



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

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### **SPECIAL MEETING AGENDA**

**Monday, March 2, 2020 at 2:30 P.M.**

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

#### **CALL TO ORDER:**

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

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

#### **B. BUSINESS ITEMS**

1. **Central Coast Craft Beer Fest Event Update Presentation**
  - Recommendation: Receive and file event planning progress presentation on the 2020 Central Coast Craft Beer Fest. [Central Coast Brewers Guild]
  - Fiscal Impact (GL 2801): None.
2. **CWA Burgers and Brews**
  - Recommendation: Approve sponsorship of the 2020 CWA Burgers and Brews event at requested \$500. [Big Red Marketing]

- Fiscal Impact (GL 2801): \$500.

**3. The Garagiste Festival Event Sponsorship**

- Recommendation: Review and provide staff direction of potential sponsorship of the 2020 Garagiste Festival Event. [Big Red Marketing]
- Fiscal Impact (GL 2801): Up to \$10,000.

**4. AdHoc Committee Update**

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

**5. January – May Media Plan Presentation**

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

**6. Event Sponsorship Tiers Update**

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

**7. Monthly Marketing Statistics Summary**

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

**8. 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](http://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 25<sup>th</sup> 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.

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Kylee Corliss, Destination Management Coordinator

Exhibit A – 2019 Vacation Stay Rentals

**ITEM NUMBER:**  
**DATE:**

**A-1**  
**02/19/20**

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

**APPROVED:**



ITEM NUMBER:  
DATE:

A-2  
02/19/20

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

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### ***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:**

\$10,000.

#### **ATTACHMENTS:**

1. Visit California 2020 IPW Registration Form



**IPW 2020 Registration Form**  
**May 31<sup>th</sup> – June 3<sup>rd</sup>, 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 31<sup>st</sup>, 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.**



ITEM NUMBER:  
DATE:

B-1  
02/19/20

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

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### ***Staff Report***

## **Central Coast Craft Beer Fest Event Update Presentation**

### **RECOMMENDATION:**

Receive and file event planning progress presentation on the 2020 Central Coast Craft Beer Fest.

### **DISCUSSION:**

At the August 16, 2017, ATBID Board Meeting the Central Coast Brewers Consortium presented a sponsorship request for the 2018 and 2019 Central Coast Craft Beer Fest. Following the presentation, the Board moved to approve a \$7,500 sponsorship of the 2018 Central Coast Craft Beer Fest and a \$5,000 sponsorship of the 2019 Central Coast Craft Beer Fest. At the April 17, 2019 ATBID Board Meeting, the Central Coast Brewers Consortium presented their 2019 Central Coast Craft Beer Fest event recap and applied for, and was awarded, a \$5,000 sponsorship of the 2020 Central Coast Craft Beer Fest.

The Central Coast Craft Beer Fest planning presentation will provide an update of the event.

### **FISCAL IMPACT:**

None. Committed to \$5,000 sponsorship at the April 17, 2019, ATBID Board Meeting for the 2020 Central Coast Craft Beer Fest.

### **ATTACHMENTS:**

None.



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

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### ***Staff Report***

## **CWA Burgers and Brews**

### **RECOMMENDATION:**

Approve sponsorship of the 2020 CWA Burgers and Brews event at requested \$500.

### **DISCUSSION:**

The California Women for Agriculture Burgers and Brews Festival and Competition showcases and promotes the best locally grown meats and Central Coast brews in a fun and relaxed atmosphere. Guests enjoy sliders sourced from locally raised meat and get to sample locally brewed beers and ciders brought by farmers, chefs, caterers, and breweries from the Central Coast. Proceeds from the event are used to provide scholarships for 4-H and FFA members in San Luis Obispo County.

This genuine farm-to-table event is expanding into Atascadero for its 11<sup>th</sup> year. The San Luis Obispo County Chapter of the California Women for Agriculture have requested sponsorship from Visit Atascadero in the amount of \$500 to financially support this event.

### **FISCAL IMPACT (GL 2801):**

\$500.

### **ATTACHMENTS:**

1. Event Sponsorship Application



### **Event Support Application Form**

**Requesting Organization:** San Luis Obispo County Chapter of the California Women for Agriculture

**Contact:** Jeannette McClure

**Phone Number:** 707-206-1724

**Email:** JeannetteHMcClure@gmail.com

**Mailing Address:** 1144 Walnut Street Unit 5, San Luis Obispo, CA 93401

**Name of Event:** CWA Burgers and Brews

**Event Description:** The California Women For Agriculture's Burgers and Brews Festival and Competition showcases and promotes the best locally grown meats and Central Coast brews in a fun and relaxed atmosphere – all for the benefit of our local youth in agriculture.

