



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, March 18, 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 – March 2, 2020

- Recommendation: Approve the Draft Action Minutes of March 2, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Wine Speak Recap Presentation

- Recommendations:
 1. Receive and file event recap on 2020 Wine Speak event. [Wine Speak Paso Robles]
 2. Approve sponsorship of 2021 Wine Speak event. [Wine Speak Paso Robles]
- Fiscal Impact (GL 2801): \$15,000.

2. Atascadero Colony Days Events Support Application

- Recommendation: Decline sponsorship of the 2020 Colony Days events. [Atascadero Colony Days Committee]
- Fiscal Impact (GL 2801): \$5,000.

3. Templeton Tennis Ranch Events Sponsorship

- Recommendation: Provide staff direction on potential sponsorship of Templeton Tennis Ranch Events. [Templeton Tennis Ranch]

- Fiscal Impact (GL 2801): \$1,500.

4. Mid-State Fair Sponsorship Opportunity

- Recommendation: Approve \$7,500 Mid-State Fair Sponsorship. [Big Red Marketing]
- Fiscal Impact (GL 2502): \$7,500.

5. Monthly Marketing Statistics Summary

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

6. Monthly Budget Report

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update – Verdin
3. Destination Management Update – Big Red Marketing
4. City Business Update – City Manager's Office

D. BOARD MEMBER COMMENTS

E. ADJOURNMENT

Atascadero Tourism Business Improvement District (ATBID)

WELCOME TO THE ATBID MEETING

The ATBID Advisory Board meets in regular session on the third Wednesday of each month at 2:30 p.m. Board meetings will be held at the Atascadero City Hall, 6500 Palma Avenue, Atascadero. Matters are considered by the Advisory Board in the order of the printed Agenda.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection during City Hall business hours at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, and on our website, www.atascadero.org. All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA

Under the Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience wishing to speak concerning any item not on the Agenda to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Advisory Board.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is the time items not on the Agenda may be brought to the Advisory Board's attention. A maximum of 30 minutes will be allowed for PUBLIC COMMENT (unless changed by the Advisory Board). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in your printed copy.

TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Advisory Board will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Advisory Board regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Chairperson and Advisory Board
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Advisory Board.

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



DRAFT ACTION MINUTES

Monday, March 2, 2020 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 O'Malley, Board Member Sohi

Vacant: One vacant seat.

Absent: None.

Staff Present: Destination Management Consultant Angelica Ottman, Destination Management Coordinator Hanna Meisinger, 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 4:0 by a roll call vote.

PUBLIC COMMENT: None.

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.

MOTION: By Board Member Sohi and seconded by Board Member O'Malley to approve the consent calendar.
Motion passed 4:0 by a roll call vote.

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.

Andres Nunno and Tony Grimes with the Central Coast Brewers Guild presented an update on the 2020 Central Coast Craft Beer Fest weekend activities and answered questions from the Board.

PUBLIC COMMENT: None.

**The Central Coast Craft Beer Fest Event Update Presentation
was received and filed by the Board.**

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.

Jeannette McClure with California Women in Agriculture presented information about the 2020 CWA Burgers and Brews event and answered questions from the Board.

PUBLIC COMMENT: Tony Grimes.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve support of up to \$500 in event sponsorship for the 2020 CWA Burgers and Brews event.
Motion passed 4:0 by a roll call vote.

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.

Deputy City Manager Terrie Banish shared information about the Garagiste Event plan to incorporate Atascadero into the event and shared the event sponsorship request. Banish answered questions from the Board on behalf of The Garagiste Festival.

PUBLIC COMMENT: Jessica Sohi.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve event sponsorship up to \$7,500 for the 2020 Garagiste Festival Event contingent upon Visit Atascadero promoted as the designated lodging sponsor and two events held in Atascadero.
Motion passed 4:0 by a roll call vote.

4. AdHoc Committee Update

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

Vice Chairperson Dawson left the meeting at 3:26 p.m.

Board Member O'Malley presented an update from the AdHoc Committee meeting related to the reserve contingency fund and answered questions from the other Board members.

PUBLIC COMMENT: None.

**The AdHoc Committee Update
was received and filed by the Board.**

5. January – May Media Plan Presentation

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

Marketing Consultant Akers presented the media plan presentation and answered questions from the board.

PUBLIC COMMENT: Jessica Sohi and Brendan Pringle.

**The January – May Media Plan Presentation
was received and filed by the Board.**

6. Event Sponsorship Tiers Update

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

Destination Management Consultant Ottman presented the updates to the event sponsorship tiers and answered questions from the Board.

PUBLIC COMMENT: Jessica Sohi.

**The Event Sponsorship Tiers Update presentation
was received and filed by the Board.**

7. Monthly Marketing Statistics Summary

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

Marketing Consultant Akers presented the Monthly Marketing Statistics summary for November 2019, December 2019, and January 2020 and answered questions from the Board.

Board Member O'Malley left the meeting at 4:21 p.m. and the meeting paused due to quorum. Chairperson Alexander left the meeting at 4:22 p.m.

Chairperson Alexander and Board Member O'Malley returned at 4:24 p.m. and the meeting resumed.

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 Ottman provided updates on the budget and answered questions from the Board.

PUBLIC COMMENT: Brendan Pringle.

**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 an update from the Visit SLO CAL TMD meeting, including Chuck Davison's position renewal, and answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – Verdin – Marketing Consultant Akers provided an update from the Visit SLO CAL Marketing Committee meeting, including information about the upcoming retreat and California Welcome Center updates, and answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Ottman provided updates on IPW and answered questions from the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish shared updates from the City, including updates on the billboards, and answered questions from the Board.
5. Short-term Rental Update – City Manager's Office – Deputy City Manager Banish distributed the 2019 Vacation Stay Rentals (Exhibit A).

C. BOARD MEMBER COMMENTS

None.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 4:55 p.m.

Hanna Meisinger, Destination Management Coordinator

Exhibit A – 2019 Vacation Stay Rentals

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Wine Speak Recap Presentation

RECOMMENDATIONS:

1. Receive and file event recap on 2020 Wine Speak event.
2. Approve sponsorship of 2021 Wine Speak event.

DISCUSSION:

At the February 24, 2018, ATBID Board Meeting, Amanda Wittstrom Higgins from the Rossi Foundation presented a recap of the 2018 Wine Speak event. The Board approved a \$15,000 event sponsorship of the 2019 Wine Speak event at the April 18, 2018 Board meeting.

In 2019, Wine Speak took place January 7 – 10 at multiple venues. The ATBID support of \$15,000 was utilized to help offset the marketing costs to bring visitors to Atascadero for Wine Speak.

The 3rd Annual Wine Speak took place January 14 – 16, 2020 at multiple venues, some across Atascadero. The Pavilion on the Lake and City Hall were utilized and the City renewed their co-sponsored participation in this event.

Wine Speak is looking to renew their event sponsorship for the 2021 event.

FISCAL IMPACT (GL 2801):

\$15,000

ATTACHMENTS:

1. Wine Speak Recap Presentation

WINE SPEAK PASO ROBLES

2020 RECAP REPORT



JANUARY 14TH - 16TH, 2020 | ATASCADERO, CA

IMAGE HIGHLIGHT: DAY 1



IMAGE HIGHLIGHTS: DAY 2



IMAGE HIGHLIGHTS: DAY 3



IMAGE HIGHLIGHTS: DAY 4



THANK YOU FROM OUR CO-FOUNDERS

Dear Friends,

We have so many people to thank for embracing the mission of Wine Speak Paso Robles. This event would not have been possible without the generous support of our speakers, panelists, wineries, sponsors and guests. We also greatly thank the communities of Atascadero and Paso Robles for welcoming us with such open arms, warm hearts and aloha - we are forever grateful.

Sincerely,

Amanda Wittstrom-Higgins
and Chuck Furuya, MS



WHAT IS WINE SPEAK PASO ROBLES?

Wine Speak was created in 2017 as an opportunity to gather some of the most brilliant, savvy and insightful wine minds of the New World. Our mission has stayed true. Speakers, panelists and guests alike are encouraged to share their wisdom and experiences, so that we can learn from one another and help our industry move forward. We believe that this kind of forum fosters dialogue, sharing, camaraderie and collaboration all in the name of elevating our wine community.

200+
WINES

5
MASTER SOMMS

3
DAYS

1
INTIMATE
EXPERIENCE

ULTIMATE GOALS

1. Bring key influencers to the area
2. Increase visibility of the region
3. Engage key media
4. Enhance educational opportunities locally

MISSION ACCOMPLISHED!

