



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, April 15, 2020 at 2:30 P.M.

Telephone Conference - Call In Number: (716) 293-7296, PIN: 04092
Video Conference – URL: <https://www.uberconference.com/room/bigredmktg>
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 18, 2020

- Recommendation: Approve the Draft Action Minutes of March 18, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Mid-State Fair Updates

1. Mid-State Fair Sponsorship Updates: Discuss and provide staff direction on the Mid-State Fair Sponsorship Update. [Big Red Marketing]
Fiscal Impact (GL 2502): \$7,500.
2. Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display. [Big Red Marketing]
Fiscal Impact (GL 2502): \$300-\$3,000.

2. AdHoc Committee Update

- Recommendation: Discuss and provide staff direction on the AdHoc Committee Update. [AdHoc Committee]
- Fiscal Impact: None.

3. COVID-19 Strategic Plan for Recovery

- Recommendation: Discuss and provide staff direction on the COVID-19 Strategic Plan for Recovery. [Big Red Marketing]
- Fiscal Impact: TBD.

4. Monthly Marketing Statistics Summary

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

5. 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 –City Manager’s Office
3. Visit SLO CAL PR Task Force - Verdin
4. Destination Management Update – Big Red Marketing
5. City Business Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

E. ADJOURNMENT

Atascadero Tourism Business Improvement District (ATBID)

WELCOME TO THE ATBID MEETING

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

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

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

TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA

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

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

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

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

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

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

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

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



DRAFT ACTION MINUTES

Wednesday, March 18, 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 2:41 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 Vice Chairperson Dawson to approve the agenda with the alteration that item B-3 will be moved to the April Board Meeting.
Motion passed 4:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 2, 2020

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

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

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.

Amanda Wittstom-Higgins and Macey Cox presented a recap from the 2020 Wine Speak event and answered questions from the Board. Wittstom-Higgins explained plans and expectations in regards to the COVID-19 outbreak in regards to the 2021 event. The Wine Speak Application for 2021 (Exhibit A) was distributed digitally and physically.

Vice Chairperson Dawson left the meeting at 3:17 p.m.

Destination Management Consultant Ottman left the meeting at 3:17 p.m.

Wittstom-Higgins agreed to send reports of garnered support at a 60-day and 90-day periods.

Board Member O'Malley requested to hear from Terrie Banish if the City is planning on supporting at the same level.

PUBLIC COMMENT: Jessica Sohi and Annie Weyrich.

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

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to support the 2021 Wine Speak event at the \$15,000 level contingent upon any changes in a significant way within its structure and other partners supporting at similar levels, within 90-days the discussion can be revisited and revoted on.
Motion passed 3:0 by a roll call vote.

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.

Heather Young began presenting information and updates about the Colony Days event and the 4th of July event. Young and the Board recommended tabling the discussion based on potential event structure changes due to the COVID-19 outbreak.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to table this discussion to a further Board Meeting.
Motion passed 3:0 by a roll call vote.

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.

This agenda item was postponed until the April Board Meeting.

PUBLIC COMMENT: N/A.

**The Templeton Tennis Ranch Events Sponsorship presentation
was postponed to the April Board Meeting.**

4. Mid-State Fair Sponsorship Opportunity

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

Deputy City Manager Terrie Banish presented information about the Mid-State Fair Sponsorship and answered questions from the Board.

Board Member O'Malley exited the call at 3:35 p.m. The meeting paused in order to meet quorum.

Board Member O'Malley returned to the call at 3:37 p.m. and the meeting resumed.

PUBLIC COMMENT: Annie Weyrich.

**MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve \$7,500 Mid-State Fair Sponsorship.
*Motion passed 3:0 by a roll call vote.***

5. Monthly Marketing Statistics Summary

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

This agenda item was tabled due to quorum.

PUBLIC COMMENT: N/A.

**The Monthly Marketing Statistics Summary
was tabled by the Board.**

6. Monthly Budget Report

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

This agenda item was tabled due to quorum.

PUBLIC COMMENT: N/A.