Guests enjoy sliders sourced from locally raised meat, and get to sample locally brewed beers and ciders brought to you by farmers, chefs, caterers and breweries from the Central Coast. Proceeds from the event are used to provide scholarships for 4-H and FFA members in San Luis Obispo County.

This is a genuine Farm to Table event, and we are so excited to expand into Atascadero to celebrate our 11<sup>th</sup> year!

**Event Dates/Times:** Sunday, September 6th, 2020

**Event Website:** <http://cwaslocounty.com>

**Total Anticipated Attendees:** 500 **Portion From Outside SLO County:** Historically about 10-15%; looking to increase to at least 25% for 2020.

**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:** For the past 10 years this event has been held at the Santa Margarita Ranch which has a capacity limit of 300. We have outgrown the venue and have the capacity to grow.

**How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted?** For the past ten years, we have utilized several channels for marketing, including social media (Facebook and Instagram), Website, Print Ads, Live Radio Interviews/ promotion, and laminated flyers at local businesses. We have historically targeted just the Central Coast because we are capped at 300 people at our current venue of Santa Margarita Ranch. With the Pavilion, we are excited to expand our marketing, including working with publications in SLO and Santa Barbara Counties, and trade websites that promote locally produced goods.

**Crowd Control Safety Plan:** This event will focus on pre-sale tickets, with a defined cap on ticket sales. Currently, we are planning for 500 guests. There will be single point entry/exit with fencing enclosing the area. Event management (CWA members) will wear similarly colored shirts as points of contact during the event. These members will receive crowd control training prior to the event.

**Will the event require an ABC Permit? Yes No**

**Has a City permit been issued for your event or contracted the venue for your event date? Yes No**

**Support Requested** (desired monetary amount or in-kind marketing support): \$500

**Describe how the event supports Visit Atascadero's mission and goals:** As Atascadero is the home of the "Burgers and Brews Trail" on the central coast, and the SLO County CWA has been hosting the "Burgers and Brews" event for the past 10 years, it seems only natural that the event be held in conjunction with the City of Atascadero. The event helps generate funds to support local students in their academic endeavors as well as promote agriculture on the central coast. CWA has been supporting local breweries and burger makers for this event for 10 years and we look forward to continuing to support these local businesses in the future. We feel this supports Atascadero's goals of economic growth, community development, and collaborative relationships.

**What opportunities do you plan to offer that specifically promote lodging in Atascadero?** Since this is an event that includes alcohol, promoting lodging in Atascadero after the event is a natural fit. We will work with the city to include appropriate and approved links in our marketing materials.

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**Additional Details:**

We are really proud of the event and the following we have created after 10 years of the Burgers and Brews Festival. We are so proud to showcase our local farmers, producers, and brewers, in a one of a kind farm-to-table event. The best part: the money raised from the event goes right back into the community by supporting our local youth in agriculture. We are really excited for this next step in growing our event, and really hope you will consider supporting our mission!

## **Rules and Regulations for Event Coordinators**

ITEM NUMBER: B-2  
DATE: 02/19/20  
ATTACHMENT: 1

- 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](http://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](http://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** Jeannette McClure **Date** 1-31-2020

In case of questions or the need for clarification, please contact Destination Management Consultant, Angelica Ottman at [aott@bigredmktg.com](mailto:aott@bigredmktg.com).

		Working Budget - Burgers and Brews 2019				ATTACHMENT: 1	
Debits	Budget			Actual			
	Category	Debit	Credit	Category	Debit	Credit	
	Venue	\$ 3,000.00		Venue			
				Santa Marg Ranch**	\$ 3,000.00		
	Entertainment	\$ 1,000.00		Entertainment			
				Monte Mills	\$ 1,000.00		
	Food Products	\$ 350.00		Food Products	\$ 300.00		
	Decorations/Supplies	\$ 350.00		Decorations/Supplies	\$ 500.00		
	Advertising	\$ 1,500.00		Advertising			
			New Times Ad	\$ 300.00			
			Newsletter	\$ 800.00			
			Hats	\$ 150.00			
			Glasses	\$ 440.00			
	Total Debits	\$ 6,200.00		Total Debits	\$ 6,490.00		
Income	Sponsors		\$ 5,000.00	Sponsors		\$ 2,750.00	
	Ticket Sales (200 x 60)		\$ 12,000.00	Ticket Sales		\$ 3,000.00	
				Tables (\$500 each)		\$ 8,500.00	
	Comp Tickets, Board, Participants (100)	\$ -		Comp Tickets	80 tix		
	Silent Auction		\$ 800.00	Silent Auction		\$ 4,300.00	
	Total Credits		\$ 17,800.00	Total Credits		\$ 18,550.00	
	Less: Contribution to CWA for Operations		\$ 4,000.00	Less: Contribution to CWA for Operations	\$ 4,000.00		
	Total for Scholarships	\$ 7,600.00		Total for Scholarships	\$ 8,060.00		

\*\* For 2020, we are assuming the Venue Cost of \$3,000 for Santa Margarita Ranch will be replaced with fencing and security needed for the Pavilion.





