



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

SPECIAL MEETING

Wednesday, September 18, 2019 at 2:00 P.M. (note time change)

**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 Jack Mahar, Motel 6
Board Member Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites

APPROVAL OF AGENDA:

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

A. CONSENT CALENDAR

1. **ATBID Draft Action Minutes – August 21, 2019**
 - Recommendation: Approve the Draft Action Minutes of August 21, 2019. [Big Red Marketing]

B. BUSINESS ITEMS

1. **TMD Renewal Hearing Presentation**
 - Recommendation: Review and discuss the TMD renewal hearing. [Visit SLOCAL]
 - Fiscal Impact: None.
2. **The Garagiste Festival Event Sponsorship Presentation**
 - Recommendation: Receive and file event sponsorship application for the 2019 Garagiste Festival. [The Garagiste Festival]
 - Fiscal Impact: None.
3. **Right Angle Inc. Advertisement Opportunity**
 - Recommendation: Decline the \$12,000 advertisement opportunity as presented with Right Angle Inc. [Verdin]
 - Fiscal Impact (GL 2502): None.

4. Draft 2019/2020 Visit Atascadero Budget

- Recommendation: Approve 2019/2020 expenditure budget for Visit Atascadero. [Big Red Marketing]
- Fiscal Impact: None.

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. Short-Term Rental Update – City Manager's Office
5. 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, August 21, 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: Chairperson Alexander, Board Member Sohi, Board Member O'Malley,
Board Member Mahar.

Vacant: None.

Absent: Vice Chairperson Dawson.

Staff Present: Destination Management Consultant Hanna Meisinger, Destination
Management Coordinator Kylee Corliss, Destination Management
Consultant Amanda Diefenderfer, Marketing Consultant Ashlee Akers,
Marketing Consultant Megan Albee, and Deputy City
Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

**MOTION: By Chairperson Alexander 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 – 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 Beer Fest

- Recommendation: Approve sponsorship of 2020 Central Coast Craft Beer Fest. [Central Coast Brewers Guild]
- Fiscal Impact (GL 2802): \$5,000

4. **September 18, 2019 Board Meeting Update**

- Recommendation: Approve the revised September 18, 2019 Board Meeting time of 2:00 p.m. [Big Red Marketing]

MOTION: By Board Member Sohi and seconded by Board Member O'Malley to approve the consent calendar for all items except A-2 due to it being incorrectly included.
Motion passed 4:0 by a roll call vote.

B. BUSINESS ITEMS

1. **Cider Festival Recap Presentation**

- Recommendation: Receive and file event recap presentation for the 2019 Central Coast Cider Festival event. [Central Coast Cider Association]
- Fiscal Impact (GL 2802): None.

Jessica Bohon, representing the Central Coast Cider Association, presented the event recap and answered questions from the Board.

At 2:44 p.m., Vice Chairperson Dawson arrived to the Board Meeting.

PUBLIC COMMENT: None.

**The Central Coast Cider Fest recap presentation
was received and filed.**

2. **Right Angle Inc. Contract Recap Presentation**

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

David Wilson with Grape Encounters (Right Angle Inc.) presented his recap and proposal which included an audio sample of the show. Wilson answered questions from the Board and Verdin Marketing. Verdin Marketing will follow up with Wilson to gather more specific information and statistics.

PUBLIC COMMENT: None.

**The Right Angle Inc. recap presentation
was received and filed.**

3. Atascadero Colony Days Events Support Application

- Recommendation: Provide staff direction on event sponsorship of 2019 Atascadero Colony Days Events. [Atascadero Colony Days Committee]
- Fiscal Impact (GL 2502): \$10,000

Nick Matson, Board president for Atascadero Colony Days, presented sponsorship opportunities to the Board for the upcoming Colony Days event and distributed an informational sheet about Colony Days (Exhibit A). Matson answered questions from the Board. The Board encouraged Matson to provide additional statistics on visitors and overnight stays to the region, as well as a marketing plan to attract out-of-county guests. The Board agreed to provide in-kind marketing support.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to provide in-kind support to the Atascadero Colony Days Event and request staff collect additional information regarding out-of-county guests for potential discussion of future opportunities.

Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT: None.

4. Tent City Marathon Recap Presentation

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

An event recap was presented by Victoria Hartt, organizer of the Tent City Marathon. Victoria discussed the event and concluded that she will not be holding the event in the future and answered questions from the Board.