**The Monthly Budget Report
was tabled by the Board.**

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – This agenda item was tabled by the Board.
2. Visit SLO CAL Marketing Committee Update – Verdin – This agenda item was tabled by the Board.
3. Destination Management Update – Big Red Marketing – This agenda item was tabled by the Board.
4. City Business Update – City Manager’s Office – This agenda item was tabled by the Board.

C. BOARD MEMBER COMMENTS

Chairperson Alexander requested information about if the current budget will be affected by the significant decrease in income from lodging partners due to the COVID-19 outbreak. asked how the budget will be affected by lack of income from the lodging partners. Destination Management Consultant Amanda Diefenderfer answered her questions and recommended this topic is discussed with City finance.

Marketing Consultant Ashlee Akers shared that all marketing dollars have been paused currently due to the COVID-19 outbreak and social media posts have been redirected to local activities and specials.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 3:52 p.m.

Hanna Meisinger, Destination Management Coordinator

Exhibit A – 2021 Wine Speak Event Sponsorship Application

APPROVED:



ITEM NUMBER:
DATE:

B-1-1
04/15/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair Sponsorship Update

RECOMMENDATION:

Discuss and provide staff direction on the Mid-State Fair Sponsorship Update.

DISCUSSION:

The California 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.

Visit Atascadero voted to approve the sponsorship opportunity for \$7,500 at the March 18, 2020 Board Meeting.

Although the Mid-State Fair is still scheduled to take place, the organizers have sent choices for sponsors in preparation for the scenario that it gets cancelled. The Board can either: 1. chose to carry the contract to 2021, or 2. cancel the contract and receive a full refund.

FISCAL IMPACT (GL 2502):

\$7,500.

ATTACHMENTS:

1. California Mid-State Fair Sponsorship Details

ITEM NUMBER: B-1-1
DATE: 04/15/20
ATTACHMENT: 1

CALIFORNIA MID-STATE FAIR – P.O. BOX 8, PASO ROBLES, CA 93447
TOM KEFFURY TK@MIDSTATEFAIR.COM 805-459-5530

SPONSORSHIP DETAILS (not official agreement)

CITY OF ATASCADERO
6500 PALMA AVENUE, ATASCADERO, CA 93422
TERRIE BANISH – (805) 235-2539 – tbanish@atascadero.org

Scope of Work

Contractor agrees to provide to the State, California Mid-State Fair, in Paso Robles, California, the following sponsorship:

Contractor agrees to:

- 1.) Pay to the State the sum of **\$15,000 cash** per year of agreement, **no later than June 1, 2020**.
- 2.) Term of this agreement is **JAN 1, 2020 – DEC 31, 2020**.
- 3.) All sponsorship monies shall be paid in full no later than and in amounts no less than the payment terms listed above in Item 1. Sponsorship benefits may be revoked or paused if any scheduled payment is not made on time and in full.

In exchange for the above, State agrees to provide the Contractor with the following:

- 1.) 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.
- 2.) 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. **One (1)** VIP Parking Pass which will give you complimentary admission to the Oak Tree Lot, located on Riverside Avenue, across the street from the South Gate Entrance/Exit.
 - d. **Access** to our Hospitality Tent, which features light appetizers, complimentary water/soda, a full no-host bar, furniture and private upscale bathrooms (concert ticket required).
 - e. **\$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 and/or the “Pit”.

3.) 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 An Evening of Rhythm & Brews** 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.

INSURANCE

In the event Sponsorship includes display space or physical access to the fairgrounds, Sponsor shall be responsible to provide proof of insurance set forth in State of California Standard Agreement.

SPECIAL TERMS AND CONDITIONS

EVACUATION ORDER

The California Mid-State Fair, along with all other large venue public gathering places and events around the country have been advised by Federal, State and Local Authorities that an emergency evacuation of the premises may be ordered by any of these authorities at any time. This decision would be driven by information available to those authorities that:

- (1) May not be available to the California Mid-State Fair, or may be classified by those authorities, and therefore the California Mid-State Fair would not be able to share it with our exhibitors, contractors, participants, guests, or renters;
- (2) Could arise out of an actual or threatened act of terrorism;
- (3) Could arise from any number of natural disasters, or other public safety concerns the authorities have for the safety of the general public at our Fair or at our facility, property, grounds, or parking areas.

