



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Agenda

Wednesday, November 20, 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 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 – October 16, 2019

- Recommendation: Approve the Draft Action Minutes of October 16, 2019. [Big Red Marketing]

B. BUSINESS ITEMS

1. Cider Fest Presentation to Request Event Sponsorship

- Recommendation: Approve event sponsorship for the 2020 Central Coast Cider Festival. [Central Coast Cider Association]
- Fiscal Impact (2802): \$15,000.

2. Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival Event Sponsorship Presentation

- Recommendation: Receive and file Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival event sponsorship presentation. [Atascadero Chamber of Commerce]
- Fiscal Impact (2802): Up to \$5,000.

3. Monthly Marketing Statistics Summary

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]

- Fiscal Impact: None.

4. 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
5. Short-term Rental 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, October 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: Chairperson Alexander, Vice Chairperson Dawson, Board Member Sohi, Board Member O'Malley, Board Member Mahar

Vacant: None

Absent: None.

Staff Present: Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, Destination Management Coordinator Kylee Corliss, Marketing Consultant Ashlee Akers, 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 5:0 by a roll call vote.

PUBLIC COMMENT: Mary Verdin.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – September 18, 2019

- Recommendation: Approve the Draft Action Minutes of September 18, 2019. [Big Red Marketing]

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

Motion passed 5:0 by a roll call vote.

B. BUSINESS ITEMS

1. Wine Speak Update

- Recommendation: Receive and file Wine Speak Update. [Wine Speak Paso Robles]
- Fiscal Impact: None.

Updates: Amanda Wittstrom-Higgins shared the Wine Speak event updates and answered questions from the Board.

PUBLIC COMMENT: Mary Verdin and Jessica Sohi.

**The Wine Speak Summary
was received and filed by the Board.**

2. The Garagiste Festival Event Sponsorship

- Recommendation: Decline \$10,000 sponsorship for the 2019 Garagiste Festival. Direct staff to work with event planners to incorporate Atascadero in the 2020 Garagiste Festival locations. [The Garagiste Festival]
- Fiscal Impact (GL 2802): None.

The Garagiste Festival Sponsorship Questions and Event Information (Exhibit A) was shared with the Board. The Board discussed event opportunities and decided to decline the 2019 sponsorship but provide in-kind promotional support.

PUBLIC COMMENT: None.

MOTION: By Chairperson Alexander and seconded by Board Member O'Malley to decline the \$10,000 sponsorship for the 2019 Garagiste Festival but provide in-kind promotional sponsorship.

Motion passed 5:0 by a roll call vote.

3. Contingency Plan to Address Unallocated and Reserve Funds

- Recommendation: Provide staff direction on the draft contingency plan to address emergency and reserve funds. [Big Red Marketing/City Staff]
- Fiscal Impact: None.

Destination Management Consultant, Amanda Diefenderfer, began the conversation about addressing funds that are not currently allocated in the budget for the year. The budget was presented by Jeri Rangel and discussed with the Board. An ad hoc committee was appointed to consist of Board Member O'Malley and Board Member Sohi. A strategic planning session will be scheduled with the ad hoc committee and City Council.

PUBLIC COMMENT: Mary Verdin.

Ad hoc committee appointed by the Board President to meet with City Council for further decisions.

4. Destination Marketing Services Proposal

- Recommendation: Provide staff direction to approve the renewal of Verdin for Destination Marketing Services or reopen RFP process. [Big Red Marketing]
- Fiscal Impact (Varied): \$68,667 in 2019/2020 and \$206,000 in 2020/2021.

Destination Management Consultant, Hanna Meisinger, updated the Board about the RFP request for Destination Marketing services and answered questions.

Board Member O'Malley left the meeting at 3:20 p.m.

PUBLIC COMMENT: Mary Verdin.

MOTION: By Board Member Sohi and seconded by Vice Chairperson Dawson to approve renewal of Verdin for Destination Marketing Services

Motion passed 4:0 by a roll call vote.

5. Destination Management Services Proposal

- Recommendation: Provide staff direction to approve the renewal of Big Red Marketing for Destination Management Services or reopen RFP process. [City Manager's Office]
- Fiscal Impact (Varied): \$14,750 in 2019/2020 and \$45,250 in 2020/2021.

Deputy City Manager, Terrie Banish, presented the destination services proposal from Big Red Marketing and answered questions from the Board.

PUBLIC COMMENT: Jessica Sohi.

MOTION: By Vice Chairperson Dawson and seconded by Chairperson Alexander to approve renewal of Big Red Marketing for Destination Management Services

Motion passed 4:0 by a roll call vote.