PUBLIC COMMENT: None.

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

5. Marketing Strategic Planning Discussion

- Recommendation: Discuss and provide staff direction on 2019/2020 Marketing efforts. [Verdin]
- Fiscal Impact: None.

Ashlee Akers of Verdin Marketing provided the Board an update on upcoming marketing efforts. Akers also presented a new campaign called Burgers and Brews, which will launch at the end of 2019. Akers answered some key questions from the Board that Verdin will dive into as they look at their direction in 2020.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Dawson to approve the 2019/2020 marketing strategic plan.

Motion passed 5:0 by a roll call vote**6. Draft 2019/2020 Visit Atascadero Budget**

- Recommendation: Approve 2019/2020 expenditure budget for Visit Atascadero. [Big Red Marketing]
- Fiscal Impact: None.

Agenda item B-6 was tabled until the September 18, 2019, Board Meeting.

At 4:05 p.m., Board Member Sohi excused himself from the Board Meeting.

7. Destination Management and Marketing Agency RFPs

- Recommendation: Approve Destination Management and Marketing Agency RFP timeline. [Big Red Marketing]
- Fiscal Impact: None.

Amanda Diefenderfer presented a timeline for the upcoming Destination Management and Marketing Agency RFPs and answered questions from the Board. Chairperson Alexander appointed an Ad Hoc committee to review the RFPs received. Board Member O'Malley and Board Member Sohi were nominated to be on the committee.

At 4:05 p.m., Board Member Sohi excused himself from the Board Meeting.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve the Destination Management and Marketing Agency RFP timeline.

Motion passed 4:0 by a roll call vote**8. Monthly Marketing Statistics Summary**

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

Agenda item B-8 was tabled until the September 18, 2019 Board Meeting.

9. Monthly Budget Report

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

Agenda item B-9 was tabled until the September 18, 2019 Board Meeting.

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – This update was tabled.
2. Visit SLO CAL Marketing Committee Update – Verdin – This update was tabled.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Hanna Meisinger shared updates from the Big Red Marketing team.

4. City Business Update – City Manager’s Office – Deputy City Manager Terrie Banish, discussed a Mid-State Fair recap – buses and marketing efforts were very successful. Banish also discussed the success of Cruise Night and Dancing in the Streets.

C. BOARD MEMBER COMMENTS:

Chairperson Alexander encouraged Board Members to put the meetings on the calendar and stressed the importance of attending the meetings to keep the momentum going.

Board Member O’Malley asked for meeting feedback from Board Member Mahar.

E. ADJOURNMENT

Chairperson Alexander adjourned the meeting 4:47 p.m.

MINUTES PREPARED BY:

Kylee Corliss, Destination Management Coordinator

Exhibit A – Colony Days Information Sheet

APPROVED:



ITEM NUMBER:
DATE:

B-1
09/18/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

TMD Renewal Hearing

RECOMMENDATION:

Review and discuss the TMD Renewal hearing.

DISCUSSION:

Visit SLO CAL and the countywide lodging community are seeking the renewal of the SLOCTMD for a term of 10 years with a 1.5% assessment on all short-term lodging types in SLO CAL.

Visit SLO CAL is seeking an affirmative vote of the Advisory Board for the Atascadero Business Improvement District, recommending to the City Council to adopt a resolution consenting to the renewal of the San Luis Obispo County Tourism Marketing District.

Without the renewal of the district, Visit SLO CAL and the SLOCTMD will no longer exist, significantly affecting the opportunities the communities within San Luis Obispo County have to compete with our competitive destinations, such as Napa, Sonoma, Monterey and Santa Barbara.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



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

Staff Report

The Garagiste Festival Event Sponsorship

RECOMMENDATION:

Receive and file event sponsorship application for the 2019 Garagiste Festival.

DISCUSSION:

The Garagiste Festival was founded eight years ago. Now voted the #1 Wine Festival in America by USA Today, the event has become a huge success in showcasing the micro-wineries of the Central Coast and California.

As the event grows, they rely heavily on sponsors for in-kind and financial sponsorship to provide affordable tickets and encourage overnight stays.

As they look towards this year's event, they are requesting \$10,000 in financial sponsorship from Visit Atascadero.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. The Garagiste Festival Information
2. The Garagiste Festival Sponsorship Application



“The #1 Best Wine Festival in the Country”

- USA Today Reader's Poll

Our unique, year-round focus on Paso Robles Wine Country pays major dividends in national attention. Your support makes it possible.

