



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Agenda

Wednesday, January 15, at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Room 306
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

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 – November 20, 2019

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

B. BUSINESS ITEMS

1. California Welcome Center Update

- Recommendation: Approve \$7,500 expenditure for the California Welcome Center if Atascadero location is selected. [City Manager's Office]
- Fiscal Impact (GL 2502): \$7,500 annually.

2. AdHoc Committee Update

- Recommendation: Receive and file AdHoc Committee Update. [Ad Hoc Committee]
- Fiscal Impact: None.

3. IPW Attendance

- Recommendation: Approve Visit Atascadero attendance to 2020 IPW. [Big Red Marketing]
- Fiscal Impact (GL 2701): \$10,000.

4. Event Sponsorship Tiers Update

- Recommendation: Provide staff direction for updates to the Event Sponsorship Tier System. [Big Red Marketing]
- Fiscal Impact: None.

5. January – May Media Plan Presentation

- Recommendation: Approve the January - May Media Plan. [Verdin]
- Fiscal Impact (GL 2502): \$8,500.

6. Monthly Marketing Statistics Summary

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

7. 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 Updates – 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, November 20, 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 2:31 p.m.

ROLL CALL:

Present: Chairperson Alexander, Board Member Mahar, Board Member O'Malley

Vacant: None.

Absent: Vice Chairperson Dawson, Board Member Sohi

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 Chairperson Alexander to approve the agenda.

Motion passed 3:0 by a roll call vote.

PUBLIC COMMENT: Emily Reneau.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – October 16, 2019

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

MOTION: By Board Member Mahar and seconded by Board Member O'Malley to approve the consent calendar.

Motion passed 3:0 by a roll call vote.

Board Member Sohi entered the meeting at 2:35pm.

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.

Central Coast Cider Association representative Jessica Bohon presented the request for sponsorship and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve event sponsorship for the 2020 Central Coast Cider Festival.

Motion passed 4:0 by a roll call vote.

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.

Deputy City Manager Terrie Banish presented the event updates for branding and logistics for the 2020 Central Coast Reserve Weekend and answered questions from the Board. She noted they will be celebrating the 25th year of the Lakeside Wine Festival.

PUBLIC COMMENT: Emily Reneau and Jessica Sohi.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve support of up to \$5,000 in event sponsorship for the Central Coast Reserve Weekend's Atascadero Lakeside Wine Festival Event.

Motion passed 4:0 by a roll call vote.

3. Monthly Marketing Statistics Summary

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

Marketing Consultant Ashlee Akers presented the marketing statistics and overview for the month of October and answered questions from the Board.

PUBLIC COMMENT: None.

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

4. 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.

PUBLIC COMMENT: None.

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi provided Visit SLO CAL TMD updates, including the information that the California Welcome Center in Pismo Beach closed and Visit SLO CAL intends to relocate the center within the County. Sohi answered questions from the Board regarding all updates.
2. Visit SLO CAL Marketing Committee Update – Verdin – Marketing Consultant Akers shared updates from the Marketing Committee with the Board, including information on the upcoming Restaurant Month promotions in January and efforts to streamline public relations in the County.
3. Destination Management Update – Big Red Marketing – Destination Marketing Consultant Meisinger shared updates with the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish introduced Community Development Director Phil Dunsmore who updated the Board on upcoming building and renovation projects within the City of Atascadero and answered questions from the Board.
5. Short-term Rental Update – City Manager's Office- Deputy City Manager Banish shared the 2019 Vacation Stay Rentals report (Exhibit A) and the requirements for vacation rentals letter (Exhibit B) and provided an update on the short-term rentals.

C. BOARD MEMBER COMMENTS

Board Member O'Malley presented an update on the Ad Hoc Committee for budgeting unallocated funds.

Board Member Mahar informed the Board that this would be his last meeting, as he will be leaving his current lodging.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 4:35 p.m.

Kylee Corliss, Destination Management Coordinator

Exhibit A – 2019 Vacation Stay Rentals

Exhibit B – Requirements for Vacation Rentals in Atascadero, CA Letter

APPROVED:



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

Staff Report

California Welcome Center Update

RECOMMENDATION:

Approve \$7,500 expenditure for the California Welcome Center if Atascadero location is selected.