If an evacuation order occurs, you will be asked to leave the premises immediately. The law does not only require your cooperation, but for your own safety and the safety of others, common sense demands your full cooperation. The Paso Robles Police Department and/or Fair staff/security personnel will direct the evacuation. We are further advised that any evacuation order given will be for personnel only! No other property, animals, trailers, merchandise, equipment, etc. will be allowed off the premises. This is to allow the most efficient and speedy evacuation of the public from the threatened area. If an evacuation order is given, do not attempt to remove anything other than yourselves and, if applicable, your immediate means of transportation.

The evacuation plan calls for designated law enforcement personnel, California Mid-State Fair management, staff, or volunteers to remain on the grounds to secure the facility and premises.

In the unlikely case an evacuation occurs, the California Mid-State Fair will exercise every reasonable effort to care for property, animals, commercial exhibits, merchandise, etc. until the authorities remove the evacuation order and the public is allowed back into the facility. No one will be allowed back on the grounds until the authorities have given the approval to return. The California Mid-State Fair staff/security personnel along with the Paso Robles Police Department will enforce the order in strict accordance with instructions from the authorities.

The State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its directors, officers, agents, servants, nor employees cannot, and will not, be held liable or responsible for any loss or damage to any Contractor's, exhibitor's, or patron's personal property, equipment, merchandise, animals, exhibits, etc. during or after any such event.

By entering into this agreement Contractor hereby agrees to indemnify, defend and save harmless the State of California, Sixteenth District Agricultural Association, California Mid-State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, participant, exhibitor, and any other person, firm or corporation attending, or participating in, any activity or event covered under this agreement and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged in the performance of this Agreement.

RIGHT TO TERMINATE

The State reserves the right to terminate this agreement subject to 30 days' written notice to the Contractor. Contractor may submit a written request to terminate this agreement only if the State should substantially fail to perform its responsibilities as provided herein.

However, the agreement can be immediately terminated for cause. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of the contract. In this instance, the contract termination shall be effective as of the date indicated on the State's notification to the Contractor.

This agreement may be suspended or cancelled without notice, at the option of the Contractor, if the Contractor or State's premises or equipment are destroyed by fire or other catastrophe, or so substantially damaged that it is impractical to continue service, or in the event the Contractor is unable to render service as a result of any action by any governmental authority.

FORCE MAJEURE

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of god such as earthquakes, floods, and other natural disasters such that performance is impossible.

PREPARED BY TOM KEFFURY ~ 805-459-5530 ~ TK@MIDSTATEFAIR.COM



ITEM NUMBER:
DATE:

B-1-2
04/15/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Mid-State Fair's Showcase of Cities

RECOMMENDATION:

Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display.

DISCUSSION:

The California Mid-State Fair brings thousands of tourists to the county every year. This year, local cities have an opportunity to participate in a new display at the Mid State Fair called The Showcase of Cities. The Mid-State Fair will take place July 22, 2020 – August 2, 2020.

The Showcase of Cities will be a fun, animated, three dimensional and educational display that is expected to reach over 420,000 attendees over 12 days. The display is intended to be used as a branding tool for cities to increase and promote tourism efforts.

Each display will be housed in a window box and is encouraged to incorporate theme elements such as history, commerce, recreation, lifestyle, food, entertainment, architecture, tourism, agriculture, art and/or natural resources. The displays will be 8' wide by 6' high and 2' deep and are encouraged to utilize lighting and incorporate interactive elements.

In 2019, the Board voted to approve for participation in the Showcase of Cities through a partnership with the City of Atascadero to split the cost evenly, with each party financing up to \$1,500 on the project.

FISCAL IMPACT (GL 2502):

\$300-\$3,000.