6. Co-Op opportunity: SLO CAL Visitor's Guide

- Recommendation: Approve a full-page editorial placement in the upcoming Visit SLO CAL Visitor's Guide. [Verdin]
- Fiscal Impact (GL 2502): \$3,650.

Marketing Consultant, Ashlee Akers, presented the opportunity for the upcoming SLO CAL Visitor's Guide.

PUBLIC COMMENT: Jessica Sohi.

MOTION: By Board Member Sohi and seconded by Board Member Mahar to approve of a full-page editorial placement in the upcoming Visit SLO CAL Visitor's Guide.

Motion passed 4:0 by a roll call vote.

7. Monthly Marketing Statistics Summary

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

Marketing Consultant, Ashlee Akers, provided a marketing update on the website statistics, traffic sources and social media statistics for September 2019.

PUBLIC COMMENT: None.

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

8. Monthly Budget Report

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

Destination Management Consultant, Hanna Meisinger, presented the Monthly Budget Report to the Board.

PUBLIC COMMENT: None.

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi informed the Board that all the local City Councils have unanimously supported the SLO CAL TMD renewal. On November 19th SLO CAL presents to the Board of Supervisors and Sohi encouraged the Board to attend, as well as on January 7th during the public hearing.
2. Visit SLO CAL Marketing Committee Update – Verdin – Marketing Consultant Akers encouraged the Board to attend the upcoming Visit SLO CAL Educational Seminar.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger showcased the brochure designed by Verdin (Exhibit B) and provided updates.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided the Board an update on city business.

C. BOARD MEMBER COMMENTS

Board Member Mahar informed the Board that Motel 6 is going to a franchisee in late November/early December.

E. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 4:14 p.m.

MINUTES PREPARED BY:

Kylee Corliss, Destination Management Coordinator

Exhibit A – Garagiste Festival Sponsorship Questions and Event Information

Exhibit B – Visit Atascadero Marketing Brochure

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Cider Fest Presentation to Request Event Sponsorship

RECOMMENDATION:

Approve event sponsorship for the 2020 Central Coast Cider Festival.

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

In 2019, the Central Coast Cider Association was sponsored at \$15,000. This sponsorship went directly to 50% out-of-area marketing, the InCider Experience, the Cider Shop, and the title of Presenting Sponsor.

The Central Coast Cider Association will present plans and goals for the 2020 event.

FISCAL IMPACT (2802):

\$15,000 requested.

ATTACHMENTS:

1. 2020 Central Coast Cider Festival Event Application



ITEM NUMBER:

B-1

DATE:

11/20/19

ATTACHMENT:

1

Event Support Application Form

Requesting Organization: Central Coast Cider Association

Contact: Jessica Bohon **Phone Number:** 805-706-0553

Email: jboh@bigredmktg.com **Mailing Address:** 5800 Adelaida Rd.

City, State, Zip: Paso Robles, CA 93446

Name of Event: Central Coast Cider Festival

Event Description: The Central Coast Cider Festival is a unique experience for attendees.

The event will bring cideries from the Central Coast to showcase the different tastes from this area.

For the second time, the event will extend as an invitational, bringing a few select cideries from outside the

area. Guests of the event will taste through craft ciders, enjoy local cuisine, and experience Atascadero.

Event Dates/Times: August 8, 2020

Event Website: www.centralcoastciderfestival.com

Total Anticipated Attendees: 500-1,000 **Portion From Outside SLO County:** 40 %

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 event has been present for 4 years. In year's past, there have been 514 (2019), 373 (2018), 504 (2017),

and 494 (2016) attendees. In 2019, 60% of attendees stayed in Atascadero, 30% staying in hotels and

motels. The event featured 15 local cider producers, 7 local food producers, local music, and snacks.

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? The event will be advertised through multiple outlets, including but not limited to: social media, radio, published articles, and email blasts. 50% of advertising efforts will be directed to out of county locations. The other 50% will be targeted towards in county locations and current visitors of the area.

Crowd Control Safety Plan:

There will be hired security guards and ample parking.

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): \$15,000

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

Central Coast Cider Fest helps position Atascadero as the epicenter of the burgeoning cider industry. Hosting this growing event in Atascadero not only attracts awareness and overnight stays to the destination during the event weekend, but also establishes a key attraction of the destination positioning for future visitation from the audience.