DISCUSSION:

Visit Atascadero submitted a proposal to Visit SLO CAL to potentially host the recently closed California Welcome Center in the Atascadero Chamber of Commerce. Previously, the California Welcome Center has been located in the Pismo Beach Outlets shopping center. Visit Atascadero was chosen as a finalist among the submissions and presented to Visit SLO CAL on January 8, 2020. If chosen as the selected location, the ATBID would help financially support the California Welcome Center annually at \$7,500.

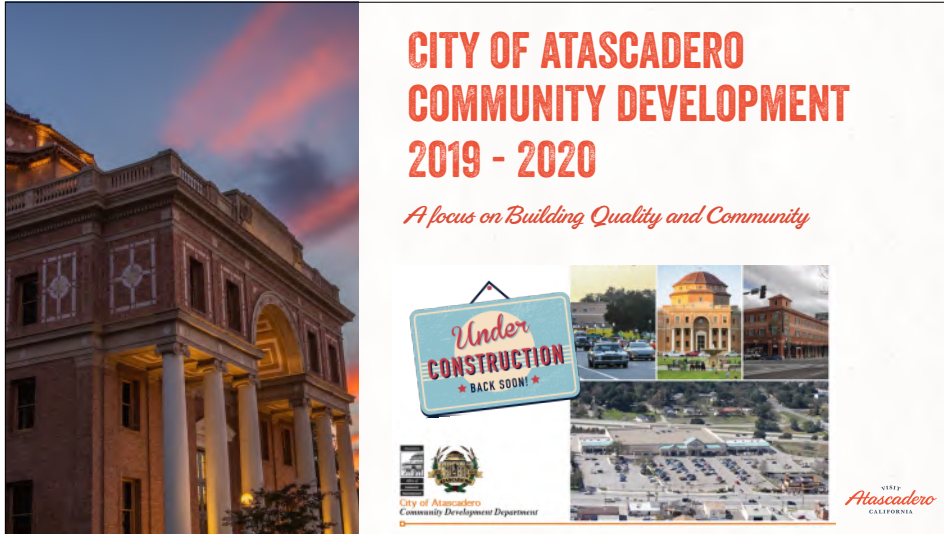
FISCAL IMPACT (GL 2502):

\$7,500 annually.

ATTACHMENTS:

1. SLO County California Welcome Center Proposal

ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1



A FOCUS ON QUALITY

Goals for 2019

- Leverage Place-Making in the Commercial areas for long term economic development
- Ensure Comprehensive Safety Readiness and Risk Mitigation
- Foster Financial Sustainability

CITY OF
Atascadero
CALIFORNIA

LOCATION LA PLAZA



LA PLAZA MIXED-USE, ATASCADERO

- Timeline: Currently under Construction
- 42 residential units
- Multiple commercial spaces

VINTAGE
Atascadero
CALIFORNIA

LOCATION DOWNTOWN



Next door to Colony Market Deli



RENDERED ELEVATION NORTH

VINTAGE
Atascadero
CALIFORNIA

ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1

LOCATION DOWNTOWN



- North of Traffic Way on vacant lot
- Multiple commercial spaces
- Residential units upstairs

VINTE
Atascadero
CALIFORNIA

EL CAMINO DOWNTOWN INFRASTRUCTURE ENHANCEMENT

Lancaster Blvd – Before



The BLVD – After



- Timeline: February 1st to City Council, final steps with public outreach

VINTE
Atascadero
CALIFORNIA

ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1

LOCATION BRIDGEWALK AT COLONY SQUARE

Atascadero, California



BRIDGEWALK
AT COLONY SQUARE
ATASCADERO, CALIFORNIA

- Timeline: Two Years
- 80 room boutique hotel
- Two restaurant spaces

VINEY
Atascadero
CALIFORNIA

LOCATION DEL RIO

THE ANNEX HOTEL
Atascadero, California



VINEY
Atascadero
CALIFORNIA

LOCATION BARREL CREEK

- At Del Rio and Hwy 101
- 120 Room Hotel
- 60,000 square feet of tourist serving commercial
- 136 residential units
- Expansion of tourist serving and experience based retail



VINNY
Atascadero
CALIFORNIA

WHAT WILL THE FUTURE BRING...