ATTACHMENTS:

1. California Mid-State Fair 2020 Showcase of Cities Invitation



March 2, 2020

Thank you for participating in the Showcase of Cities display at the California Mid-State Fair. As a returning participant, we are offering you the first opportunity to participate in the showcase in 2020. The California Mid-State Fair will be held July 22 – August 2, 2020 with the celebration of the 75th Anniversary. Showcase of Cities displays in 2020 are encouraged to get creative and showcase the last 75 years of history with their communities, and the California Mid-State Fair.

To reserve your space, a deposit of \$100 will need to be submitted to the California Mid-State Fair.

Please mark your calendars now for these important dates:

- April 30 – Final Deadline to commit to a window space and entry forms due. This ensures you will be included in the Fair Program. Entry form attached.
- June 1 – Creative concepts due – we want to be sure your concept becomes reality.
- June 25– Begin installation of windows
 - Workdays include: June 26, 29, 30, July 1, 2, 6, 7, 8, 9, 10
 - Please schedule a timeslot with Team Solterra. All work must be done during business hours.
- July 10 at 3 pm – All installations must be complete and ready for inspection
- July 15 – Mid-State Fair Media Preview Evening
- July 22 – August 2 – Mid-State Fair – People's Choice Award – stay tuned for details to promote your city.
- August 5 - 7 – Dismantle windows
- August 7 at Noon – Final Deadline to dismantle windows

Please reach out to Lacie – lacie@solterrastrategies.com or at 805-591-4884 – she is happy to address your questions.



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

Staff Report

AdHoc Committee Update

RECOMMENDATION:

Discuss and provide staff direction on the AdHoc Committee Update.

DISCUSSION:

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

Currently, the AdHoc Committee is waiting on direction and reports from the City Staff to move forward, which may be postponed due to the current COVID-19 pandemic.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

COVID-19 Strategic Plan for Recovery

RECOMMENDATION:

Discuss and provide staff direction on the COVID-19 Strategic Plan for Recovery.

DISCUSSION:

On March 19, 2020, the Governor of California announced a statewide shelter in place to limit the spread of the COVID-19 virus. The tourism industry has already seen dramatic impacts and anticipates many more months of concerning numbers because of the outbreak.

In order to plan for recovery and limit the negative impact made, Visit SLO CAL and Visit Atascadero staff are working with lodging partners to begin strategically planning for the recovery from this situation.

Following the guidance of Visit SLO CAL and considering feedback from the survey sent to the ATBID Board, the staff has provided a COVID-19 Strategic Plan for Recovery.

FISCAL IMPACT:

TBD.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

In February, 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 previous 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.

In March, due to the COVID-19 executive order by the State of California and the guidance of our tourism partners and team, Verdin paused all paid media effective March 13, 2020. Verdin continued content development and implementation for social media and pivoted messaging to focus on supporting local businesses.

We did see a decrease in overall traffic due to the pause in paid media and the reduced budget compared to the last fiscal year. Last month we spent \$5,711 in paid media compared to 2019 where we spent \$12,828. We will continue to monitor this as all marketing is on-hold until it is safe for visitors to travel once again.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. February Statistics Summary

ITEM NUMBER:
DATE:

B-4
04/15/20

2. March Statistics Summary

FEBRUARY STAT SUMMARY

ATASCADERO TBID

March 3, 2020

ITEM NUMBER:
DATE:
ATTACHMENT:

B-4
04/15/20
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

MARCH STAT SUMMARY

ITEM NUMBER:
DATE:
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04/15/20
2

ATASCADERO TBID

April 2, 2020

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:
8,741 vs. 27,208 (-68%)
New Visitors:
4,684 vs. 14,291 (-67%)
Total Sessions:
4,936 vs. 15,571 (-68%)
Mobile Views: 2,524 (-80%)
Desktop Views: 2,211 (+11%)
PPV (Page Per Visit):
1.56 (-0.1%)
TOS (Time on Site):
0:43 (+21%)

GEOGRAPHIC REFERRALS

Chicago: 1,234 (+418%)
Atascadero: 472 (-46%)
Los Angeles: 436 (-88%)
Paso Robles: 311 (-28%)
San Francisco: 290 (-62%)
Irvine: 127 (-29%)
San Luis Obispo: 118 (-54%)
Santa Clara: 97 (1,280%)
San Diego: 59 (-87%)
San Jose: 51 (-6%)