Let's recap. Eight years ago when we began, the word “garagiste” was largely unknown, even within the wine industry. But due to our PR efforts, the word is now in common usage in the trade and consumer press and Paso Robles Wine Country is now widely recognized to be the home of this movement of cutting-edge micro-wineries. This gives the area a unique selling proposition, setting it apart from wine regions anywhere in the world. And the Garagiste Festival is the center of that movement and it creates increased tourism for the area not just for our popular sold-out events, but all year round as awareness of the Garagiste movement spreads in the consumer wine world.

Why We Need Your Support - Simply put, we could not exist without the support of our sponsors. We deliberately keep our ticket prices affordable for the average wine consumer - allowing more of our attendees to travel and to afford a hotel room. The same is true of the winery table fees – our wineries are the little guys and girls, many of which are mom and pop shops with extremely limited resources (kinda like us!). We have no \$1000-level tickets, nor the support of a large trade organization to absorb the costs of operating the event. Your support is crucial.

Why We Need Your Support, Part 2 - Our story is unique – no other event or organization focuses on the micro-winery movement, which is an emerging story nationally. Your support is necessary for us to continue to employ a professional PR firm to spread the word through editorial coverage (as opposed to advertising). Obviously, editorial coverage is worth many times the value of paid advertising. The national recognition in USA Today is a direct result of our efforts. And not only that, our publicist deeply discounts their normal fees for the Garagiste Festival, bringing even more value to your contribution.

Our unique, press-based marketing approach attracts wine tourists nationally and internationally. Remember:

74% of our attendees come from outside of SLO County.
Attendees from 30 States, plus the UK, Canada and Mexico

Paso Wine Country Awareness – Our Los Angeles event in June was another sold-out smash hit. Many, many of our attendees are learning about the Central Coast for the first time. The Garagiste Festival is essentially a traveling road show for the area all year long.

It never ceases to amaze us how many wine aficionados (not novices – we mean people-who-have-wine-lockers-at-Morton's type of folks) who still have no idea where Paso is and how good the wine is. There is a HUGE wine audience in So Cal that still thinks “wine country” means



only “Napa.” We are helping to change that, not only to the festival attendees, but to all who read about us in the LA Times, Fox TV, the LA Daily News, and LA Weekly as well as word-of-mouth. We are making a difference.

We Never Stop - We are always active, always promoting, always reaching new wine tourists. The Garagiste Festival is much more than just one event on one weekend every year.

Sponsor support has enabled us to conduct our extensive promotion, fueled our growth, and has paid off in all of the ways outlined above. And yet, we are just beginning. The Garagiste movement is exploding and we are only just scratching the surface of potential wine tourists for Paso Robles Wine Country.

We would love to answer any questions you may have and we hope you will choose to support our work.

Thanks for your consideration!

Doug Minnick and Stewart McLennan
Co-Founders, The Garagiste Festivals
818-929-3684

dkminnick@mac.com
<http://californiagaragistes.com>
Facebook: The Garagiste Festival
Twitter: @GaragisteFest

The Garagiste Festival Wins #1 Best Wine Festival in America -

<https://www.wineindustryadvisor.com/2018/09/04/garagiste-festival-wins-best-wine-festival>

Los Angeles Magazine - California's Renegade Winemakers are Pouring Weird, Wonderful Wines -

<http://www.lamag.com/digestblog/garagiste-festival-wine/>

Wine Enthusiast Magazine - Meet the Garagiste Winemakers of Paso Robles -

<http://www.winemag.com/2017/08/02/meet-the-garagiste-winemakers-of-paso-robles/>

USA Today 10Best Announcement - <https://www.10best.com/awards/travel/best-wine-festival/>



PRODUCED BY GARAGISTE EVENTS, INC. A 501C3 NON-PROFIT ORGANIZATION

WWW.GARAGISTEFESTIVAL.COM 5225 SANTA RITA RD. TEMPLETON, CA 93465 818-929-3684

Event Support Application Form

Requesting Organization: GARAGISTE Events, Inc.
Contact: Doug Minnick Phone Number: 818-929-3684
Email: OKMINNICK@MAC.COM Mailing Address: 5225 Santa Rita Rd
City, State, Zip: Templeton, CA 93465