IMPACT OVERVIEW

- **48** participating **wineries**
 - **33** from the Paso Robles AVA
- Wines from Paso Robles, Napa, Lodi, Santa Barbara, Santa Maria, Ojai, Argentina, Spain, Germany, France and more
- **25+** local **food** vendors
- **13** unique **events** held within the Paso AVA throughout the week
- **98%** event **sell-out rate**
- **15** Scholarship Recipients
- **7** person Somm Team from all over the country



ECONOMIC IMPACT



98%
SELL OUT RATE

40%
OUT OF THE AREA
ATTENDEES

15
SCHOLARSHIP
ATTENDEES

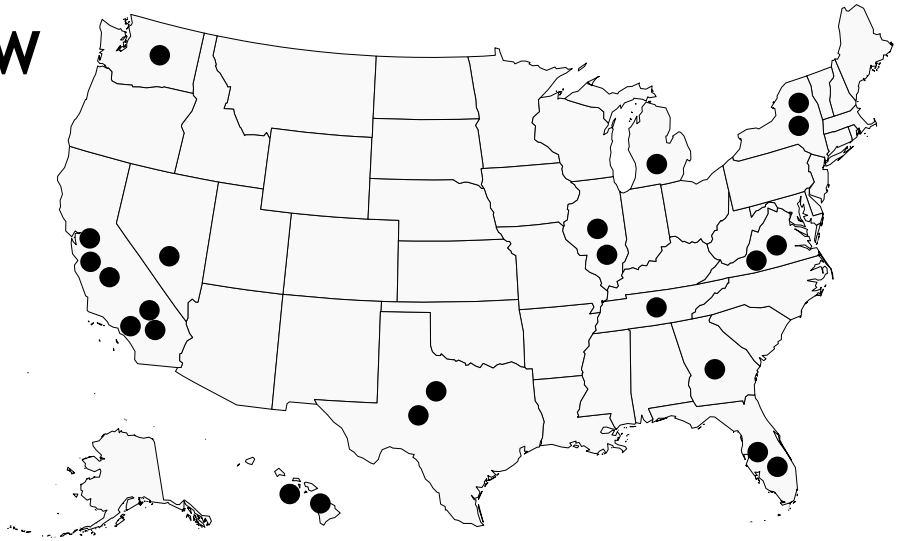
+11%
INCREASE IN LOCAL
HOTEL OCCUPANCY
BASED ON STR REPORT

*The Carlton does not report to STR.

EVENT OVERVIEW

GEOGRAPHIC STATS

**We had attendees
from 12+ states and
3 different countries!**



40% of attendees were from outside of San Luis Obispo County

Plus France, Spain and Argentina!

GRAND TASTING

42 PARTICIPATING WINERIES

(33 FROM PASO)

6 DISTRIBUTORS

4 WINE ALLIANCES

7 LOCAL FOOD VENDORS

2020 Participants Included:



Plus:

15C

Back Porch Café

Just Baked

Dark Nector

Thomas Hill Organics

The Range

El Compadre



ITEM NUMBER:
DATE:
ATTACHMENT:

B-1
03/18/20
1

MEDIA COVERAGE

American General Media helped us tell our story of Wine Speak through several narrative avenues including liquid lunch segments starring featured guests, interviews with the speakers and founders of Wine Speak, as well as several other short vignettes.

62 spots on The Krush Radio 92.5

38 spots on KVEC News Talk 96.5

30 spots on COAST 104.5

24 spots on 93.3 KZQZ

24 spots on KJUG 98.1



MEDIA & TRADE PARTNERS

SOMMELIER EXTRAVAGANZA

Set for January 2020

200+
WINES

3
DAYS

5
MASTER SOMMS

1
INTIMATE EXPERIENCE

Wine Speak Paso Robles is set to return for a third annual campaign on January 14-16, 2020, advancing its momentum as a premier trade event featuring an all-star cast of master sommeliers, wine industry leaders and hospitality professionals. Wine Speak 2020 spans three days in the Paso Robles wine country, starting with two days of winemaker-sommelier panels and concluding with professional development seminars and workshops.

"Wine Speak is all about gathering luminaries from around the world to share their knowledge, wisdom and experience, so that everyone attending can have an opportunity to learn," said master sommelier, Chuck Furuya, who co-founded Wine Speak with Amanda Wittstrom-Higgins.

Generously sponsored by

THE **SOMM** JOURNAL

PUBLIC TASTING EXPERIENCES

While Wine Speak 2020 is first and foremost a trade event, wine consumers are invited to join in on two remarkable public tasting experiences.

"Wines of The World" on January 14
At this public grand tasting, local chefs will present wine-friendly small plates and an international cast of winemakers will showcase some of their finest reserve and library bottlings. The aim is to give guests a sense of wonderment as they taste wines from Paso Robles, Germany, Portugal, Italy, Spain, Argentina, France and beyond.

"BYOB Dinner" on January 15
BYOB Dinner is an opportunity to gather with wine friends from near and far. The casual setting is ideal for mingling and meeting winemakers, sommeliers, wine professionals and other real wine lovers. Attendees bring bottles of their favorite wines to share—and everyone is always amazed at what they get to taste.

WINE SPEAK
PASO ROBLES, CALIFORNIA

wineenthusiast

2,036
Posts

358K
Followers

1,193
Following

ENTER FOR A CHANCE TO WIN!

INSTAGRAM SWEEPSTAKES

WINE ENTHUSIAST

THE **SOMM** JOURNAL



wine1percent

1,343
Posts

33.5K
Followers

1,001
Following

EARNED MEDIA

WINE ENTHUSIAST

THE MAGAZINE	NEWSLETTERS	WINEMAG.COM	SOCIAL MEDIA
940,000 Readers	300,000 Subscribers	1,000,000 Monthly Visitors	952,000 Followers



LOOK WHO IS ON THE COVER

VP of Operations, Ancient Peaks Winery, Santa Margarita, CA
President & Founder, Dream Big Darling
Cofounder, Wine Speak Paso Robles, Paso Robles, CA

Dare to Dream Big
A second-generation owner, Wittstrom-Higgins oversees everything from brand development and distribution to events and special projects at Ancient Peaks Winery, an acclaimed Central Coast operation that crafts both high-end bottlings and the best bang-for-buck values from more than 900 acres of vineyard near Paso Robles. She also founded Dream Big Darling, a nonprofit aimed to lift women in the wine industry, and Wine Speak Paso Robles, an annual event that brings together sommeliers, beverage industry leaders and other members of the winemaking community for a three-day educational summit.

"I am honored to be recognized by Wine Enthusiast, and to be included with such a great group of innovators."
AMANDA WITSTROM-HIGGINS



The Paso Robles Press
Delivering your Hometown News, since 1889



Paso Robles Daily News

The Atascadero News
Delivering your Hometown News, since 1919



EARNED MEDIA

Featured in Market Watch Magazine

7. FROM LEFT: Musician Pink, master sommelier Madeline Triffon, and Wine Speak co-founder Amanda Wittstrom-Higgins attend Wine Speak 2020 at Atascadero City Hall in Paso Robles, California on January 15.



Jessica Beebe



AS PICTURED:

1. DJ Khaled and rapper Lil Wayne performed at the Bud Light Super Bowl Music Fest at American Airlines Arena in Miami on February 2.

2. Actress Jennifer Aniston signed an oversized bottle of Taittinger Champagne at the 26th Annual Screen Actors Guild Awards at the Shrine Auditorium in Los Angeles on January 19.

3. Actor and musician Jamie Foxx attended the 67th annual Culinary Kickoff pre-Super Bowl fundraising event—where former football player Charles Woodson's Intercept wine was served—at Seminole Hard Rock Hotel & Casino in Miami on January 30.

4. Justin Wines winemaker Scott Shirley celebrated the release of the 2017 Isosoles vintage at B. On Top at the Gansevoort Meatpacking hotel in New York City on January 25.



EVENTS mw

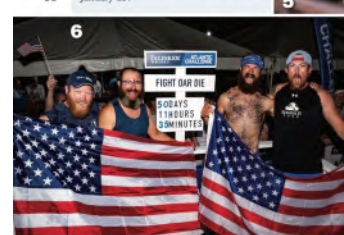


5. Giulia Caccurullo, bartender at Artesian in London, was crowned the winner of the 2020 Patron Perfectionists Cocktail Competition at Hacienda Patrón in Jalisco, Mexico on January 24.

6. FROM LEFT: U.S. military veterans Luke Holton, Carl Christensen, John Fennin, and Evan Straton, known as team Fight Our Die, completed the Tinkler Whiskey Atlantic Challenge on February 1, arriving at English Harbour in Antigua after 50 days, 11 hours, and 35 minutes of rowing.