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

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***Staff Report***

**The Garagiste Festival Event Sponsorship**

**RECOMMENDATION:**

Review and provide staff direction of potential sponsorship of the 2020 Garagiste Festival Event.

**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 up to \$10,000 in financial sponsorship from Visit Atascadero.

During their presentation at the September 18, 2019 Board Meeting, the event planner shared there are opportunities to bring the Friday event to an Atascadero venue in future years. Following the September 18, 2019 Board Meeting, the event planner coordinated efforts with the City to confirm the possibility of hosting the Friday night event at the Pavilion on the Lake in Atascadero. The Friday night event is a ticketed tasting with expected 400+ attendees.

Following the review of the 2020 Garagiste Festival Event application, the Board will provide staff direction on potential sponsorship.

**FISCAL IMPACT (GL 2802):**

Up to \$10,000.

**ATTACHMENTS:**

1. The Garagiste Festival by the Numbers

## **The Garagiste Festival by the Numbers**

**A proven, unique and wide-reaching event**

**Tier 2 Support Request – \$7,500**

**800+ Attendees**

**MORE than 30% are visitors (Tier One guideline)**

**MORE than 2+ night stays encouraged by event calendar (Tier One)**

- **Four days of events** in 2020 to encourage multi-night and mid-week (Thursday and Sunday night) stays.

- **Sunday, November 15 is Garagiste Passport Day** – Many festival wineries will be offering special events. This is a popular event and many of our guests stay in town on Sunday night to take advantage of this

- **November 12, 13, 14, and 15** – What used to be an off-weekend for tourism is now an annual mainstay event weekend for wine tourists.

- **Over 70%** of our attendees come from **outside SLO County**. And from 30 states and 3 Canadian provinces and Mexico

- Over 90% of our attendees from out of town **visit the Paso area more than once a year.**

- 56% stay in local hotels, motels, and B&Bs
- 92% of those make repeated trips to the Paso area during the year
- 51% make 2 to 5 trips a year,
- 27% make more than 5 trips per year.
- 33% of respondents travel to the area more often now because of the Garagiste Festival.
- 68% have household incomes over \$100,000 per year, 40% over \$150,000 per year.

- **Strong out of area promotion.** This means LA, all of Southern California, and even national coverage. No other event focuses on out of area like we do. See our press coverage - LA Times, LA Weekly Los Angeles Magazine, KCET, FOX 11, plus national and international press like ABC News USA Today. Huffington Post, London Daily Telegraph, Wine Enthusiast Magazine and dozens more.

- The 10th Anniversary year promises to provide an increased level of press attention – even more than usual.

- 800+ Festival weekend attendees, plus repeat visitors all year round

- Receive promotion in Garagiste e-newsletters, which reach people from coast to coast. Our **‘open’ rate is over 300% better than standard travel and tourism industry e-mail marketing.**

- **Visit Atascadero logo and links on home page of website**

- **Dedicated E-Blast featuring Visit Atascadero**

- **Dedicated Facebook post featuring Atascadero**



ITEM NUMBER:

B-4

DATE:

02/19/20

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

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***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.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.



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

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### ***Staff Report***

### **January – May Media Plan Presentation**

#### **RECOMMENDATION:**

Receive and file 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 requested a reactive budget amount of \$8,500 to execute this next year. \$7,500 would be hard cost and \$1,000 for Verdin to plan, place, optimize and manage for the three-month time period.

Upon the cancellation of the January 15, 2020 ATBIB Board Meeting, staff provided direction to approve this time sensitive plan.

#### **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:

02/19/20

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:

02/19/20

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: 02/19/20  
ATTACHMENT: 3

**Visit Atascadero 2020 Media Plan**

12/20/20

JAN - MAY

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



ITEM NUMBER:  
DATE:  
ATTACHMENT:

B-5  
02/19/20  
4

## Visit Atascadero 2020 Media Plan

12/23/19

JAN - MAY

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





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

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### ***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**

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### **Staff Report**

### **Monthly Marketing Statistics Summary**

#### **RECOMMENDATION:**

Receive and file Marketing Statistics Report.

