALYTICS

The February e-newsletter went out on Wednesday, May 8th. A slightly altered version was sent to un-opens on Tuesday, May 14th. May's e-newsletter was "Kick-Off to Summer" themed featuring bike month activities, Mother's Day and Memorial Day booking push, a Central Coast Reserve promotion. It finished with a CTA to plan their stay in Atascadero.

Totals for Campaign:

- 17% Open Rate
- 1.2% Click Through Rate

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



***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 April 30, 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

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Figure not final until fiscal year is closed by City Finance. Current figure is estimated based on anticipated remaining fiscal year activity.

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 04/30/19	BUDGETED 2018-2019
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 261,250	\$ 196,750	\$ 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>196,750</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	168,766	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	106,155	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	1,967	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>277,314</u>	<u>379,660</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(114,550)	(80,564)	(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>\$ 238,115</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

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	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	\$ 236,099.64		