7. FROM LEFT: Musician Pink, master sommelier Madeline Triffon, and Wine Speak co-founder Amanda Wittstrom-Higgins attend Wine Speak 2020 at Atascadero City Hall in Paso Robles, California on January 15.

Jessica Beebe



{ wine concourse }



A touching moment shared between the founders of Wine Speak Paso Robles: Master Sommelier Chuck Furuya and Amanda Wittstrom-Higgins of Ancient Peaks Winery.

Goodwill Tasting

WINE SPEAK PASO ROBLES REMAINS ONE OF THE INDUSTRY'S MOST INSPIRING CONVENTIONS

story by Jessie Birschbach / photos by Acacia Productions

HERE'S THE THING about Wine Speak Paso Robles: It's got heart. Our industry is chock-full of gatherings that meet the baseline expectation of educational seminars and tastings, but unlike many of its fellows, Wine Speak has generated a palpable sense of genuine community since its inaugural event three years ago.

Now, I know what you're thinking: All of these events provide a sense of community, as the simple act of congregation is at their very core, but I have yet to find a level of enthusiastic support and inclusivity that rivals what I've encountered at Wine Speak. Perhaps this is thanks to its thoughtful and kind-hearted founders, Hawaii-based Master Sommelier Chuck Furuya of DK Restaurants and Amanda Wittstrom-Higgins, VP of Operations for Ancient Peaks Winery—or perhaps it's because the event takes place in a region that's still eager to prove itself despite The New York Times recently deeming it one of "52 Places to Go in 2020."

The three-day gathering primarily unfolded within the Atascadero Historic City Hall, which Furuya referred to as a symbol of Wine Speak's communal identity: each day, four seminars are interspersed with networking breaks and lunches that give way to BYOB dinners and tastings. The first round of seminars—which comprised of an overview of Paso Robles with some of the region's top winemakers as well as Old World insights from Northern Rhône winemaker Lionel Faury of Domaine Faury—were led by Furuya in his signature laidback style. Not only did the panel members "talk story" (a Hawaiian term for sharing personal anecdotes) but the audience did, too.

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The Paso Robles Overview panel from left to right: Jason Haas of Tablas Creek, Jordan Fiorentini of Epoch Estate Wines, Steve Peck of J. Lohr Vineyards & Wines, and Mike Sinor of Ancient Peaks Winery.



Master Sommeliers Fred Dame, Madeline Triffin, and Nunzio Alioto are pictured during a blind-tasting seminar at Pavilion on the Lake in Atascadero Lake Park.

The second day focused on wines commonly found in Paso Robles: L'Aventure co-owner/winemaker Stephan Aaso and Master Sommelier Emmanuel Kemij led a seminar dubbed "Crazy Red Blends" before Thomas Rivers Brown of Napa's Rivers-Marie and Master Sommelier Fred Dame, now the Global Wine Ambassador for D'AQU Vineyards, took a deep dive on Cabernet Sauvignon.

With a focus on professional development, the third day delved into blind-tasting strategies from Dame and fellow Master Sommeliers, Nunzio Alioto and Madeline Triffin, among other topics. But perhaps most reflective of Wine Speak's benevolent spirit was Wittstrom-Higgins' was the second day's "Dream Big Darling, Wine from a Different Perspective" seminar with Triffin. During the moving hour-and-a-half-long talk—named for the nonprofit created to support female professionals in the wine and spirits industry—Triffin recalled the experience of becoming the second woman in the world to earn the Master Sommelier title.

Wittstrom-Higgins drew an emotional parallel between Triffin and her grandmother, who always called her "darling": "Through her I realized how powerful kindness and love can be," she said. "Likewise, there are so many people Madeline has touched throughout her career, and that's why we're here sharing her story. I hope that you all take the time to help someone who is coming up the ranks and champion them because that's what our world needs—and that's what our industry needs in order to be successful."

And there you have it: At the core of Wine Speak is not just community and education but also compassion and generosity. Read on for a few of my favorite quotes from some of the heavy hitters in attendance:



"Wine Yoda" Bruce Neyers brought a 2014 magnum of Domaine Clape Cornas to the BYOB dinner.

Overheard at Wine Speak Paso Robles

Jason Haas, Partner/General Manager for Tablas Creek At the "Paso Robles Overview" seminar, Haas offered an in-depth explanation of why his family and the Pamin clan of Château de Beaucastel selected their winery's location: the longer growing season for late-ripening Rhône varieties and significant diurnal swings; adequate rainfall; and calcareous soils that are remnants of an old seabed. "If you draw the overlays on the map of those things, you end up with this little triangle in west Paso Robles. So we ended up here—to our surprise as much as anyone else's it was a not a particularly established region at that point. I don't think anyone was talking about Paso in 1989 as the next great California wine region, but it's incredible to see the way that it's developed."

Bruce Neyers, Winemaker for Neyers Vineyards During the "Talk Story with the Wine Yoda" seminar, Neyers spoke of his greatest influences—a list that amounted to a who's who of figures that have shaped the contemporary wine scene. In one example, Neyers paid homage to Joseph Swan of Joseph Swan Vineyards for making one of California's breakthrough Pinot Noir in the 1970s. During that time, as a pilot on a visit to Burgundy, Swan asked the leadership at Domaine de la Romanée-Conti if he could take some budwood back with him to California. When he didn't get a straight answer, Swan returned that night to take matters into his own hands. Years later after being blown away by Swan's Pinot Noir, Neyers asked, "Hey Joe, which DRC vineyard did you get that budwood from?" Swan responded, "Oh, I don't know—it was way too dark to tell."

Steve Peck, Director of Winemaking for J. Lohr Vineyards & Wines At the overview seminar: "This is the Beck Vineyard in the Creston sub-AVA. [It's] just a beautiful property with weathered sandstone and shale that sits above the fog line. I think of Paso as an elevated valley with mountains in a circular form around it, and this is one of the high points in that sort of southern crested area. At 1,700 feet there are lots of mornings where you're up there and you're looking down on the fog in the valley."

Madeline Triffin, MS During the Dream Big Darling seminar Triffin offered some valuable advice about the Master Sommelier exam: "Your muscle memory is so essential. It doesn't matter if you're standing in a warehouse at 4 a.m., you don't put your fingers in the glass, right? Because when you take the MS exam, guess what's going to take over? Your muscle memory!"

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EVENT RECAP

Words of Wisdom from Wine Speak 2020

Guests of Wine Speak 2020 laughed sympathetically when panelist Laura Catena of Bodega Catena Zapata explained why she left medicine to join the family business in the 1990s. "I do a lot out of rage," she told them—and at a time when Argentina's industry was being undervalued on the market, "I started making wine because I wanted to help my father and my country." They laughed knowingly when Master Sommelier Madeline Triffin recalled the night she served Dom Pérignon on ice to legendary actress Olivia de Havilland: "I know the way it's supposed to be and I know the way she wants it. Guess which way it's going to be." And their collective gasp gave way to more laughter when Neyers Vineyards' Bruce Neyers told a story about pioneering Sonoma winemaker Joseph Swan stealing budwood from Domaine Romanée-Conti.

In short, there was a whole lot of good cheer to accompany the deeply personal insights that one gleans only from a gathering like this one, in the view of Amanda Wittstrom-Higgins, who launched Wine Speak three years ago with co-founder Chuck Furuya, MS. "The size of the event is small and intimate so that we can really dig

THIS PASO ROBLES SUMMIT BRINGS ALL WALKS OF WINE LIFE TOGETHER

by Ruth Tobias



Chuck Furuya, MS, moderates a panel at Atascadero City Hall during the three-day Wine Speak conference. (Inset) Paso Robles' diverse soils on display at the grand tasting.

deep into stories," she explains. "The audience can really participate and create relationships because of how it's structured."

To be sure, the beverage professionals who attended the conference—held in the town of Atascadero in California's Paso Robles region last January—had plenty to participate in over the course of three days. The slate of seminars and panels was full and diverse, from a blind tasting led by Triffin with fellow Master Sommeliers Fred Dame and Nunzio Alioto to an overview of Paso Robles through the eyes of four of the appellation's star winemakers: Tablas Creek's Jason Haas, Epoch's Jordan Fiorentini, J. Lohr's Steve Peck, and Ancient Peaks' Mike Sinor. There were vineyard tours, a lakeside grand tasting, and a BYOB dinner at the Carlton Hotel, to which "everyone brings something special," in the words of Wittstrom-Higgins, be it old vintages or highly allocated bottles.