Name of Event: The 9th Annual Garagiste Festival

Event Description: Voted #1 Wine Festival in
America by USA Today. Features the
rapidly growing "Garagiste" micro-wineries of
the Central Coast & California

Event Dates/Times: Nov 7 - 10th, 2019

Event Website: GARAGISTEFESTIVAL.COM

Total Anticipated Attendees: 1000 Portion From Outside SLO County: 74 %

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

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

How will the event be advertised? What resources will be used to advertise? What

geographic locations will be targeted? Extensive press
coverage, plus targeted social media
advertising throughout CA + extending
Nationwide. See attached notes

Crowd Control Safety Plan:

We limit ticket sales to ensure a
comfortable, not over-crowded, event.
Never a single problem in nine years.

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): _____

\$10,000

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

See attached

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

Atascadero?

We will do specific marketing + promo
for A-Town hotels to our members

Additional Details:

Rules and Regulations for Event Coordinators

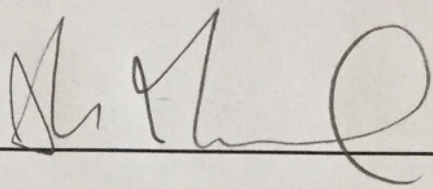
- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit 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.

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

Applicant Signature  Date 7-24-19

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

Right Angle Inc. Advertisement Opportunity

RECOMMENDATION:

Decline the \$12,000 advertisement opportunity as presented with Right Angle Inc.

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, Wilson 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.

At the 2018 August Board Meeting, the Board approved a \$12,000 advertisement opportunity with the requirement for monthly website banner ad reports and additional metrics from Right Angle Inc.

Following the completion of the first annual advertising contract, Grape Encounters provided information to assist in understanding the impact of the program towards Visit Atascadero goals. Additionally, Verdin Marketing utilized internal reporting resources to expand upon the information provided. For the duration of the contract, 13 website visits were driven from the links on GrapeEncounters.com to VisitAtascadero.com. As reported, Grape Encounters broadcast does reach a wide number of listeners; however, currently of their 63 total affiliates only six fall within drive markets identified as target markets for the Visit Atascadero outreach efforts. While we appreciate the unique Atascadero flare of this programming and its location within the destination, the cost of investment in the presented program and the results mentioned above do not align with the goals or other current promotion efforts of the Visit Atascadero brand.

FISCAL IMPACT (GL 2502):

None.

ATTACHMENTS:

1. Right Angle Inc. Responses to Questions

Atascadero TBID on Grape Encounters National Radio Network



Responses to Questions Submitted by Verdin Advertising

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

August 4, 2019

Dear Board Members/Verdin Advertising

We have reviewed the questions submitted to us regarding our performance of services this past year on behalf of the Atascadero TBID. We will respond to each point in the way questions and comments were submitted. Also, there were 7 elements of the contract that were pointed out in the email sent by Ashlee last Monday and I'd like to begin by briefly commenting on each of those items first.

Comments appear in the next page.

These are the commitments we made in taking on this assignment:

- **Two :30 spots per show on Grape Encounters**
In an effort to provide maximum value, all :30 second spots were upgraded to :60 second spots. Additional, a large number of show airings re-aired during the same week as the original airing.
- **1 sponsor billboard per week**
In most cases, 2 or more sponsor billboards actually aired along with many additional messages about Atascadero being incorporated into shows.
- **Prime position digital ad on Grape Encounters website**
A digital ad linking back to VisitAtascadero.com has always been present in our #1 prime position on the Grape Encounters website.
- **8 show segments dedicated to Atascadero TBID**
Only 4 segments have run so far. Earlier this year I asked for assistance in coming up with guests that would be beneficial to the goals of the TBID. No response was received from the agency.
- **Support on social media**
We post religiously about what is happening in Atascadero, giving readers plenty of reasons to come visit. While there was no specific commitment made regarding the scope of this added-value, we believe we over-performed in this regard. Verdin has already confirmed that we have posted aggressively.
- **Distribution on podcast media sites**
Going far beyond the distribution of the podcast version of Grape Encounters available at Grape Encounters' website, the show is available worldwide on numerous top-performing podcast resources sites including iTunes, Stitcher, TuneIn, Blubrry and many more.
- **Appearance at select events for hosting, emceeing, judging, etc.**
In the past, while under contract with the city for 5 years, I was often asked to serve in a variety of roles like those listed. At no point during this contract was I ever asked or invited to do so but, rest assured, I would never turn down the opportunity to serve. The only way I would know how I might be helpful in this capacity is to be told what might be needed from me.