ACQUISITION

Social: 779 (-91%)
Direct: 2,295 (-33%)
Organic: 1,701 (-50%)
Referral: 199 (-58%)

PAGE VIEWS

Brews and Burgers: 1,606
Home: 610 (-75%)
Events: 536 (-87%)
Things to do: 498 (new)
Friday Nights: 382 (new)
Eat: 297 (-29%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,711
Impressions: 146,315
Organic: 9,750
Paid: 136,291
Reach: 138,610
Engagements: 2,669
Top Post: "The Women's Republic"
Reach: 1,229
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,670
New Followers: 70
Likes received: 995
Comments received: 17
Main audience: Women under 44
Twitter Followers: 289
Engagements: 8
Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

The revised Brews and Burgers campaign ran in the first two weeks of March. All digital campaigns were stopped due to COVID 19 on March 13th. The following results reflect 3/1 - 3/13 only.

PROGRAMMATIC VIDEO

Impressions: 62,038 Clicks: 464 CTR: 0.75% Views to 100%: 38,191

FACEBOOK/INSTAGRAM

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

MARCH TOTALS

Impressions: 450,174 Clicks: 3,548 CTR: 0.77% Views to 100%: 45,535

E-NEWSLETTER ANALYTICS

The March e-newsletter went out on Thursday, March 12th. March's e-newsletter was spring themed featuring the Central Coast Craft Beer Fest, Lodging options and the Brews and Burgers Trail. It finished with a CTA to plan their stay in Atascadero.

Totals for Campaign:

- 28% Open Rate
- 2% Click Through Rate



ITEM NUMBER:
DATE:

B-5
04/15/20

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file Budget Report.

DISCUSSION:

The updated budget includes all expenses that have been processed by the City and submitted to Big Red Marketing as of February 29, 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

B-5
04/15/20
1

GL #	ATBID 2019/20 BUDGETED P&L REVENUE PROJECTIONS	July	August	September	October	November	December	January	February	Actuals	Budgeted	Notes
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	\$8,508.00	\$157,255.00	\$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	\$750.00	\$750.00	\$6,250.00	\$9,375.00	
2106	Verdin	\$1,827.94	\$1,550.30	\$1,612.80	\$996.10	\$1,129.20	\$ 677.10	\$1,270.98	\$1,741.30	\$10,805.72	\$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	\$950.00	\$5,550.00	\$8,625.00	
2202	Financial Management	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00		\$1,000.00	\$375.00	\$5,075.00	\$8,512.00	
2203	Strategy	\$200.00	\$200.00	\$450.00	\$400.00	\$350.00		\$350.00	\$300.00	\$2,250.00	\$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	\$918.80	\$19,401.42	\$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	\$281.60	\$1,113.40	\$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	\$4,108.69	\$15,769.58	\$18,800.00	
2404	E-Newsletter	\$1,115.60	\$992.40	\$944.92	\$759.69	\$728.99	\$ 438.79	\$837.29	\$792.19	\$6,609.87	\$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	2197.67	\$46,238.21	\$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	\$166.40	\$2,956.10	\$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	\$4,000.00	\$7,470.00	\$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			\$5,000.00	\$42,500.00	\$45,000.00	
2802	Management of Event Sponsorship	\$250.00	\$650.00	\$350.00	\$500.00	\$550.00		\$450.00	\$1,000.00	\$3,750.00	\$6,000.00	
	TOTAL EXPENSES	\$ 24,444.31	\$ 13,520.92	\$ 30,757.80	\$ 46,865.49	\$ 32,370.70	\$ 9,316.91	\$ 17,681.31	\$ 31,089.65	\$ 157,276.13	\$ 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 2/29/2020	BUDGETED 2019-2020
<u>REVENUES</u>								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 157,255	\$ 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>157,255</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	113,359	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	83,679	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	1,573	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>198,610</u>	<u>311,020</u>
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(41,356)	(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>\$ 239,730</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-5
DATE: 04/15/20
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	\$ 452,747.36	\$ 324,608.10			