"One gentleman who comes every year and has a very large cellar—he's a big collector—was so excited to let the young somms try wines they would otherwise never get to," she adds.

Not as excited as they were, no doubt—which brings us to yet another objective of Wine Speak, according to Wittstrom-Higgins, who's also the founder of Dream Big Darling, a nonprofit that aims to support women in the industry. Having granted scholarships to eight young conference attendees, she says, she was moved by "just seeing their faces when they met some of the speakers and panelists—it was like they were meeting their heroes." Making those connections between hospitality newcomers and veterans, local and international winemakers, and so on is all part of the program, she adds: "It doesn't touch on just one segment of our industry but the totality. We can all be together under one roof."



Ancient Peaks VP of Operations and Wine Speak co-founder Amanda Wittstrom-Higgins looks on as Madeline Triffin, MS, reflects on her three-plus decades in hospitality during the "Dream Big Darling: Wine from a Different Perspective" seminar.

122 | THE SOMM JOURNAL | april 2020

EARNED MEDIA

THE
tastingpanel
MAGAZINE

- The national voice of the beverage buying decision makers
- Reaches over **45,000** readers per issue
- Wine Speak Paso Robles was included in the following:
 - November/December Issue

THE SOMM JOURNAL

- Targets on and off-premise hospitality professionals and academics.
- **67,000** Subscribers
- Wine Speak Paso Robles was included in the following:
 - August/September Issue
 - October/November Issue
 - December/January Issue

SOCIAL MEDIA EXPOSURE

By, PINK

twowolveswine Inspirational!!!! #winespeak in Paso these last couple of days was nothing short of inspirational!!!! And these two women right here! @amandawittstromhiggins is the cofounder of this beautiful event along with @chuckfuruya who is all love and heart and jokes and wisdom. @madelinetriffon (the magic in the middle) was the very first female Master Sommelier in the United States and for many a decade has been changing the game and making the world more beautiful by being in it. I listened to these women speak today about their mothers and grandmothers and how they were raised to be kind and to work hard and to pay it forward. I will leave you with two of Madeline's quotes from today's seminar.... "forget about everybody else, just be loyal to your best self, and what you know you are capable of." And, "create a team where you don't have to watch your back." If you ever have a chance to spend time with these women or hear them speak, please go. We can only learn from each other's experiences and I was inspired and overwhelmed with their generous spirits. These are the moments that send you off with fired up intention of being better, stronger, more present, and ready to kick some ass. I love the world of wine and the many beautiful souls that live in it. And you can't tell, but I had a tear in my eye when I took this photograph. Thank you to my friend @chadmerville for having me as your guest.

<

twowolveswine

...



285

Posts

44.7K

Followers

177

Following




Liked by solterrastrategies and 7,132 others

SOCIAL MEDIA SAMPLING

IMPRESSIONS

Date	Impressions
Jan 12, 2020	~1,000
Jan 13, 2020	~2,000
Jan 14, 2020	~8,000
Jan 15, 2020	11,190
Jan 16, 2020	~8,000
Jan 17, 2020	~2,000
Jan 18, 2020	~1,000
Total	39,518

Page 18 of 50

ITEM NUMBER: B-1
DATE: 03/18/20
ATTACHMENT: 1

Email Reach

TARGETED EMAIL CAMPAIGN

THE **SOMM** JOURNAL

~ 15,000 people

THE **tastingpanel** MAGAZINE

~ 20,000 people

WINE ENTHUSIAST

~ 70,000 people

Trade ~ 10,000 people

PRWCA ~ 10,000 people

Wine Speak ~ 1,000 people



"Hospitality, after all, is one of the keys to excellent service, whether you work at a restaurant, winery or hotel. This is an essential panel for anyone interested in raising their hospitality game." ~ Chuck Furuya

JAN 16th, 2020 | 9:00am-2:30pm

General | COST: \$150
Location: The Atascadero Lake Pavilion

GET TICKETS



"WINES OF THE WORLD" GRAND TASTING

We will be featuring wines from Germany, Portugal, Italy, Spain, Argentina and France, alongside many of our friends from Paso Robles and throughout California. Taste side by side with winemakers across the globe along with 5 MASTER SOMMELIERS!

JAN 14th, 2020 | 5:30-8:30pm

VIP Early Access: 5:30-8:30pm | COST: \$125
General: 6:30-8:30pm | COST: \$95

Location: The Atascadero Lake Pavilion



BYOB DINNER

Gather all of your wine friends, from near and far, to hang out, talk story and enjoy camaraderie. The casual setting is ideal for mingling and meeting WINEMAKERS, SOMMELIERS, WINE PROFESSIONALS and other real wine lovers—in fact, this has really turned out to be a star shindig. Attendees bring bottles of their favorite wines to share with old and new friends, and we are always amazed at the wide variety and vast numbers of wines brought and shared.

JAN 15th, 2020 | 5:30-8:30pm

COST: \$110
Location: The Carlton Hotel

Our email campaigns were shared by several of our key partners and participating wineries and reached over 100,000+ people.

TARGETED PRINT CAMPAIGNS

Promotional materials were delivered to all local hotels, participating wineries, local businesses, supporting sponsors & speakers



ITEM NUMBER: B-1
 DATE: 03/18/20
 ATTACHMENT: 1

SPONSORSHIP EXPOSURE

Tickets

Signage

Website

Verbal
Recognition

+Presence on ALL collateral!



ACCOMMODATIONS

Atascadero offers a range of fine lodging options. Please see Visit Atascadero's website for a complete list of properties.

VISIT ATASCADERO WEBSITE



VISIT
Atascadero
CALIFORNIA

"CLOSE TO EVERYWHERE YOU WANT TO BE."



WINE SPEAK 2020 SCHOLARSHIP RECIPIENTS



8 Scholarship Recipients



- Sasha DeJaynes, CA
LCA Wine
- Danielle Otero, FL
Disney
- Jordan Lynn Traylor, GA
Sommelier, Chef & Wine Distribution
- Kelly Schmidt, TN
Blackberry Farm
- Jackie Shearn, CA
Social Media Coordinator & Wine Sales Associate at Stave Wine Cellar at Spanish Bay
- Emily Johnston, CA
Wine Director, Ojai Rotie
- Adrienne Vani, NY
Sommelier at Cote Korean Steakhouse
- Yoo Chung Chang, IL
Sommelier, Everest Restaurant



2020 SOMM TEAM



Emily Edeen, WA (Sommelier, Canlis), Matthew Dulle, CA (Beverage Director, Lazy Bear), Rafael Santos, CA (Sommelier, Acquerello), Christopher Ramelb, HI (Director of Fine Wine, Southern Glazer's Wine & Spirits), Sang Hyun Mun, HI (Wine Director, Pacific Club), Taro Kurobe, HI (Wine Director, Hy's Steakhouse), and Zack Musick, HI (Wine Director, Merriman's Kapalua)

SCHOLARSHIP RECIPIENT TESTIMONIALS

“I love Paso Robles!!!! I look for any opportunity to come back. I found all three days very educational. I loved that there was a mix of perspectives... master somms, winemakers, wine critics, etc.” - **2020 Scholarship Recipient**

“I truly loved this experience. All the networking, seminars, and knowledge we gained were invaluable.” - **2020 Scholarship Recipient**

“Paso Robles was wonderful, a true gem of California. Each seminar provided knowledge I will take on forever. - **2020 Scholarship Recipient**

“It introduced me to the people and winemakers of the region who are passionate and making beautiful wines. I want to go back and experience more.” - **2020 Scholarship Recipient**

WHAT INDUSTRY LEADERS ARE SAYING

“Amazing, unique, extremely educational, and great opportunity to network and enjoy camaraderie among trade (restaurateurs and sommeliers) and industry (winemakers and growers).”

-Randy Caparoso, The SOMM Journal & Lodi Wine Commission, Lodi, CA

“There were many wineries and producers, but one had the sense of being around family. I was particularly struck by the diversity of styles of wines presented.”

-Laura Catena, Bodega Catena Zapata, Argentina

“Very impressed, highly educational, and fun...which makes me want to promote it with others in the industry.”