#### **DISCUSSION:**

Verdin continued to see impressive results with the "Brews and Burgers Trail" campaign through the month of January. To activate the campaign through every touchpoint, Verdin included messaging in our e-newsletter, social media channels, content pitches to Visit SLO CAL and within our paid media space.

Over the last three months, we have seen a slight decrease in website traffic due to the decreased media budget compared to 2018. This fiscal year we spent \$12,700 in paid media for November-January compared to 2018 where we spent \$26,750. 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
2. January 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 12<sup>th</sup>. 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

# JANUARY STAT SUMMARY

## ATASCADERO TBID

February 6, 2020

### WEB ANALYTICS (2020 vs. 2019)

#### WEBSITE TRAFFIC

Page Views:  
14,451 vs. 18,873 (-23%)

New Visitors:  
13,986 vs. 17,846 (-22%)

Total Sessions:  
17,715 vs. 22,014 (-20%)

Mobile Views: 9,134 (-23%)

Desktop Views: 4,641 (+69%)

PPV (Page Per Visit):  
1.52 (+5%)

TOS (Time on Site):  
0:52 (+43%)

#### GEOGRAPHIC REFERRALS

Los Angeles: 1,696 (-59%)

Atascadero: 1,643 (+52%)

San Francisco: 1,383 (+33%)

Chicago: 1,501 (+838%)

Paso Robles: 1,421 (+75%)

San Luis Obispo: 889 (+29%)

Arroyo Grande: 248 (+48%)

Irvine: 196 (-13%)

San Diego: 194 (-61%)

#### ACQUISITION

Social: 2,007 (-69%)

Direct: 3,845 (-39%)

Organic: 6,244 (+29%)

Referral: 2,878 (+98%)

#### PAGE VIEWS

Brews and Burgers: 2,167

Home: 1,743 (-17%)

Events: 1,513 (-73%)

Tamale Fest: 1,435 (-79%)

Things to Do: 937 (-14%)

### SOCIAL MEDIA ANALYTICS

#### FACEBOOK

Facebook Fans: 6,775

Impressions: 306,740

Organic: 43,902

Paid: 262,298

Reach: 292,842

Engagements: 4,980

Top Post: Wine Speak Giveaway

Reach: 3,732

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

#### INSTAGRAM AND TWITTER

Instagram Followers: 2,556

New Followers: 91

Likes received: 739

Comments received: 29

Main audience: Women under 44

Twitter Followers: 288

Engagements: 11

Main audience: Reporters and Destinations

## ADVERTISING ANALYTICS

The revised Brews and Burgers campaign began in late January. Both the Comfort Seeker and Family persona were served 15-second video ads. The drive markets of LA, Central Valley, and San Francisco DMA were targeted.

### PROGRAMMATIC VIDEO

Impressions: 40,115   Clicks: 467   CTR: 1.16%   Views to 100%: 23,410

### FACEBOOK/INSTAGRAM

Impressions: 252,080   Clicks: 1,711   CTR: 0.68%   Views to 100%: 6,960

### JANUARY TOTALS

Impressions: 292,195   Clicks: 2,178   CTR: 0.92%   Views to 100%: 30,370

## E-NEWSLETTER ANALYTICS

Two e-newsletters were sent out in January. The first one was sent on Thursday, January 23<sup>rd</sup>. A slightly altered version was sent to un-opens on Wednesday, January 29<sup>th</sup>. January's e-newsletter was New Years and love themed featuring the Sweetheart Stroll during First Fridays, Restaurant Month, Brews and Burgers Trail, and a save the date for the Farmers Market. It finished with a CTA to plan their stay in Atascadero.

Totals for Campaign:

- 37.8% Open Rate
- 4.7% Click Through Rate





ITEM NUMBER:  
DATE:

B-8  
02/19/20

## ***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 December 31, 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