Answers to submitted questions

We'd like to submit the follow responses to the questions asked in Ashlee's email from last week. Please note that some of these items have already been addressed above as well as in our previously submitted Performance Summary.

- 1. Send the two approved :30 spots that ran during the show. Please confirm we had 104 spots that ran (2 per show, one show per week)**

In actuality there were approximately 8 different spots that were produced and ran during the contract period so far. There was no guideline established for approvals and had I been instructed to submit before airing, I would have been very happy to do so. To be candid, it was never clear who my point person was at Verdin however, on multiple occasions I requested bullet points, talking points and also to be included on the press release distribution list. These requests were made in writing and the only response I received was to check the Visit Atascadero website if I need information about what was being promoted.

As for the question regarding number of spots, as pointed out earlier, all spots were doubled in length and shows repeated in many markets. Hence, the total airtime received by the ATBID was nearly 3x what we committed to. We also added several additional radio stations that further inflated exposure quite significantly.

- 2. Send the approved sponsor billboard (we had two calls with you regarding messaging and never received what ran until last week's meeting)**

Our answer to this question is the same as noted above. There was never any request to review billboards. Moreover, many of them are spontaneous live reads and it would not be practical to do so. Earlier this year, I offered, in writing, to send any commercials and billboards to your agency. I simply asked what you would like and in what format. The request received no response.

- 3. Google Analytics for the digital ad showing how many visitors your website received as well as how many clicks our ad received for the year. We would also need the creative that ran.**

We do not use Google Analytics. We receive performance data from the host of our Virtual Private Server. We have no way to track how many eyes view an ad, only the number of unique visitors who view the page where the ad is placed. We have twice

provided this data and it is copied once again on this document. You would have a better idea of who clicked over from GrapeEncounters.com to VisitAtascadero.com.

As regards creative, the ad has been in plain view since we started this campaign and is similar but not the same as what we have run in the past. Since this space is allotted to the advertiser, it is expected that their agency would submit creative and request changes as needed. That's standard in the advertising industry. The ads were designed at no charge by Annie Wilson who produces a great deal of graphic work as a contractor for the city and I'm confident in her work product. Please note that producing the ads were a courtesy since none were ever sent to us.

- 4. A list of the 8 show segments and who spoke on behalf of Atascadero TBID. Please provide dates of show and links to all 8 so we can review.**

Two show segments were done with Ruby Cellars and two with Central Coast Distillery. However, even though Grape Encounters is a national broadcast, a disproportionate share of attention is given to the Central Coast and its wine industry. Once again, however, I did request assistance with show material in writing without receiving a response. In my June recap, I noted this as an issue I'd like to address.

- 5. I reviewed the Grape Encounters Facebook page and although Atascadero was mentioned quite often, Visit Atascadero was only linked twice in the last year. Please provide all social mentions that supported the Atascadero campaign.**

This question was addressed earlier. I believe it is unreasonable to ask us to count up each instance where postings were done for the benefit of the TBID. We post on several platforms regularly in support of this community and it would take many hours to aggregate this information. There was never any threshold of performance relative to this task and you have already agreed that we posted often.

- 6. For the distribution on podcast media, we do not understand what Atascadero is getting for this item. Please clarify.**

All shows are available online in podcast form on various leading podcast resource sites. These podcasts contain the exact content and all commercials that air in the broadcast version.

- 7. A list of any events you attended on behalf of Visit Atascadero**

I was never invited to attend any events on the TBID's behalf.

This contains some of the information you have asked for regarding visits/impressions.

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.

ITEM NUMBER: B-3
DATE: 09/18/19
ATTACHMENT: 1

I hope this fully answers your questions. If you have anything else you need from me, please don't hesitate to ask. Audio will be sent to you in a zip file.

Kindly Yours,

David Wilson



ITEM NUMBER:
DATE:

B-4
09/18/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Draft 2019/2020 Visit Atascadero Budget

RECOMMENDATION:

Approve 2019/2020 expenditure budget for Visit Atascadero.