-Dan Williams, Hi-Time Wine Cellars, Costa Mesa, CA

WHAT 2020 ATTENDEES ARE SAYING

“Wine Speak was executed very well and super organized. I learned so much about the people of Paso Robles and understand the sense of place now. I left very excited to sell Paso Robles wine and tell the different stories of the region.” - **2020 Attendee**

“Wonderful, welcoming, enlightening, inspiring, FUN!” - **2020 Attendee**

“There is a great sense of community among the businesses in the region.” - **2020 Attendee**

“A real sense of community and sharing that doesn't exist in other wine events.” - **2020 Attendee**

An amazing event! The level of engagement between the local community and wine industry makes this truly a special event and worth attending every year.” - **2020 Attendee**

EVENT VIDEOS



[Click Here](#)



[Click Here](#)





ITEM NUMBER:
DATE:

B-2
03/18/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Atascadero Colony Days Events Support Application

RECOMMENDATION:

Decline sponsorship of the 2020 Colony Days events.

DISCUSSION:

The Atascadero Colony Days Committee hosts two major annual events. The first is a 4th of July celebration on July 3-4, 2020 and the second is the annual celebration of the founding of Atascadero on October 2-3, 2020. Included in these combined events are evening concerts, a historical re-creation of Tent City, and parades. Of the 15,000 combined anticipated attendees, about 20% are expected from outside of SLO County.

The Atascadero Colony Days Committee has requested financial support of \$5,000.

FISCAL IMPACT (GL 2801):

\$5,000.

ATTACHMENTS:

1. 2020 Atascadero Colony Days Events Support Application Form



ITEM NUMBER:

B-2

DATE:

03/18/20

ATTACHMENT:

1

Event Support Application Form

Requesting Organization: Atascadero Colony Days
Contact: Heather Young Phone Number: 805-975-3844
Email: publicity@colonydays.org Mailing Address: PO Box 1913
City, State, Zip: Atascadero, CA 93423

Name of Event: Atascadero 4th of July & Colony Days

Event Description: Both events offer great live music, food, local beverages, & more in great venues.

Event Dates/Times: 4th: July 3-4 & Colony Days Oct 2-3, 2020

Event Website: ColonyDays.org

Total Anticipated Attendees: 15,000 Portion From Outside SLO County: 20 % ⁴ with added funding for out of area advertising

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: Done day only

2019: 5,500 people 8-10% out of CA - 4th of July
2019 Colony Days: ~7,000 with abt 1-2% from out of area

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

geographic locations will be targeted? With the additional

funds, we will use it to specifically
advertise in Monterey, Kern, Santa Barbara &
Ventura Counties & beyond. Targeting
families, music lovers, history buffs &
travelers

Crowd Control Safety Plan:

We are hiring a security company
for the 4th of July event & Tent City
After Dark.

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): _____

\$5,000

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

We will bring in more people to stay
overnight & enjoy the best we have
to offer: the weather, local beverage,
local & regional music, beautiful
venues in a small town feel.

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

Atascadero?

We currently have a link to Atas
lodging on our website. With the

funding the advertise on side the County, we will add more information Additional Details: for out-of-towners, including other things to do in the area on additional days they stay. Visit Atascadero logo will be on all listed a sponsor on printed & online material.

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.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals more than \$10,000.

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

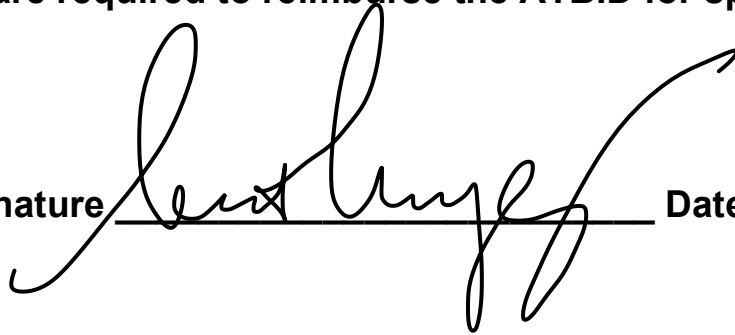
*****You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to**

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

A handwritten signature in black ink, appearing to read 'Angelica Ottman', written over a horizontal line.

Date

3/5/20

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

Templeton Tennis Ranch Events Sponsorship

RECOMMENDATION:

Provide staff direction on potential sponsorship of Templeton Tennis Ranch Events.

DISCUSSION:

Zin-to-Win Pickleball Tournament is a United States of America Pickleball Association (USAPA) sanctioned tournament scheduled for March 25 through March 29, 2020. This provides players that qualify an opportunity to move on to the Western Regionals and the Nationals played in Indian Wells, California. The tournament has grown from 200 players last year to 500 players. The tournament is Wednesday through Sunday and has grown from a three-day tournament to five days.

Momma Loves Pickleball started out as a fun tournament on Mother's Day weekend. This is now a three-day tournament Friday through Sunday and it has moved from Mother's Day weekend to the first weekend in May in order to keep our pickleball players who are moms happy. Part of the proceeds from this tournament will be donated to the Wellness Kitchen.

Fall Fest Pickleball Tournament started out as a local tournament that has grown. It is a three-day tournament with final dates TBD. They are working with the USAPA on the scheduling.

Central Coast Tennis Classic is scheduled for September 28 through October 4, 2020. Many of the 70 women playing in this tournament recently played in the U.S. Open, Australian Open and Wimbledon. They will be competing for a total purse of \$60,000 in prize money and Women's Tennis Association points. This is TTR's fourth year in bringing this semi-pro athletic event to the Central Coast. This event is seven days long, Monday through Sunday. Over 2,000 spectators will attend this event. The cost to attend this event is \$10.00 and children 13 years and younger are free.

Templeton Tennis Ranch will present how these events align with Visit Atascadero goals and support outside visitor stays in Atascadero.

FISCAL IMPACT (GL 2801):

\$1,500.

ATTACHMENTS:

1. Templeton Tennis Ranch Event Support Application



Event Support Application Form

Requesting Organization: TEMPLETON TENNIS RANCH

Contact Information:

Ralph Goehring - Owner – ralph@ttrtennis.com – 805.434.9605
Chris Fouquet – General Manager – chris@ttrtennis.com – 805.712.2725
Cathy David – Sponsorship – sassycate@gmail.com – 805.610.4176

Address: 345 Championship Lane

City, State, Zip: Templeton, California 93465

Name of Events and Dates:

Zin-to-Win Pickleball Tournament – USAPA/SSIPPA

Date: March 25, 2020 – March 29, 2020

Momma Loves Pickleball

Date: May 1, 2020 – May 3, 2020

Fall Fest Pickleball Tournament – USAPA

Date: October/November (Date to be Determined)

Central Coast Tennis Classic – USTA Pro Circuit

Date: September 28, 2020 – October 4, 2020

Event Descriptions, Dates and Times

Zin-to-Win Pickleball Tournament – United States of America Pickleball Association (USAPA) / Super Senior International Pickleball Association (SSIPPA)

Date: March 25, 2020 – March 29, 2020 – 8:00 a.m. to 5:00 p.m.

Zin-to-Win Pickleball Tournament, scheduled for March 25 through March 29, 2020, is a United States of America Pickleball Association (USAPA) sanctioned tournament. This provides players that qualify an opportunity to move on to the Western Regionals and the Nationals played in Indian Wells, California. The tournament has grown from 200 players last year to 500 players. The tournament is Wednesday through Sunday and has grown from a three day tournament to five days. We will draw participants from our surrounding community but more importantly from throughout California and the western United States.

Momma Loves Pickleball

Date: May 1, 2020 – May 3, 2020 – 8:00 a.m. to 5:00 p.m.

This tournament started out as a fun tournament on Mother's Day weekend. We marketed this tournament to our sister clubs throughout San Luis Obispo County. Because our Zin-to-Win was so well received this tournament drew participants from the San Joaquin Valley, Monterey Bay area and southern California. This is now a three day tournament Friday through Sunday and we have moved it from Mother's Day weekend to the first weekend in May in order to keep our pickleball players who are moms happy. Part of the proceeds from this tournament will be donated to the Wellness Kitchen.

Fall Fest Pickleball Tournament – United States of America Pickleball Association

Date: October/November (Date to be Determined)

Starting out as a local tournament again this tournament has grown. It is a three day tournament and we are currently working on finalizing the date of the tournament. The reason for the delay is that the Western Regional Tournament and the Nationals (held in Indian Wells) are held in October and November. We are working with the USAPA on the scheduling.

Central Coast Tennis Classic – United States Tennis Association Pro Circuit

Date: September 28, 2020 – October 4, 2020 – 8:00 a.m. to 5:00 p.m.

TTR is home to the Central Coast Pro Tennis Open scheduled for September 28 through October 4, 2020. Many of the 70 women playing in this tournament recently played in the U.S. Open, Australian Open and Wimbledon. They will be competing for a total purse of \$60,000 in prize money and Women's Tennis Association points. This is TTR's fourth year in bringing this semi-pro athletic event to the Central Coast. This event is seven days long, Monday through Sunday. Over 2,000 spectators will attend this event. The cost to attend this event is \$10.00 and children 13 years and younger are free.

