



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

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### **AGENDA**

**Wednesday, May 20, 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  
Board Member Lucian Caprau, Best Western Plus Colony Inn  
Board Member Patricia Harden, SpringHill Suites by Marriott  
Board Member Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express and Suites

#### **APPROVAL OF AGENDA:**

**PUBLIC COMMENT:** This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

#### **A. CONSENT CALENDAR**

##### **1. ATBID Draft Action Minutes – April 15, 2020**

- Recommendation: Approve the Draft Action Minutes of April 15, 2020. [Big Red Marketing]

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

##### **1. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

- Recommendation: ATBID Board to elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [Big Red Marketing]
- Fiscal Impact: None.

##### **2. Mid-State Fair Updates**

1. Mid-State Fair Sponsorship Update: Discuss and provide staff direction on the Mid-State Fair Sponsorship Update. [Big Red Marketing]  
Fiscal Impact (GL 2502): \$7,500.

2. Mid-State Fair's Showcase of Cities: 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.

**3. COVID-19 Strategic Plan for Recovery**

- Recommendation: Approve the COVID-19 Strategic Plan for Recovery. [Verdin]
- Fiscal Impact: TBD.

**4. Event Tiers and Sponsorship Application Revision**

- Recommendation: Discuss and provide staff direction on the revised event tiers and sponsorship application. [Big Red Marketing]
- Fiscal Impact: None.

**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 –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](http://www.atascadero.org). All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

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

### **TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA**

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

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

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

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

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

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

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



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

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### **DRAFT ACTION MINUTES**

**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:**

Chairperson Alexander called the meeting to order at 2:32 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 Consultant Amanda Diefenderfer, 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 Chairperson Alexander to approve the agenda.  
*Motion passed 4:0 by a roll call vote.*

**PUBLIC COMMENT:** None.

#### **A. CONSENT CALENDAR**

##### **1. ATBID Draft Action Minutes – March 18, 2020**

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

**MOTION:** By Chairperson Alexander and seconded by Vice Chairperson Dawson to approve the consent calendar.  
*Motion passed 4:0 by a roll call vote.*

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

**1. Mid-State Fair Updates**

- Mid-State Fair Sponsorship Update: Discuss and provide staff direction on the Mid-State Fair Sponsorship Update. [Big Red Marketing]  
Fiscal Impact (GL 2502): \$7,500.
- 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.

Destination Management Consultant Ottman presented information about updates on both recommendations regarding the Mid-State and answered questions from the Board. Board Member O'Malley provided additional updates from the Mid-State Fair Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member O'Malley and seconded by Chairperson Alexander to table both discussions about the Mid-State Fair until the May Board Meeting.  
*Motion passed 4:0 by a roll call vote.*

**2. AdHoc Committee Update**

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

Board Member O'Malley provided an update on the AdHoc Committee and answered questions from the Board. City Staff Rachele Rickard gave an update from the City and answered questions from the Board.

**PUBLIC COMMENT:** None.

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

**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.

Destination Management Coordinator Meisinger presented information on the Strategic Plan for Recovery and answered questions from the Board. Derek Kirk from Visit SLO CAL gave an update on the Visit SLO CAL strategic plan being created and answered questions from the Board and staff.

**PUBLIC COMMENT:** Derek Kirk and Emily Reneau.

**The COVID-19 Strategic Plan for Recovery  
was received and filed by the Board.**

#### **4. Monthly Marketing Statistics Summary**

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

Marketing Consultant Akers presented an update on the marketing statistics and answered questions from the Board.

**PUBLIC COMMENT:** None.

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

#### **5. Monthly Budget Report**

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

Destination Management Consultant Ottman provided an update on the budget report and answered questions from the Board.