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

Auxiliary events will encourage visitors to stay for multiple nights in Atascadero and experience Atascadero outside of the event. Additionally, as an exclusive sponsor, Visit Atascadero will have a

link on the Central Coast Cider Festival website, will be promoted through social media, email blasts, and printed programming.

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 Jessica Bohon **Date** 11/6/19

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

**Central Coast Reserve Weekend's
Atascadero Lakeside Wine Festival
Event Sponsorship Presentation**

RECOMMENDATION:

Receive and file the Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival event sponsorship presentation.

DISCUSSION:

Each year, the Atascadero Chamber of Commerce manages the Central Coast Reserve Weekend's events including the main event, the Atascadero Lakeside Wine Festival. The Wine Festival will be in its 25th year and the Chamber will work to promote each event that is part of the "Central Coast Reserve Experience" The Wine Festival features about 70-85 vendors including wine, beer, spirits, food and various forms of art. The festival is held at Atascadero Lake Park and the Pavilion on the Lake. The Reserve Experience will take place starting Friday, June 26th with the Kiwanis Mayor's Winemaker Dinner and end on the Sunday Fun Day on June 28th. The Wine Festival itself will take place June 27, 2020 from 3 to 6 p.m.

There are 1,500 guests expected to attend over the weekend, with 40% from outside SLO County.

The Central Coast Reserve Weekend presentation will provide an overview of the Atascadero Lakeside Wine Festival and all of the associated events.

FISCAL IMPACT (2802):

Up to \$5,000.

ATTACHMENTS:

1. Atascadero Lakeside Wine Festival Event Application



ITEM NUMBER:

B-2

DATE:

11/20/19

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.

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

Applicant Signature _____ Date _____

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

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

Verdin continued activating the "Brews and Burgers Trail" Fall campaign during the month of October. This included content in our e-newsletter, throughout our social media channels, content pitches to Visit SLO CAL and within our paid media space.

In October, we saw a 4% increase in website page views compared to last year and a 31% increase in CTR from the previous month. This month we had 281,068 people view our trail videos at a 100% completion which tells us visitors are engaged and enjoy the content they are receiving.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. October Statistics Summary

OCTOBER STAT SUMMARY

ATASCADERO TBID

November 6, 2019

ITEM NUMBER:

B-3

DATE:

11/20/19

ATTACHMENT:

1

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:
18,142 vs. 17,379 (+4%)
New Visitors:
10,305 vs. 10,585 (-3%)
Total Sessions:
12,340 vs. 12,198 (+1%)
Mobile Views: 7,232 (-18%)
Desktop Views: 3,423 (+57%)
PPV (Page Per Visit): 1.47 (+3%)
TOS (Time on Site): 0:33 (+12%)

GEOGRAPHIC LOCATIONS

Los Angeles: 1,514 (-60%)
Chicago: 907 (543%)
Atascadero: 858 (+62%)
San Francisco: 631 (+75%)
Paso Robles: 498 (+87%)
Coffeyville, KS: 261 (+273%)
San Diego: 251 (-36%)
San Luis Obispo: 223 (+78%)
Bakersfield: 186 (+65%)
Sacramento: 178 (+230%)

ACQUISITION

Social: 2,400 (-65%)
Direct: 4,202 (+152%)
Organic: 2,371 (+26%)
Referral: 1,887 (+430%)

PAGE VIEWS

Brews and Burgers:
5,419 (new)
Events Page:
1,617 (-60%)
Things To Do-Zoo:
993 (+728%)
Things to Do: 993
(+61%)
Home: 981 (-53%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,716
Organic Reach: 124,828
Paid Reach: 365,216
Total Reach: 490,044
Engagements: 383
Top Post: Halloween post
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,348
New Followers: 136
Likes received: 951
Comments received: 29
Main audience: Women under 44
Twitter Followers: 280
Reach: 4,748
Engagements: 14
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The Brews and Burgers campaign ran throughout October. Both the Comfort Seeker and Family personas were served two versions of the 15-second video ads. Video CTR's improved (+31% MOM) programmatically. The drive markets of LA, Central Valley, and San Francisco DMA were targeted.

PROGRAMMATIC VIDEO

Impressions: 174,903 Clicks: 2,060 CTR: 1.2% Views to 100%: 129,179

FACEBOOK/INSTAGRAM

Impressions: 372,477 Clicks: 3,761 CTR: 1.1% Views to 100%: 11,355

OCTOBER TOTALS

Impressions: 547,380 Clicks: 5,821 CTR: 1.1% Views to 100%: 140,534

E-NEWSLETTER ANALYTICS

The October e-newsletter went out on Monday, October 14th. October's e-newsletter has a harvest theme featuring Harvest Wine Weekend, the Atascadero Brews and Burgers Trail, as well as local favorites, Harmony Lavender farm and The Groves on 41. It finished with a CTA to plan their stay in Atascadero.