Event Website & Marketing Plans:

The marketing plan for the Pickleball Tournaments is primarily through Pickleball Tournaments.com, the USAPA website and the SSIPA website. We currently have 175 players registered to play in the Zin 2 Win tournament in March. Tournaments will sell out through these websites. We promote the tournaments through e-mail blasts to previous tournament players and members of TTR. We promote the tournaments on the TTR website, Facebook Page, Instagram and Twitter.

The marketing plan for the CCTC is through the USTA Pro Circuit Website and the International Tennis Federation (ITF) World Tennis Tour website. We promote the CCTC through e-blasts to previous tournament players, the TTR website, Facebook Page, Instagram and Twitter. TTR takes out ads in Inside Tennis Magazine. Inside Tennis Magazine covers the CCTC and includes a write up of the results.

We have worked with local media such as The Tribune, New Times, Paso Robles Magazine, Paso Robles Press, local radio stations and KSBY. We place all our events on public event calendars.

Total Anticipated Attendees & Portion From Outside SLO County? See 2019 Attendance and 2020 Projected Attendance

Is this the first year these events will take place? No

If these events have taken place previously, please provide historical data including attendance number.

Event Name	Total Attendance 2019	Year Started
Moma Loves Pickleball	171	2018
Zin To Win	208	2019
Fall Fest	100	2018
Central Coast Tennis Classic	2,000	2017
- 70 World Ranked Pro Tennis Women Players - 2,000 Spectators		

Total Anticipated Attendees and Portion from Outside SLO County:

2019 Attendance and Attendees from Outside SLO County
2020 Projected Attendance and Attendees from Outside SLO County

Event Name	Overnight Stays Generated and Projected	Notes
Moma Loves Pickleball 2019 – 171 Participants Friday through Sunday	2 Nights 25 Out of Town 50 Overnights	This is a local tournament that benefits the Wellness Kitchen. Out of Town participants are coming from Bakersfield and Santa Cruz.
2020 – 200 Participants Friday through Sunday	2 Nights 45 Out of Town 90 Overnights	The Templeton Tennis Ranch has become known for its well-run tournaments and their tournaments are becoming more and more popular.
Zin to Win 2019 – 208 Participants Friday through Sunday	2 Nights 45 Out of Town 90 Overnights	Zin to Win is our most popular Pickleball Tournament. We are excited to be approved to be a USAPA/SSIPPA sanctioned tournament.
2020 – 500 Participants Wednesday through Sunday	4 Nights 100 Out of Town 400 Overnights	In 2020 this tournament becomes a feeder tournament for the Western Regional and National Tournament. <i>It is being expanded to 500 players and from three days to five days (Wednesday through Sunday).</i>
Fall Fest 2019 – 100 Participants Friday through Sunday	2 Nights 15 Out of Town 30 Overnights	This is a local tournament. We are working on improving our marketing in order to build attendance at this event.
2020 – 200 Participants Friday through Sunday	2 Nights 25 Out of Town 50 Overnights	
Central Coast Tennis Classic – USTA Pro Circuit and ITF World Tennis Tour Monday through Sunday	6 Nights 70 Participants Plus Coaches and Families 210 Out of Town 1260 Overnights	September 28, 2020 through October 4, 2020 Monday through Sunday. 70 USTA Semi-Pro Players, Coaches and family. Last year TTR reserved 30 rooms at the Oxford Suites to house tournament staff and some players. This tournament creates mid-week stays.

How will the events be advertised? Please refer to Event Website and Marketing Plans.

What resources will be used to advertise? Please refer to Event Website and Marketing Plans.

What geographic locations will be targeted? The Pickleball Tournaments target the surrounding local area, the state of California and participants throughout the western United States. Through registration we are able to capture regional information of participants.

The Central Coast Tennis Classic is a USTA World Tennis Tour Event and many of the players will have recently played in Wimbledon, Australian Open and the US Open. This event draws in 70 world class women players, coaches and family traveling with them. In order to support this event there are tournament directors, referees and support staff. This event is now in its fourth year at TTR. This is a Monday through Sunday tournament generating mid-week overnight stays. In past years Springhill Suites and the Holiday Inn Express have been tournament listed hotels.

Crowd Control Safety Plan:

There is no limit to the amount of spectator attendance. TTR sits on five acres. TTR employs staff, security and uses volunteers during our large tournaments and events.

Will these events require an ABC Permit? No – TTR has a license issued by ABC to serve beer and wine. This license is renewed each year and the alcohol is served in the café located in the clubhouse and on the premises.

Has a City permit been issued for your event or contracted the venue for your event date? We are a privately owned property.

Support Requested (desired monetary amount or in-kind marketing support): The request is for a comprehensive partnership for all four events. **\$1,500.00 – SILVER SPONSOR**

Branding

- Two on Court Banners – One on the tennis courts and one on the Pickleball courts – will be up year round

Media Recognition

- Tournament program advertisement – eighth page, inside
- Mention on SELECT tournament publications
- Logo/link on tournament web site
- Recognition on on-site “Thank You” banner
- Recognition on Tournament Program “Thank You” page

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

With each event at TTR over the years we have expanded the number of days. Pickleball Tournaments have increased from two day tournaments to three and five day tournaments. The Central Coast Tennis Classic is a weeklong event. All of our events are increasing heads in beds not only on the weekend but mid-week.

Pickleball participants are coming from our California feeder markets, i.e. the valley, bay area and southern California. Marketing Atascadero at our events and to our participants will keep Atascadero in the top of mind when they return to the Central Coast that Atascadero is a place to stay, eat and shop.

The Pickleball Tournaments at TTR are USAPA certified tournaments. In the past year TTR has gained a reputation as a must participate tournament location. The Central Coast Tennis Classic and is a USTA Pro Circuit event. All our events focus on a quality of experience for our participants and their guests.

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

We will link all tournament pages to Visit Atascadero lodging page when promoting where to stay. We will also link with Visit Atascadero where to eat and shop. We will allow Visit Atascadero to have promotional materials at all tournaments and available for distribution to tournament players and spectators.

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 *Ralph Goehring* Date 02/15/2020

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

ADDITIONAL INFORMATION

MARKETING PLAN FOR EVENT

- **Marketing Plan for Event/Program: include target markets, plan/budget for paid (advertising) and/or earned media (public relations). Include marketing plan.**

The marketing plan for the Pickleball Tournaments is primarily through Pickleball Tournaments.com, the USAPA website and the SSIPA website. We currently have 175 players registered to play in the Zin 2 Win tournament in March. Tournaments will sell out through these websites. We also promote the tournaments through e-mail blasts to previous tournament players and members of TTR. We promote the tournaments on the TTR website, Facebook Page, Instagram and Twitter.

The marketing plan for the CCTC is through the USTA Pro Circuit Website and the International Tennis Federation (ITF) World Tennis Tour website. We promote the CCTC through e-blasts to previous tournament players. The TTR website, Facebook Page, Instagram and Twitter. TTR takes out ads in Inside Tennis Magazine. Inside Tennis Magazine covers the tournament and include a write up of the results of the CCTC.

We have worked with local media such as The Tribune, New Times, Paso Robles Magazine, Paso Robles Press, local radio stations and KSBY. We place all our events on public event calendars.

BUDGET

Event Name	Estimated Attendance 2020	Event Operation Budget	Notes
Moma Loves Pickleball Friday through Saturday	200	\$10,000.00	\$300.00 Donation to the Wellness Kitchen
Zin to Win (This tournament is a qualifier for the regionals and nationals thus the increase in participation)	500	\$20,000.00	This is a USPA (United States of America Pickleball Association)/SSIPA (Super Senior International Pickleball Association) sanctioned tournament. In order to play in the Nationals you must qualify in sanctioned tournaments to qualify.
Fall Fest	200	\$10,000.00	
Central Coast Tennis Classic – USTA Pro Circuit and ITF World Tennis Tour	2000 Attendees 70 Semi-Pro Players	\$70,000.00	This is a USTA (United States Tennis Association) Pro Circuit and ITF (International Tennis Federation) World Tennis Tour Tournament.

EVENT REVENUE

Attendee Ticket Price: Pickleball Tournaments – Registration is \$50.00 to \$100.00 depending on if the tournament is a USAPA sanctioned tournament or not. CCTC registration fee is \$40.00 per player. Spectators pay \$15.00 and children under the age to 13 are free.