**PUBLIC COMMENT:** None.

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

### **C. UPDATES**

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi shared that there was no meeting this month but Visit SLO CAL is actively working with Corragio Group on the strategic plan. Amar also answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish shared updates from the destination and marketing committees and answered questions from the Board.
3. Visit SLO CAL PR Task Force – Verdin – Marketing Consultant Akers provided an update on what Visit SLO CAL is doing specifically in regards to COVID-19 changes and answered questions from the Board.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Ottman shared updates, including the upcoming event tier and application modifications. Ottman answered questions from the Board and announced that she will not longer be the Destination Management Consultant after this meeting.
5. City Business Update – City Manager's Office – Deputy City Manager Banish provided an update on the City and answered questions from the Board.

### **C. BOARD MEMBER COMMENTS**

Board Member Sohi shared that his Visit SLO CAL board seat term is ending soon and is interested in renewing.

**D. ADJOURNMENT**

Chairperson Alexander adjourned the meeting at 4:05 p.m.

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Hanna Meisinger, Destination Management Coordinator

**APPROVED:**



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

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### ***Staff Report***

### **Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

#### **RECOMMENDATION:**

ATBID Board to elect one member to serve as Vice Chairperson for the ATBID Advisory Board.

#### **DISCUSSION:**

The ATBID Chairperson facilitates ATBID Board meetings and is expected to be prepared and knowledgeable about items on the agenda, vendors, and Board policies and procedures. Additionally, the ATBID Chairperson should be aware of the legalities and practices regarding public advisory boards.

The Vice Chairperson is expected to act as ATBID Chairperson in case of absence.

Board Member Jaclyn Dawson has served as the Vice Chairperson for the ATBID Board for a partial term. Upon her resignation from the Board, the Vice Chairperson position must be filled by a current member of the Board.

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

None.



ITEM NUMBER:  
DATE:

B-2-1  
05/20/2020

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

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### **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. The payment for this sponsorship is due July 1, 2020.

On May 20, the California Mid-State Fair Board of Directors provided an update on that status of the 2020 California Mid-State Fair. In the potential circumstance that the California Mid-State Fair is cancelled, the Atascadero TBID 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

**CALIFORNIA MID-STATE FAIR – P.O. BOX 8, PASO ROBLES, CA 93447**  
**TOM KEFFURY [TK@MIDSTATEFAIR.COM](mailto: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](mailto: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](http://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-2-2  
05/20/2020

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

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### **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.

The City of Atascadero committed the \$100 deposit to hold the Showcase of Cities spot for Atascadero after the April Board Meeting.

#### **FISCAL IMPACT (GL 2502):**

\$300-\$3,000.

ITEM NUMBER:  
DATE:

B-2-2  
05/20/2020

**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 75<sup>th</sup> 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](mailto:lacie@solterrastrategies.com) or at 805-591-4884 – she is happy to address your questions.



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

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### ***Staff Report***

## **COVID-19 Strategic Plan for Recovery**

### **RECOMMENDATION:**

Approve 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 and lodging partners, the staff has provided a COVID-19 Strategic Plan for Recovery.

### **FISCAL IMPACT:**

TBD.

### **ATTACHMENTS:**

1. COVID-19 Strategic Plan for Recovery Outline

## COVID-19 Strategic Plan for Recovery Outline

1. Total Reallocated Budget
  - \$40,000-\$50,000
  - Big Red Marketing
    - Travel and Trade Show
  - Verdin
    - Media Buys
    - SD Media Campaign
    - FAM/Individual Tours
  - Reactive
2. Messaging/Focus
  - Top three considerations
    - Safety
    - In-State travelling
    - Outdoor/distancing activities
  - Trip motivators
  - Target locations
3. Social Media
  - Goals
  - Focus/messaging
  - Tactics
  - Campaigns and giveaways
4. Earned Media
  - Goals
  - Outlets
  - Itineraries and virtual tours
5. Partnerships and Collaborations
  - Goals
  - Partners
    - Visit California
    - Visit SLO CAL
    - Atascadero Chamber
    - Local businesses
    - Nearby destinations
6. Signage



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

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### ***Staff Report***

## **Event Tiers and Sponsorship Application Revision**

### **RECOMMENDATION:**

Discuss and provide staff direction on the revised event tiers and sponsorship application.