GL #	ATBID 2019/20 BUDGETED P&L										Notes
	REVENUE PROJECTIONS	July	August	September	October	November	December	Actuals	Budgeted		
1100	2% BID Revenue July 2019 - June 2020		\$3,339.00	\$74,022.00	\$2,678.00	\$15,601.00	\$51,582.00	\$147,222.00	\$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		
	<b>Total</b>								<b>\$ 560,280.00</b>		
	<b>Budget</b>								<b>2019/2020 Proposed Budget</b>	<b>% of Total Budget</b>	
2100	<b>Admin</b>								<b>\$38,085.00</b>	<b>6.71%</b>	
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	\$750.00	\$650.00	\$800.00	\$1,000.00	\$800.00		\$4,000.00	\$9,375.00		
2106	Verdin	\$1,827.94	\$1,550.30	\$1,612.80	\$996.10	\$1,129.20	\$ 677.10	\$7,793.44	\$18,600.00		
2200	<b>ATBID Management</b>								<b>\$20,812.00</b>	<b>3.67%</b>	
2201	Board Management & Coordination	\$200.00	\$700.00	\$900.00	\$950.00	\$900.00		\$3,650.00	\$8,625.00		
2202	Financial Management	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00		\$3,700.00	\$8,512.00		
2203	Strategy	\$200.00	\$200.00	\$450.00	\$400.00	\$350.00		\$1,600.00	\$3,675.00		
2300	<b>Visual Assets and Branding</b>								<b>\$49,800.00</b>	<b>8.77%</b>	
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	\$2,479.50	\$453.90	\$ 963.70	\$17,526.52	\$30,000.00		
2303	Creative Services - Out of Scope							\$-	\$-		
2304	Promotional Items & Visit Atascadero Brochure					\$4,018.42	\$ 127.02	\$4,145.44	\$18,000.00		
2400	<b>Digital Marketing</b>								<b>\$32,200.00</b>	<b>5.67%</b>	
2401	Website Updates		\$482.00	\$157.00	\$120.00	\$25.60		\$784.60	\$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	\$765.96	\$1,211.62	\$3,323.30	\$9,011.20	\$18,800.00		
2404	E-Newsletter	\$1,115.60	\$992.40	\$944.92	\$759.69	\$728.99	\$ 438.79	\$4,980.39	\$9,400.00		
2500	<b>Advertising</b>								<b>\$91,623.00</b>	<b>16.14%</b>	
2501	Planned Media Buys	\$1,377.31	\$1,280.68	\$9,603.44	\$21,529.64	\$5,786.87	\$ 2,498.60	\$42,076.54	\$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	\$115.20	\$25.60	\$ 538.40	\$2,058.30	\$6,000.00		
2600	<b>Public Relations</b>								<b>\$7,500.00</b>	<b>1.32%</b>	
2601	FAMs/ Individual Itineraries			\$734.50	\$800.00			\$1,534.50	\$3,500.00		
2602	PR Retainer & Reactive Planning	\$790.50	\$1,163.20		\$549.40	\$490.50		\$2,993.60	\$4,000.00		
2700	<b>Tour &amp; Travel</b>							\$-	<b>\$20,000.00</b>	<b>3.52%</b>	
2701	Trade Show							\$-	\$20,000.00		Includes registration and firm attendance fees.
2800	<b>Consumer Outreach</b>								<b>\$51,000.00</b>	<b>8.98%</b>	
2801	Event Sponsorship	\$7,500.00			\$15,000.00	\$15,000.00		\$37,500.00	\$45,000.00		
2802	Management of Event Sponsorship	\$250.00	\$650.00	\$350.00	\$500.00	\$550.00		\$2,300.00	\$6,000.00		
	<b>TOTAL EXPENSES</b>	<b>\$ 24,444.31</b>	<b>\$ 13,520.92</b>	<b>\$ 29,852.29</b>	<b>\$ 46,865.49</b>	<b>\$ 32,370.70</b>	<b>\$ 8,566.91</b>	<b>\$ 155,620.62</b>	<b>\$ 311,020.00</b>		
3001	<b>Cash Reserves</b>								<b>\$ 56,785.00</b>	<b>10%</b>	
	<b>Contingency</b>										
4001	<b>Contingency Fund (unallocated)</b>								<b>\$ 200,045.00</b>	<b>35.23%</b>	
	<b>TOTAL Budget</b>								<b>\$ 567,850.00</b>		

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 12/31/19	BUDGETED 2019-2020
<b><u>REVENUES</u></b>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 147,222	\$ 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>147,222</u>	<u>289,500</u>
<b><u>EXPENSES</u></b>								
6050000	Office Expense	-	5,164	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	97,201	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	59,681	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	1,472	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>158,355</u>	<u>311,020</u>
<b>NET INCOME/(LOSS)</b>		132,861	40,516	35,592	(46,761)	(37,593)	(11,132)	(21,520)
<b>BEGINNING AVAILABLE BALANCE</b>		<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>
<b>ENDING AVAILABLE BALANCE</b>		<u>\$ 289,333</u>	<u>\$ 329,849</u>	<u>\$ 365,441</u>	<u>\$ 318,679</u>	<u>\$ 281,086</u>	<u>\$ 269,954</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	<b>TOTAL</b>
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				