SPONSORSHIP

TTR secures sponsorship from many different sources. Professional/Corporate sponsors, local businesses and private donations. Below is a list of sponsors from 2019.

PICKLEBALL SPONSORS:

PIG – Pickleball Is Great
Pickleball Central
USAPA – United States of America Pickleball Association
SSIPPA – Super Senior International Pickleball Association
Miscellaneous Pickleball Companies such as Pickleball Central, Pickleball Warehouse, Third Shot Drop, etc.

CENTRAL COAST TENNIS CLASSIC SPONSORS:

TOURNAMENT SPONSORS

Tiebreaker Brewing Company	The Groves on 41	Medina Light show Designs
Green Energy Innovations	Owen Main Photography	Oxford Suites
First American Title	Davis Autobody	Margarita Man
Balm Standard	Rental Depot	The Blueprinter and Graphics
Edward Jones-Matt Oppedahl	Battle in the Bay Tournament	Sky River RV
Tennis Warehouse	Sentinel Peak Resources	Talley Vineyards
All Good Products	Armet's Landscaping	A Team Fencing
European Car Specialist	ColorCraft Printing	Templeton Market & Deli
Marc Eisemann	Enterprise Rent-A-Car	Southern California Tennis Assoc.
Merrill Lynch-Blake Goehring	Heide Grant – Mary Kay	Mitch & Teresa Scott
South Paso Chevron	Edward Jones – Terry Crowe	Designs in Life
KPRL – 1230 AM	Phil Keohen	Trader Joe's
Kinetix PT	David Bolivar	

FRIENDS OF THE TOURNAMENT

Audry & Cuthbert Charles	Debra Sullivan	Jenifer Ecklund
Karen Blaney	Thomas Kong	Tom & AnnMarie Brast
Kate Lundberg Halsey	Hennie & Najore Breytenbach	Marc Eisemann
Charles Wright	Gary Amadio	Patty Smith
Cal Poly Tennis	Templeton High School	Summerwood Winery & Inn
BJ Mercer	Geroqe Butterworth	Jen Slosar
Mike & Kristen Lane	Sylvie Beauregard	Jennifer Martin
Phil & Diane Keohen	David Bolivar	Jerry Gast
Lara Henry	Ty Long	Brian Fein
Katrin Winterhalter	Nick Careless	Weyrick Companies
805 Builders	Corey Cook	Heide Grant
Robert & Julie Limone	Libby Kerr	Nancy & Drew Mayerson
Kirsten & Andrew Dennish	Steve Ells	Bill Sima
Jennie Williams	Eddie Amader	Malei Weir
Debra Logan & Don Rasmussen	Bill Dunkle	Lindsay Franklin
Brochelle Vineyards		



ITEM NUMBER:
DATE:

B-4
03/18/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair Sponsorship Opportunity

RECOMMENDATION:

Approve \$7,500 Mid-State Fair Sponsorship.

DISCUSSION:

The Mid-State Fair brings thousands of tourists to the county every year. There is a sponsorship opportunity for Visit Atascadero to participate in this year's promotional activities. The Mid State Fair will take place July 22, 2020 – August 2, 2020.

As part of the sponsorship agreement, the City of Atascadero would receive two shuttle pick-up/ drop-off stations. Visit Atascadero will also be the sponsor of the Craft Beer Tasting & Awards event as well as the sponsor of the water bottles at An Evening of Rhythm & Brews concert. Visit Atascadero will receive a logo on all custom beer glasses for the Craft Beer Tasting & Awards, as well as, marketing and promotional materials for both events. Additionally, Visit Atascadero would also receive listings in collateral, on the website, receive two "Voice of the Fair" announcements per day and have the opportunity to create signage for the Equestrian Center.

Visit Atascadero will also receive fair tickets, concert tickets and other Mid-State Fair items to give away to visitors and guests.

FISCAL IMPACT (GL 2502):

\$7,500.

ATTACHMENTS:

1. California Mid-State Fair Sponsorship Agreement



July 17-28, 2019

The Sixteenth District
Agricultural Association

A California State Agency

DIRECTORS:

DEE LACEY, President
Paso Robles

DAVID BALDWIN, Vice President
Atascadero

ROBERT BONESO
Paso Robles

MARK BORJON
Creston

CHRIS DARWAY
Arroyo Grande

ROBERT LILLEY
Atascadero

KRISTA SABIN
Paso Robles

NANCY WHEELER
Templeton

GREER WOODRUFF
Templeton

MICHAEL H. BRADLEY
Chief Executive Officer

ITEM NUMBER:

DATE:

ATTACHMENT:

B-4

03/18/20

1

June 3, 2019

Re: Sponsorship Agreement #SP019-061

Dear Terrie,

Enclosed please find two (2) copies of the contract document as referenced above for your company's sponsorship at the 2019 California Mid-State Fair.

Please sign ALL copies where indicated and return all the originally signed copies at your earliest convenience to:

California Mid-State Fair Contracts

Post: PO Box 8, Paso Robles, CA 93447

Ship/FedEx/UPS: 2198 Riverside Avenue, Paso Robles, CA 93446

A fully executed copy of the contract will be sent to you after all required signatures have been obtained.

If you have any questions regarding this contract, I can be reached at (805) 239-0655 x207 or sabrina@midstatefair.com.

Thank you for supporting the 2019 California Mid-State Fair!

Respectfully,

Sabrina Sakaguchi
Contracts Officer

Enclosures

"Let's Have S'more Fun!"

STATE OF CALIFORNIA
STANDARD AGREEMENT

STD 213 (Rev 06/03)

Date: May 24, 2019

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER

ITEM NUMBER:

DATE:

ATTACHMENT:

B-4
03/18/20
1

AGREEMENT NUMBER

SP019-061

REGISTRATION NUMBER

This Agreement is entered into between the State Agency and the Contractor named below:

STATE AGENCY'S NAME

Sixteenth District Agricultural Association (California Mid-State Fair)

CONTRACTOR'S NAME

City of Atascadero

2 The term of this Agreement is: January 1, 2019 through December 31, 2019

3. The maximum amount of this Agreement is: **\$15,000 Cash per year of agreement – 1 Year**

4. The parties agree to comply with the terms and conditions of the following exhibits which are by this reference made a part of the Agreement.

Exhibit A - Scope of Work and Budget Detail and Payment Provisions 1 page

Exhibit B - Insurance Requirements and Special Terms and Conditions 1 page

**Items shown with an Asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto.
These documents can be viewed at www.ols.dgs.ca.gov/Standard+Language*

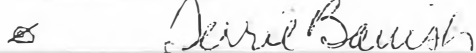
IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR

CONTRACTOR'S NAME (if other than an individual, state whether a corporation, partnership, etc.)

City of Atascadero

BY (Authorized Signature)



DATE SIGNED (Do not type)

6/6/19

PRINTED NAME AND TITLE OF PERSON SIGNING

Terrie Banish, Deputy City Manager

ADDRESS

6500 Palma Avenue
Atascadero, CA 93422

STATE OF CALIFORNIA

AGENCY NAME

Sixteenth District Agricultural Association (California Mid-State Fair)

BY (Authorized Signature)



PRINTED NAME AND TITLE OF PERSON SIGNING

Michael Bradley CEO

ADDRESS

2198 Riverside Avenue, P.O. Box 8, Paso Robles, California 93447

California Department of General
Services Use Only

Exempt per:

EXHIBIT A

SCOPE OF WORK

Contractor agrees to provide the State of California, 16th District Agricultural Association (California Mid-State Fair) with the following sponsorship:

- 1.) Contractor shall pay to the State the sum of **\$15,000 cash** per year of agreement.
- 2.) Term of this agreement is **JAN 1, 2019 – DEC 31, 2019.**

All sponsorship monies shall be paid in full prior to JUNE 1 of each year of agreement.
Sponsorship benefits shall not take effect until all money is received.

Contractor shall receive the following sponsorship benefits in exchange for the above:

3.) Advertising & Exposure

- a. Business Listing in Official Program
- b. Business Listing in Official Daily Schedule
- c. Business Logo/Link on CMSF Website (www.midstatefair.com)
- d. **Two (2)** "Voice of the Fair" Announcements per day of the Fair. This is a 1-sentence written announcement that you provide which highlights your business.
- e. Signage – (All signs shall be supplied to the State by Contractor using lightweight, **1/4-inch corrugated plastic material** for sign. State will hang sign(s) at no charge to Contractor. Contractor to maintain, update and/or replace sign should sign fade or new logo is needed).
 - i. **One (1)** Equestrian Center (4' x 8') Sign

4.) Hospitality

- a. **Twenty-four (24)** Single-Day Admission Passes which will give you complimentary admission one day of the Fair.
- b. **Four (4)** Season VIP/Photo Passes which will give you complimentary admission each day of the Fair.
- c. **Access** to our VIP Hospitality Tent, which features light appetizers, complimentary water/soda, a full no-host bar, and private upscale bathrooms (concert ticket required).
- d. **\$1,500** VIP Ticket Credit which will allow you to purchase concert tickets, admission passes and/or carnival ride tickets. All concert tickets will be located in our sponsor hold sections: floor seats in the center sections.