### **DISCUSSION:**

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

During the March 2, 2020 Special Meeting, the revised Event Sponsorship Tiers and Application were presented and the Board provided feedback for edits. The attached revised Event Tiers and Sponsorship Application reflect that feedback.

### **FISCAL IMPACT:**

None.

### **ATTACHMENTS:**

1. Revised Event Sponsorship Tiers
2. Revised Event Sponsorship Application

# Event Sponsorship Tiers

## Tier 1

- Attracts 1,500+ attendees
- At least 35-40% of target market is out-of-town visitors
- Marketing campaigns reach at least 1,000 subscribers
- Event encourages multi-night stay in Atascadero

Total Support =  
Up to \$10,000

## Tier 2

- Attracts 750+ attendees
- At least 25-30% of target market is out-of-town visitors
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero

Total Support =  
Up to \$7,500

## Tier 3

- Attracts 750 or less attendees
- Marketing message encourages visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero
- Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2

Eligible for  
In-kind Support

# Event Sponsorship Tiers

## Additional Considerations:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

*\*The factors above will be taken into consideration when determining funding award*

# Expectations of Event Organizer by Tier

## Tier 1

- Visit Atascadero logo on all event marketing materials including but not limited to flyers, programs and website
- Appropriate shout outs on social media and promotion of the event
- Visit Atascadero and lodging property promotion in mailings and marketing outreach
- At least one guest event item featuring Visit Atascadero logo (ex. Glassware, bag, etc.)

## Tier 2

- Visit Atascadero logo on all event marketing materials including but not limited to flyers, programs and website
- Appropriate shout outs on social media and promotion of the event
- Visit Atascadero and lodging property promotion in mailings and marketing outreach

## Tier 3

- Visit Atascadero logo on all event marketing materials including but not limited to flyers, programs and website
- Appropriate shout outs on social media and promotion of the event



The Atascadero Tourism Business Improvement District (TBID) was established to promote Atascadero as an overnight destination. The mission of the Atascadero TBID is to encourage visitors to discover what makes Atascadero a simply genuine travel destination resulting in increased revenue for the local community.

We appreciate the efforts of community partners to design events that attract visitors to Atascadero and would like to offer our support of those events that align themselves with the Visit Atascadero mission. A portion of the TBID annual budget and regular marketing efforts are set aside each year to help maximize the effect of these efforts. If you would like to be considered for support, please complete the following application. **The application must be received at least 6 months in advance of the funding deadline to request support from the Atascadero TBID.** Unfortunately, we are unable to provide assistance for all events, but please know each request will be considered thoroughly.

**Our Mission:** Encourage overnight travel to experience Atascadero's beautiful and authentic outdoor recreation, culinary adventures, and welcoming hospitality.

In order to qualify for event sponsorship, your organization must meet the following requirements or provide a three-year plan detailing how you will ultimately meet these requirements:

1. Support the Visit Atascadero mission
2. Attract visitors from outside San Luis Obispo County
3. Encourage overnight stays of one night or more
4. Obtain the necessary ABC permits, law enforcement approval, city permits, safety guidelines, and any additional documents needed for the event
5. Provide a detailed event budget and marketing plan
6. Provide post-event metrics which show positive effect on Atascadero tourism

In addition to these requirements, ATBID Board will consider the following factors:

1. Does event support Visit Atascadero objectives?
2. Will event be held during off-season (January – March)?
3. Is event new or existing? If existing, how was previously awarded money spent?
4. What is the three-year growth plan for the event?
5. Is there statistical data on the demographic status of your attendees or targeted attendees?
6. Can the organization prove complete fiduciary responsibility of all event expenses?
7. Do your event organizers and attendees garner influence and have the ability to promote Atascadero tourism?