DISCUSSION:

The draft 2019/2020 budget shows changes and updates in anticipated expenditures for the 2019/2020 fiscal year, and incorporates the amounts approved by City Council. The proposed budget shows the comparison from the 2018/2019 budget for category-by-category reference.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Draft 2019/2020 Visit Atascadero Budget

GL #	ATBID 2019/20 Proposed BUDGETED P&L			Notes
REVENUE PROJECTIONS				
1100	2% BID Revenue July 2019 - June 2020		\$284,000.00	Awaiting figures from City finance department. Current figures are based on previous year
1200	Estimated Fund Balance from 2018/2019		\$270,780.00	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		\$5,500.00	
	Total		\$ 560,280.00	
	Budget	2018/2019 Budget Reference	2019/2020 Proposed Budget	% of Total Budget
2100	Admin	\$42,110.00	\$38,085.00	6.71%
2101	City Admin Fees	\$2,610.00	\$2,610.00	
2102	Office Expense	\$5,000.00	\$2,500.00	
2103	Operating Supplies and misc. expenses	\$2,000.00	\$1,000.00	
2104	Lodging Ordinance Enforcement	\$5,000.00	\$4,000.00	
2105	Big Red Marketing	\$9,000.00	\$9,375.00	
2106	Verdin	\$18,500.00	\$18,600.00	
2200	ATBID Management	\$22,250.00	\$20,812.00	3.67%
2201	Board Management & Coordination	\$10,250.00	\$8,625.00	
2202	Financial Management	\$8,000.00	\$8,512.00	
2203	Strategy	\$4,000.00	\$3,675.00	
2300	Visual Assets and Branding	\$56,000.00	\$49,800.00	8.77%
2301	Photography & Video	\$4,000.00	\$1,800.00	
2302	Creative Services - Verdin Scope	\$30,000.00	\$30,000.00	
2303	Creative Services - Out of Scope	\$4,000.00	\$-	
2304	Promotional Items & Visit Atascadero Brochure	\$18,000.00	\$18,000.00	
2400	Digital Marketing	\$33,150.00	\$32,200.00	5.67%
2401	Website Updates	\$3,750.00	\$3,000.00	
2402	Social Media contest hard costs	\$1,000.00	\$1,000.00	
2403	Social Media/Contest Management	\$18,600.00	\$18,800.00	
2404	E-Newsletter	\$9,800.00	\$9,400.00	
2500	Advertising	\$124,150.00	\$91,623.00	16.14%
2501	Planned Media Buys	\$75,000.00	\$59,550.00	
2502	Reactive Advertising & Co-Ops	\$43,150.00	\$26,073.00	
2503	Verdin Media Retainer	\$6,000.00	\$6,000.00	
2600	Public Relations	\$12,500	\$7,500.00	1.32%
2601	FAMs/ Individual Itineraries	\$8,250.00	\$3,500.00	
2602	PR Retainer & Reactive Planning	\$6,000.00	\$4,000.00	
2700	Tour & Travel	\$23,500	\$20,000.00	3.52%
2701	Trade Show	\$20,000.00	\$20,000.00	Includes registration and firm attendance fees.
2800	Consumer Outreach	\$66,000	\$51,000.00	8.98%
2801	Event Sponsorship	\$50,000.00	\$45,000.00	
2802	Management of Event Sponsorship	\$6,000.00	\$6,000.00	
	TOTAL EXPENSES	\$ 379,660.00	\$ 311,020.00	
3001	Cash Reserves	\$ 52,111.00	\$ 56,785.00	10%
	Contingency			
4001	Contingency Fund (unallocated)	\$ 89,339.00	\$ 200,045.00	35.23%
	TOTAL Budget	\$ 521,110.00	\$ 567,850.00	



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

Verdin continued working on the "Brews and Burgers Trail" Fall campaign during the month of August. The campaign will be going live in September and will highlight the great spots to grab a bite and cold craft beverage.

August is a lighter month specific to paid media as it is within our high season. With the lighter media buy, we continued to see good visitor growth to our website (an increase of 90% YOY) and great engagement on our social media channels. An area we are working to improve is our monthly email marketing campaign. We will be analyzing our current subscriber list to understand how to engage them better.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. August Statistics Summary

AUGUST STAT SUMMARY

ATASCADERO TBID

September 3, 2019

ITEM NUMBER:

B-5

DATE:

09/18/19

ATTACHMENT:

1

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:

26,198 vs. 16,933 (+55%)

New Visitors:

10,756 vs. 6,315 (+70%)

Total Sessions:

15,580 vs. 8,219 (+90%)

Mobile Views: 7,692 (+98%)

Desktop Views: 3,170 (+39%)