5.) Special Programming

- a. Contractor to be sponsor of **Craft Beer Tasting & Awards** and as such shall receive name/logo on all custom beer glasses, marketing and promotion.
- b. Contractor to be sponsor of **Water Bottles at Rhythm & Brews featuring Billy Idol** concert and as such will have logo on water bottles and/or water bottle carry boxes. *✱*
- c. Contractor shall be allowed to secure two (2) **Shuttle Pick-Up/Drop-Off** locations in the city of Atascadero. Such locations will fall under the supervision of State Coordinator.

** Plus pre-show announcements*

Initial

JB

ITEM NUMBER: B-4
DATE: 03/18/20
ATTACHMENT: 1

2356350000

AUTHORIZATION TO PAY

Amount \$7500
Account 6077060
JBanish
(Signature)
Date 6/6/19

2019/20
Budget



**INVOICE
19-0074**

160.110.1102
AUTHORIZATION TO PAY
Amount \$4,500.-
Account 6077060
JBanish
(Signature)
Date 6/6/19

THE PASO ROBLES EVENT CENTER
"Home of the California Mid-State Fair"

DATE: June 4, 2019

CITY OF ATASCADERO
c/o Terrie Banish
6500 Palma Avenue
Atascadero, CA 93422

DESCRIPTION

AMOUNT

2019 Corporate Sponsorship

\$15,000.00

TOTAL \$15,000.00

Please make check payable to and remit payment to:

California Mid-State Fair
c/o Colleen Bojorquez
PO Box 8
Paso Robles, CA 93447

Thank you!



ITEM NUMBER:
DATE:

B-5
03/18/20

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 running the "Brews and Burgers Trail" campaign through the month of February. We are seeing a slight decrease in engagement so we will be looking to update the creative and launch new videos in Spring.

Like the last three months, we have seen a decrease in website traffic due to the decreased media budget compared to 2018. This fiscal year we spent \$5,000 in paid media for February compared to 2018 where we spent \$12,948. 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. February Statistics Summary

FEBRUARY STAT SUMMARY

ATASCADERO TBID

March 3, 2020

ITEM NUMBER:

B-5

DATE:

03/18/20

ATTACHMENT:

1

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:
13,615 vs. 24,058 (-43%)

New Visitors:
7,323 vs. 13,017 (-44%)

Total Sessions:
8,684 vs. 16,179 (-46%)

Mobile Views: 4,285 (-61%)

Desktop Views: 3,084 (+102%)

PPV (Page Per Visit):
1.57 (+5%)

TOS (Time on Site):
0:37 (+22%)

GEOGRAPHIC REFERRALS

Chicago: 1,442 (+692%)

Los Angeles: 835 (-71%)

Atascadero: 597 (+19%)

San Francisco: 525 (+16%)

Paso Robles: 401 (+84%)

Irvine: 259 (-21%)

San Luis Obispo: 182 (+21%)

Fresno: 114 (-55%)

San Jose: 111 (+113%)

Sacramento: 98 248 (-83%)

ACQUISITION

Social: 2,576 (-52%)

Direct: 2,610 (-57%)

Organic: 2,260 (+4%)

Referral: 352 (-41 %)

PAGE VIEWS

Brews and Burgers: 23,527

Events: 1,007

Things to Do: 743

Home: 370

Eat: 299

Craft Beer Fest: 2,456

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,694

Impressions: 401,577

Organic: 12,992

Paid: 388,134

Reach: 385,702

Engagements: 8,003

Top Post: President's Day Weekend

Reach: 631

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

INSTAGRAM AND TWITTER

Instagram Followers: 2,600

New Followers: 44

Likes received: 800

Comments received: 21

Main audience: Women under 44

Twitter Followers: 290

Engagements: 8

Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The revised Brews and Burgers campaign ran in February. 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: 87,833 Clicks: 557 CTR: 0.6% Views to 100%: 52,921

FACEBOOK/INSTAGRAM

Impressions: 388,136 Clicks: 3,084 CTR: 0.79% Views to 100%: 7,344

FEBRUARY TOTALS

Impressions: 475,969 Clicks: 3,641 CTR: 0.7% Views to 100%: 60,265

E-NEWSLETTER ANALYTICS

The February e-newsletter went out on Wednesday, February 12th. A slightly altered version was sent to un-opens on Thursday, February 13th. February's e-newsletter was love themed featuring a romantic excursion idea, a hotel and B & B highlight section, and a recommendation to take a tour of local breweries. It finished with a CTA to plan their stay in Atascadero.

Totals for Campaign:

- 38.5% Open Rate
- 4.2% Click Through Rate



ITEM NUMBER:
DATE:

B-6
03/18/20

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 January 31, 2020.

Upon review of this month's budget, the GL 2801 category for Event Sponsorship is almost maxed out. 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

ITEM NUMBER:
DATE:
ATTACHMENT:

B-6
03/18/20
1

GL #	ATBID 2019/20 BUDGETED P&L											Notes
	REVENUE PROJECTIONS	July	August	September	October	November	December	January	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	\$1,525.00	\$148,747.00	\$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		
	Total									\$ 560,280.00		
	Budget									2019/2020 Proposed Budget	% of Total Budget	
2100	Admin									\$38,085.00	6.71%	
2101	City Admin Fees							\$905.51	\$905.51	\$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		\$750.00	\$4,750.00	\$9,375.00		
2106	Verdin	\$1,827.94	\$1,550.30	\$1,612.80	\$996.10	\$1,129.20	\$ 677.10	\$1,270.98	\$9,064.42	\$18,600.00		
2200	ATBID Management									\$20,812.00	3.67%	
2201	Board Management & Coordination	\$200.00	\$700.00	\$900.00	\$950.00	\$900.00		\$950.00	\$4,600.00	\$8,625.00		
2202	Financial Management	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00		\$1,000.00	\$4,700.00	\$8,512.00		
2203	Strategy	\$200.00	\$200.00	\$450.00	\$400.00	\$350.00		\$350.00	\$1,950.00	\$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	\$2,479.50	\$453.90	\$ 963.70	\$956.10	\$18,482.62	\$30,000.00		
2303	Creative Services - Out of Scope								\$-	\$-		
2304	Promotional Items & Visit Atascadero Brochure					\$4,018.42	\$ 127.02	\$1,991.85	\$6,137.29	\$18,000.00		
2400	Digital Marketing									\$32,200.00	5.67%	
2401	Website Updates		\$482.00	\$157.00	\$120.00	\$25.60		\$47.20	\$831.80	\$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	\$2,649.69	\$11,660.89	\$18,800.00		
2404	E-Newsletter	\$1,115.60	\$992.40	\$944.92	\$759.69	\$728.99	\$ 438.79	\$837.29	\$5,817.68	\$9,400.00		
2500	Advertising									\$91,623.00	16.14%	
2501	Planned Media Buys	\$1,377.31	\$1,280.68	\$9,603.44	\$21,529.64	\$5,786.87	\$ 2,498.60	\$1,964.00	\$44,040.54	\$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	\$731.40	\$2,789.70	\$6,000.00		
2600	Public Relations									\$7,500.00	1.32%	
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		\$262.80	\$3,256.40	\$4,000.00		
2700	Tour & Travel								\$-	\$20,000.00	3.52%	
2701	Trade Show							\$3,470.00	\$3,470.00	\$20,000.00		Includes registration and firm attendance fees.
2800	Consumer Outreach									\$51,000.00	8.98%	
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		\$450.00	\$2,750.00	\$6,000.00		
	TOTAL EXPENSES	\$ 24,444.31	\$ 13,520.92	\$ 29,852.29	\$ 46,865.49	\$ 32,370.70	\$ 8,566.91	\$ 18,586.82	\$ 155,620.62	\$ 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 1/31/2020	BUDGETED 2019-2020
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 148,747	\$ 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>148,747</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	103,546	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	70,910	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	1,487	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>175,944</u>	<u>311,020</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(27,196)	(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>\$ 253,890</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

ITEM NUMBER: B-6
DATE: 03/18/20
ATTACHMENT: 3

	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				