**Please submit application and all additional documents by email to Hanna Meisinger at [hmeis@bigredmktg.com](mailto:hmeis@bigredmktg.com) in PDF format.** You will receive a confirmation that we have received the application. Typically, we ask that event planners attend a Board Meeting to present their event to the Board which provides an opportunity to ask questions. Atascadero TBID Board Meetings are regularly scheduled for the third Wednesday of the month at 2:30

p.m. at City Hall. The vote regarding funding often takes place at the meeting following the event presentation.



## Event Sponsorship Requirements Checklist

The following requirements must ALL be met in order to qualify for sponsorship and receive funding. Please be sure to carefully read and submit all necessary documentation and information.

- ☐ Complete application and submit at least 6 months prior to event
- ☐ Include requested sponsorship amount in application
- ☐ Select eligible event tier and describe how your event meets qualification
- ☐ Provide event budget with line items detailing how sponsorship funding will be used
- ☐ Provide a detailed marketing plan
- ☐ Include a financial statement from your organization – applicant must be able to demonstrate financial accountability for event expenses
- ☐ Describe all sources of event income and additional sponsorships that have been secured
- ☐ If requested, attend an ATBID Board Meeting to provide event presentation
- ☐ If awarded event sponsorship funding, plan to attend two ATBID Board Meetings:
  - Provide planning progress update at least two months prior to event
  - Provide an event recap detailing attendance, marketing efforts and results, impact on Atascadero tourism and future plans



## **Event Support Application Form**

Requesting Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event Dates/Times: \_\_\_\_\_

Is event located in Atascadero? ☐ Yes ☐ No

Venue Name: \_\_\_\_\_

Venue Location: \_\_\_\_\_

Event Website: \_\_\_\_\_

Are you receiving in-kind or financial support from the City of Atascadero?

☐ Yes ☐ No

Total Anticipated Attendees: \_\_\_\_\_ Portion From Outside SLO County: \_\_\_\_\_%

Is this the first year the event will take place? ☐ Yes ☐ No

If this event has taken place previously, please provide historical data including attendance numbers: \_\_\_\_\_

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Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.

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Crowd Control Safety Plan Details:

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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

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

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**Select eligible event tier for your event:**

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Tier 1

- Attracts 1,500+ attendees
- At least 35-40% of target market is out-of-town visitors
- Marketing campaigns reach at least 1,000 subscribers
- Event encourages multi-night stay in Atascadero

Total Support =  
Up to \$10,000

☐

Tier 2

- Attracts 750+ attendees
- At least 25-30% of target market is out-of-town visitors
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero

Total Support =  
Up to \$7,500

☐

Tier 3

- Attracts 750 or less attendees
- Marketing message encourages visiting Atascadero
- Marketing campaigns reach at least 500 subscribers
- Event encourages overnight stay in Atascadero
- Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2

Eligible for  
In-kind Support

**Additional details about eligible event tier qualification:**

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**Support Request (desired monetary amount or in-kind marketing support):**

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Detail how awarded funding will be utilized, include any in-kind or additional support provided by Visit Atascadero (feel free to attach additional sheets as needed).

Event Item	Amount
<i>Ex. Social Media Ads</i>	<i>\$2,000</i>

Please include all sources of income that have been secured and those that are being solicited to support event (feel free to attach additional sheets as needed).

Income Source	Amount
<i>Ex. City of Atascadero</i>	<i>\$2,500 in-kind venue sponsorship</i>

Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.

Media Outlet & Geographic Location of advertising	Type & Frequency	Cost of Advertising

Please share your intended public relations outreach.

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How will your organization recognize Visit Atascadero's support (including but not limited to promotional materials, website, and at the event)?

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

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**Additional Details:**

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### **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](http://www.slocal.com)) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page ([www.visitatascadero.com/lodging](http://www.visitatascadero.com/lodging)) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- 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 \$7,500.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support.

\*\*\*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.

You must acknowledge and agree to the rules and regulations on Page 10.