- Expansion of tourist serving and experience based retail
- More mixed-use development with both residential and commercial in one building

VINNY
Atascadero
CALIFORNIA



ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1



SLO COUNTY CALIFORNIA WELCOME CENTER PROPOSAL

January 8, 2020

VINE
Atascadero
CALIFORNIA

LOCATION CALIFORNIA WELCOME CENTER

Atascadero Chamber of Commerce - 6907 El Camino Real

- In the heart of Downtown
- Easily accessible from two major highways, HWY 41 and US 101



VINE
Atascadero
CALIFORNIA

STAFFING

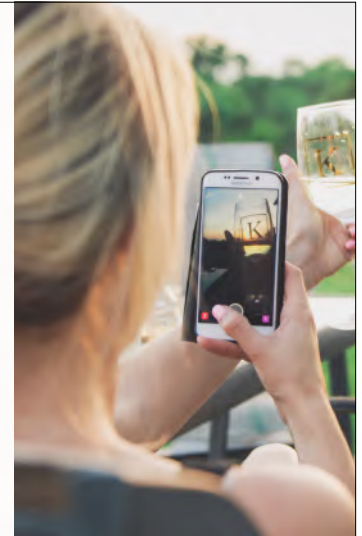
The friendly face of the Welcome Center

- Hours
 - Monday - Friday, 8:30 a.m. - 5 p.m.
 - Saturday & Sunday, 12 - 4 p.m.
- Three-quarter time position - fully dedicated to the Welcome Center Experience
- Support of the Chamber of Commerce, City of Atascadero and Visit Atascadero resources
 - Including nearly 20 hours per week of additional access hours



STAFF EDUCATION

- Focused on the ENTIRE county destination
- Quarterly outings to stay aware of county attractions
- Access to hospitality training resources



ITEM NUMBER: B-1
 DATE: 1/15/20
 ATTACHMENT: 1

Funding

FUNDING	AMOUNT	NOTES
VISIT SLO CAL SPONSORSHIP	\$72,500	Up to \$90,000
CHAMBER OF COMMERCE SUPPORT	\$24,000	Re-allocated staff support and waived lease fees
ATBID SUPPORT	\$7,500	
CITY OF ATASCADERO SUPPORT	\$7,500	
TOTAL FUNDING	\$111,500.00	

VISIT
Atascadero
CALIFORNIA

BUDGET

Admin

RENT	\$9,600.00	
UTILITIES	\$800.00	Shared cost with other Chamber activities
CA OFFICE OF TOURISM ANNUAL FEE	\$5,000.00	

VISIT
Atascadero
CALIFORNIA

ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1

BUDGET

Staffing

SALARIES	\$58,250.00	1.2 FTE to accommodate seven-days per week schedule
PERSONNEL COSTS	\$23,000.00	Includes benefits, work comp and other payroll related expenses
TRAINING	\$1,000.00	Minimum of quarterly visitation to evolving county attractions

2017
Atascadero
CALIFORNIA

BUDGET

Marketing

SIGNAGE INSTALLATION & MAINTENENCE	\$5,000.00	One-time cost that will be re-allocated in future years to update visitor programming
ADDITIONAL OUTREACH & MARKETING	\$2,250.00	

2017
Atascadero
CALIFORNIA

ITEM NUMBER: B-1
DATE: 1/15/20
ATTACHMENT: 1

BUDGET

Office Expenses

DIGITAL DISPLAYS	\$1,000.00	
PRINTER LEASE	\$600.00	Shared cost with other Chamber activities
VISITOR COMPUTER AND IT SUPPORT	\$4,000.00	
MISC. OFFICE SUPPLIES	\$1,000.00	

VINE
Atascadero
CALIFORNIA



THANK YOU

VINE
Atascadero
CALIFORNIA



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

Staff Report

AdHoc Committee Update

RECOMMENDATION:

Receive and file AdHoc Committee Update.