PPV (Page Per Visit):

1.68 vs. 2.06 (-18%)

TOS (Time on Site):

01:01 vs. 01:13 (-15%)

GEO LOCATION

Atascadero: 2,521

San Francisco: 1,949 (+113%)

Los Angeles: 1,417 (+110%)

Paso Robles: 1,411

San Luis Obispo: 600

Arroyo Grande 163

Greenfield: 156

Templeton: 114

ACQUISITION

Direct: 2,161 (+2%)

Social: 1,317 (+40%)

Organic: 5,733 (+119%)

Referral: 1,605 (+121%)

PAGE VIEWS

Things to Do: 1,051
(+10%)

Things to Do/Parks: 549
(+30%)

Home: 1,174 (-55%)

Events: 5,196 (+269%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Followers: 6,507

Organic Reach: 20,655

Paid Reach: 20,648

Total Reach: 41,303

Engagements: 2,368

Top Post: Atascadero Sunset with dog

Main audience: Women over 35, living in SLO County
and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,045

New Followers: 91

Likes received: 1,378

Comments received: 47

Main audience: Women under 44

Twitter Followers: 270

Impressions: 4,928

Mentions & Visits: 40

Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

A small campaign ran programmatically during August to keep awareness of the destination in traveler's minds. The same drive markets of LA, Central Valley, and San Francisco DMA were targeted. Due to its popularity, the outdoor traveler creative set ran in August. Results stayed strong in August with a high CTR for the campaign.

PROGRAMMATIC VIDEO

Impressions: 39,270 Clicks: 231 CTR: 0.6% Views to 100%: 23,118

E-NEWSLETTER ANALYTICS

The August e-newsletter went out on Thursday, August 8th to 3,991 subscribers. August's e-newsletter was "end of summer" themed featuring the Central Coast Cider Festival, Cruisin' Weekend, Saturday Concerts in the Park, and new hot spots to check out in Atascadero. It finished with a CTA to plan their stay in Atascadero. We have seen a slight dip in open rate this past month and will be reviewing the strategy to make adjustments with a goal to get the open rate to the industry average of 15%.

Total for Campaign:

- 10.8% Open Rate
- 0.9% Click Through Rate



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 July 31, 2019.

Quarterly TOT increased in the fourth quarter of the 2018/2019 fiscal year when compared to the same period in previous years. Assessment revenue currently reflects a 5% increase over originally budgeted amount. The group FAM and PR retainer & reactive planning areas were the two categories that exceeded budget. However, due to managing other costs to come in under budget the overall annual expenses are less than budget. Upon review, all other expenses are in line with expected expenditures and income. Increased income and reduced expenses compared to initial budget indicate an annual budget with a larger amount of unspent funds. This will be accounted for when considering future ATBID opportunities.

FISCAL IMPACT:

None.

ATTACHMENTS:

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

ITEM NUMBER:

B-6

DATE:

09/18/19

ATTACHMENT:

1

GL #	ATBID 2019/20 Proposed BUDGETED P&L				Notes
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	Contingency				
4001	Contingency Fund (unallocated)	\$ 89,339.00	\$ 200,045.00	35.23%	
	TOTAL Budget	\$ 521,110.00	\$ 567,850.00		

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND

TYPE

235

Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019*	YTD ACTUAL* 2019-2020 through 07/31/19	BUDGETED 2019-2020
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ -	\$ 284,000
46110.0000	Investment Earnings	2,068	5,458	724	1,580	-	-	5,500
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>278,184</u>	<u>-</u>	<u>289,500</u>
<u>EXPENSES</u>								
6050000	Office Expense	-	5,164	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	7,500	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	-	151,250
6600000	Professional Development	-	-	425	425	425	-	430
6740000	Business Development	-	5,000	-	3,000	-	-	-
6900000	Administration	1,620	2,411	2,675	2,753	2,782	-	2,840
	Total Expenses	<u>31,243</u>	<u>206,020</u>	<u>232,639</u>	<u>323,636</u>	<u>325,408</u>	<u>7,500</u>	<u>311,020</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(47,224)	(7,500)	(21,520)
BEGINNING AVAILABLE BALANCE		<u>156,472</u>	<u>289,333</u>	<u>329,849</u>	<u>365,441</u>	<u>318,679</u>	<u>271,455</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>\$ 271,455</u>	<u>\$ 263,955</u>	<u>\$ 229,300</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	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020					