Total for Campaign:

- 11.1% Open Rate
- 0.6% Click Through Rate



ITEM NUMBER:
DATE:

B-4
11/20/19

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file Budget Report.

DISCUSSION:

The updated budget includes all expenses that have been processed by the City and submitted to Big Red Marketing as of September 30, 2019.

Upon review of this month's budget all other expenses are in line with expected expenditures and income.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Budget
2. ATBID Fund Summary

GL #	ATBID 2019/20 BUDGETED P&L						Notes
	REVENUE PROJECTIONS	July	August	September	Actuals	Budgeted	
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					2019/2020 Proposed Budget	% of Total Budget
2100	Admin					\$38,085.00	6.71%
2101	City Admin Fees				\$-	\$2,610.00	
2102	Office Expense				\$-	\$2,500.00	
2103	Operating Supplies and misc. expenses				\$-	\$1,000.00	
2104	Lodging Ordinance Enforcement				\$-	\$4,000.00	
2105	Big Red Marketing		\$650.00	\$800.00	\$1,450.00	\$9,375.00	
2106	Verdin	\$1,827.94	\$1,550.30	\$1,612.80	\$4,991.04	\$18,600.00	
2200	ATBID Management					\$20,812.00	3.67%
2201	Board Management & Coordination		\$700.00	\$900.00	\$1,600.00	\$8,625.00	
2202	Financial Management		\$300.00	\$1,000.00	\$1,300.00	\$8,512.00	
2203	Strategy		\$200.00	\$450.00	\$650.00	\$3,675.00	
2300	Visual Assets and Branding					\$49,800.00	8.77%
2301	Photography & Video			\$1,547.91	\$1,547.91	\$1,800.00	
2302	Creative Services - Verdin Scope	\$6,941.12	\$3,251.10	\$3,437.20	\$13,629.42	\$30,000.00	
2303	Creative Services - Out of Scope				\$-	\$-	
2304	Promotional Items & Visit Atascadero Brochure				\$-	\$18,000.00	
2400	Digital Marketing					\$32,200.00	5.67%
2401	Website Updates		\$482.00	\$157.00	\$639.00	\$3,000.00	
2402	Social Media contest hard costs				\$-	\$1,000.00	
2403	Social Media/Contest Management	\$1,579.26	\$1,803.94	\$327.12	\$3,710.32	\$18,800.00	
2404	E-Newsletter	\$1,115.60	\$992.40	\$944.92	\$3,052.92	\$9,400.00	
2500	Advertising					\$91,623.00	16.14%
2501	Planned Media Buys	\$1,377.31	\$1,280.68	\$9,603.44	\$12,261.43	\$59,550.00	
2502	Reactive Advertising & Co-Ops	\$818.18		\$7,600.00	\$8,418.18	\$26,073.00	
2503	Verdin Media Retainer	\$494.40	\$497.30	\$387.40	\$1,379.10	\$6,000.00	
2600	Public Relations					\$7,500.00	1.32%
2601	FAMs/ Individual Itineraries			\$734.50	\$734.50	\$3,500.00	
2602	PR Retainer & Reactive Planning	\$790.50	\$1,163.20		\$1,953.70	\$4,000.00	
					\$-		
2700	Tour & Travel					\$20,000.00	3.52%
2701	Trade Show				\$-	\$20,000.00	Includes registration and firm attendance fees.
2800	Consumer Outreach					\$51,000.00	8.98%
2801	Event Sponsorship	\$7,500.00			\$7,500.00	\$45,000.00	
2802	Management of Event Sponsorship		\$650.00	\$350.00	\$1,000.00	\$6,000.00	
	TOTAL EXPENSES	\$ 22,444.31	\$ 13,520.92	\$ 29,852.29		\$ 311,020.00	
3001	Cash Reserves					\$ 56,785.00	10%
	Contingency						
4001	Contingency Fund (unallocated)					\$ 200,045.00	35.23%
	TOTAL Budget					\$ 567,850.00	

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019*	YTD ACTUAL* 2019-2020 through 09/30/19	BUDGETED 2019-2020
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 77,361	\$ 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>77,361</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	30,111	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	35,867	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	774	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>66,751</u>	<u>311,020</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(47,224)	10,610	(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>\$ 282,065</u>	<u>\$ 229,300</u>

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