DISCUSSION:

The AdHoc Committee met with Mayor Moreno, City Manager Rickard, and Finance Director Jeri Rangel to discuss the goals and course of action to allocate a pre-determined amount of the reserve funds to a contingency emergency fund. The update presented will direct a draft recommendation that will be provided to the Board for approval, and then to the City Staff and City Council for approval.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ITEM NUMBER:
DATE:

B-3
1/15/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

IPW Attendance

RECOMMENDATION:

Approve Visit Atascadero attendance to 2020 IPW.

DISCUSSION:

Visit SLO CAL is attending 2020 IPW and offering booth spaces within the Visit SLO CAL area for local DMOs. Part of this sponsorship includes an opportunity for local DMOs to participate in an immersive branded experience.

This opportunity would include attendance of IPW to connect with travel buyers to arrange potential, future visits to Atascadero.

FISCAL IMPACT (GL 2701):

\$10,000.

ATTACHMENTS:

1. Visit California 2020 IPW Registration Form



ITEM NUMBER:
DATE:
ATTACHMENT:

B-3
1/15/20
1

IPW 2020 Registration Form
May 31th – June 3rd, 2020
Las Vegas, Nevada

Name: _____

Company: _____

Address: _____

Work Phone: _____ Cell Phone: _____

Email: _____

Payment Information:

Payment Type: ☐ Check ☐ MC ☐ Visa ☐ Discover ☐ AMEX

Credit Card #: _____ Exp. Date: _____ CCV _____

Cardholder Name: _____

Cardholder Phone: _____

Yes, I would like to participate in IPW 2020 as a SLO CAL shared booth participant. I understand that the cost to participate is estimated to be \$4,300. This includes \$1,280 registration fee and an estimate of \$3,070 that includes shared double booth registration, design cost. I will send a check within 30 days of approval for the registration cost of \$1,280*, or above is my credit card information with which you are authorized to charge the amount of \$1,280*.*

You will be invoiced for the remain balance of approximately \$3,070, 30 days prior to IPW (May 31st, 2020) for which final payment will be due prior to the event.

Signature: _____ Date: _____

*\$1,280.00 is the early sign up cost. Registration after November 21, 2019 cost is \$1,525.00

Please note credit cards are charged a 3.25% and .15 cents processing fee.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Event Sponsorship Tiers Update

RECOMMENDATION:

Provide staff direction for updates to the Event Sponsorship Tier System.

DISCUSSION:

The Event Sponsorship Tiers were established in 2016 to help guide event sponsorship support discussions. The ATBID board uses the tiers to evaluate events against current Visit Atascadero goals and strategies. The Visit Atascadero Event Sponsorship Program has grown since its inception to support numerous events hosted in Atascadero. The Event Sponsorship Tiers system has been revised due to the increased interest in the Event Sponsorship Program to ensure Visit Atascadero continues to strategically host mutually-beneficial events.

The Event Sponsorship Tiers will undergo a final revision following ATBID Board review and discussion.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Revised Event Sponsorship Tiers

Event Sponsorship Tiers

Tier 1

- Attracts 500+ attendees
- At least 50% of target market is out-of-town visitors
- Marketing campaigns reach at least 2,500 subscribers
- Event favors multi-night stay in Atascadero

Total Support =
Up to \$15,000

Tier 2

- Attracts 250+ attendees
- At least 30% of target market is out-of-town visitors
- Marketing campaigns reach at least 1,000 subscribers
- Event favors overnight stay in Atascadero

Total Support =
Up to \$7,500

Tier 3

- Attracts 250 or less attendees
- Marketing message targets visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event favors spending the day in Atascadero

Eligible for
In-kind Support

Event Sponsorship Tiers

Additional considerations:

1. Does event support Visit Atascadero Objectives?
2. Will event be held during off-season?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. Three-year growth plan
5. Attendee demographics
6. Fiduciary responsibility
7. Guest influence and ability to promote Atascadero tourism

**The following factors will be taken into consideration when determining funding levels*



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

January – May Media Plan Presentation

RECOMMENDATION:

Approve the January – May Media Plan.

DISCUSSION:

Verdin will be updating the creative and continuing to push the Brews and Burgers trail as they are seeing a good response to that campaign.

As a separate campaign, Verdin would like to recommend a Feb-April digital media campaign to the San Diego market geofencing the airport as well as behaviorally targeting San Diego travelers. They would like to request a reactive budget amount of \$8,500 to execute this. \$7,500 would be hard cost and \$1,000 for Verdin to plan, place, optimize and manage for the three-month time period.

FISCAL IMPACT (GL 2502):

\$8,500.

ATTACHMENTS:

1. Media Recommendations
2. San Diego Media Recommendations
3. San Diego Media Plan
4. Spring Media Plan

MEDIA RECOMMENDATIONS

ITEM NUMBER:

B-5

DATE:

1/15/20

ATTACHMENT:

1

VISIT ATASCADERO

12/23/19

MEDIA STRATEGY

We have been extremely pleased with the effectiveness of the Visit Atascadero media plan performance over the last six months. From July to December 2019 the advertising campaigns out performed the same dates in 2018 significantly. The following is a snapshot of the results:

- 39% increase in new website visitors
- 41% increase in total visitors
- 33% increase in page views

The majority of this improvement (65%) was due to direct traffic from programmatic video via Verdin's in-house DSP. The benefits of constant optimization have improved clicks, and CTRs, 51% year over year. The social media portion of the media plan remained consistent from 2018 to 2019, which based on recent changes in Facebook and Instagram algorithms is exceptional.

MEDIA RECOMMENDATIONS

ITEM NUMBER:

B-5

DATE:

1/15/20

ATTACHMENT:

2

VISIT ATASCADERO

12/23/19

SAN DIEGO DIGITAL CAMPAIGN

Verdin would like to recommend an additional campaign launching in early 2020 using geo fencing technology to highlight the new Alaska Airlines route from San Diego to San Luis Obispo. This campaign would use \$8,500 of reactive funds, \$7,500 for media hard costs and \$1,000 for Verdin to execute. The campaign would incorporate two tactics. The first tactic would utilize geo fencing the San Diego airport and surrounding parking structures. This would allow travelers in waiting, browsing on their smart phones, to be served a video to come visit Atascadero. The second tactic would target San Diego frequent flyers to encourage a trip north.

Based on past results we believe this is a good investment into a new market.



ITEM NUMBER: B-5
DATE: 1/15/20
ATTACHMENT: 3

Visit Atascadero 2020 Media Plan

12/20/20

JAN - MAY

Platform	Target Region	JAN	FEB	MAR	APR	MAY	Totals
Reactive			\$3,000	\$3,000	\$1,500		\$7,500
Programmatic Video	San Diego Airport Geo Fencing		\$1,000	\$1,000			\$2,000
Programmatic Video	San Diego Travelers		\$2,000	\$2,000	\$1,500		\$5,500
Grand Total							\$7,500



ITEM NUMBER: B-5
DATE: 1/15/20
ATTACHMENT: 4

Visit Atascadero 2020 Media Plan

12/23/19

JAN - MAY

Platform	Target Region	JAN	FEB	MAR	APR	MAY	Totals
Facebook & Instagram Ads		\$2,100	\$2,800	\$2,800	\$2,800	\$2,300	\$12,800
Cultured Traveler	So. Cal, SF, Fresno, Visalia, Bakersfield	\$1,800	\$1,500	\$1,500	\$1,500	\$1,000	\$7,300
Family Focused	So. Cal, SF, Fresno, Visalia, Bakersfield		\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Boosted Posts	Boosted Posts	\$300	\$300	\$300	\$300	\$300	\$1,500
Programmatic Video		\$1,000	\$2,200	\$4,100	\$4,600	\$3,300	\$15,200
Cultured Traveler	So. Cal, SF, Fresno, Visalia, Bakersfield	\$1,000	\$2,200	\$2,200	\$2,100	\$1,800	\$9,300
Family Focused	So. Cal, SF, Fresno, Visalia, Bakersfield			\$1,900	\$2,500	\$1,500	\$5,900
Grand Total							\$28,000



ITEM NUMBER:
DATE:

B-6
1/15/20

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 months of November and December. 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 November and December, we saw a slight drop in website traffic due to the decreased media budget compared to 2018. This year we spent \$9,700 in paid media for November and December compared to 2018 where we spent \$17,000. We are happy to see an increase in pages per visit and time on site which indicates a more engaged audience in contrast to the previous year.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. November & December Statistics Summary

NOVEMBER & DECEMBER STAT SUMMARY

ATASCADERO TBID

January 6, 2020

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:
33,246 vs. 35,926 (-7%)
New Visitors:
17,026 vs. 18,381 (-7%)
Total Sessions:
21,165 vs. 23,600 (-11%)
Mobile Views: 10,522 (-30%)
Desktop Views: 6,267 (+76%)
PPV (Page Per Visit):
1.57 (+3%)
TOS (Time on Site):
0:45 (+17%)

GEOGRAPHIC REFERRALS

Chicago: 2,657 (789%)
Los Angeles: 2,290 (-60%)
Atascadero: 1,885 (+22%)
San Francisco: 1,383 (+33%)
Paso Robles: 1,301 (+79%)
San Luis Obispo: 697 (+41%)
Coffeyville: 285 (+0.9%)
San Diego: 285 (-52%)
Irvine: 186 (-47%)
Sacramento: 185 (+93%)

ACQUISITION

Social: 2,300 (-72%)
Direct: 7,028 (+31%)
Organic: 6,250 (+22%)
Referral: 2,372 (+130%)

PAGE VIEWS

Brews and Burgers: 5,823 (new)
Events Page: 3,332 (-53%)
Home: 2,772 (-25%)
Winter Wonder: 2,404 (+3,239%)
Things to Do: 1,651 (+31)%

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,746
Organic Reach: 81,065
Paid Reach: 458,715
Total Reach: 539,780
Engagements: 542
Top Post: Family fun at the zoo
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,475
New Followers: 127
Likes received: 1,760
Comments received: 49
Main audience: Women under 44
Twitter Followers: 283
Impressions: 10,599
Engagements: 30
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The Brews and Burgers campaign ran throughout November and December. Both the Comfort Seeker and Family persona were served two versions of the 15-second video ads. The drive markets of LA, Central Valley, and San Francisco DMA were targeted.

PROGRAMMATIC VIDEO

Impressions: 200,427 Clicks: 2,551 CTR: 1.2% Views to 100%: 148,595

FACEBOOK/INSTAGRAM

Impressions: 336,898 Clicks: 2,452 CTR: 0.73% Views to 100%: 8,912

NOVEMBER/DECEMBER TOTALS

Impressions: 537,325 Clicks: 5,003 CTR: 1.0% Views to 100%: 157,507

E-NEWSLETTER ANALYTICS

The November e-newsletter went out on Tuesday, November 12th. November's e-newsletter featured the Atascadero Brews & Burgers Trail, Taco Day on Traffic Way, local hot spots (Sylvester's Burgers and Dead Oak Brewing) and a highlight for holiday shopping at the Holiday Boutique. It finished with a CTA to play and plan their stay in Atascadero. The December e-newsletter was crafted as a thank you to our subscribers and a quick feature on the Tamale Festival and Wine Speak as two 2020 experiences our fans should check out. It closed with a CTA on staying in Atascadero.

November E-Newsletter Stats:

- 11.3% Open Rate
- 1.1% Click Through Rate

December E-Newsletter Stats:

- 7.2% Open Rate
- 0.6% Click Through Rate



ITEM NUMBER:
DATE:

B-7
1/15/20

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 November 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
3. TOT Report

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Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019*	YTD ACTUAL* 2019-2020 through 11/30/19	BUDGETED 2019-2020
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 95,640	\$ 284,000
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	-	5,500
	Total Revenue	<u>164,104</u>	<u>246,536</u>	<u>268,231</u>	<u>276,875</u>	<u>287,815</u>	<u>95,640</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	93,105	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	55,211	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	956	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>149,272</u>	<u>311,020</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(53,632)	(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>281,086</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>\$ 281,086</u>	<u>\$ 227,454</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	\$ 451,823.66				