**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.

**Cancellation Policy:** Should the event not take place as presented and scheduled; event coordinators are required to reimburse the ATBID for sponsorship support. If the event is cancelled by the Event Coordinator because of sickness, accidents, riots, strikes, epidemics, inclement weather, acts of God, or any other legitimate conditions beyond either party's control, the Event Coordinator agrees to refund the ATBID sponsorship reward less any out of pocket expenses within 30 days of the event cancellation, along with a list of those out of pocket expenses within 30 days of cancelling.

**Applicant Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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



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

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### ***Staff Report***

## **Monthly Marketing Statistics Summary**

### **RECOMMENDATION:**

Receive and file Marketing Statistics Report.

### **DISCUSSION:**

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 did not spend any budget on paid media due to COVID-19. 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. April Statistics Summary

# APRIL STAT SUMMARY

## ATASCADERO TBID

May 4, 2020

ITEM NUMBER:

B-5

DATE:

05/20/2020

ATTACHMENT:

1

### WEB ANALYTICS (2020 vs. 2019)

#### WEBSITE TRAFFIC

Page Views:

4,696 vs. 28,117 (-83%)

New Visitors:

2,844 vs. 14,733 (-81%)

Total Sessions:

3,197 vs. 18,157 (-83%)

Mobile Views: 1,026 (-91%)

Desktop Views: 1,834 (-21%)

PPV (Page Per Visit):

1.49 (-4%)

TOS (Time on Site):

0:36 (-5%)

#### GEOGRAPHIC REFERRALS

Chicago: 1,112 (+341%)

Atascadero: 363 (-466%)

Los Angeles: 129 (-95%)

Paso Robles: 245 (-57%)

San Francisco: 96 (-91%)

Irvine: 127 (-29%)

San Luis Obispo: 45 (-87%)

Santa Clara: 71 (+109%)

Ashburn: 36 (-74%)

Greenfield: 20 (-70%)

#### ACQUISITION

Social: 59 (-99%)

Direct: 1,462 (-63%)

Organic: 1,222 (-66%)

Referral: 212 (-73%)

#### PAGE VIEWS

Home: 694 (-76%)

Taco De Mexico: 259

Events: 225 (-86%)

Things to do: 212 (-90%)

Parks: 209 (-77%)

Eat: 151 (-61%)

### SOCIAL MEDIA ANALYTICS

#### FACEBOOK

Facebook Fans: 6,723

Impressions: 6,041

Organic: 46,283

Paid: 0

Reach: 4,700

Engagements: 249

Top Post: Atascadero Lake

Reach: 751

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

#### INSTAGRAM AND TWITTER

Instagram Followers: 2,692

New Followers: 22

Likes received: 738

Comments received: 6

Main audience: Women under 44

Twitter Followers: 295

Engagements: 13

Main audience: Reporters and Destinations

## ADVERTISING ANALYTICS

No paid media ran in the month of April due to the COVID-19 virus and stay-in-place orders throughout California.

## E-NEWSLETTER ANALYTICS

No e-newsletters were sent out in the month of April due to the COVID-19 virus and stay-in-place orders throughout California.



ITEM NUMBER:  
DATE:

B-6  
05/20/2020

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

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### ***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 March 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. TOT Report

ITEM NUMBER:

B-6

DATE:

05/20/2020

ATTACHMENT:

1

GL #	ATBID 2019/20 BUDGETED P&L REVENUE PROJECTIONS	July	August	September	October	November	December	January	February	March	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	\$24,327.00	\$181,582.00	\$284,000.00	Awaiting figures from City finance department. Current figures are based on previous year.
1200	Estimated Fund Balance from 2018/2019											\$270,780.00	Figure not final until fiscal year is closed by City Finance. Current figure is estimated based on anticipated remaining fiscal year activity.
1300	Investment Earnings											\$5,500.00	
	<b>Total</b>											<b>\$ 560,280.00</b>	
	<b>Budget</b>											<b>2019/2020 Proposed Budget</b>	<b>% of Total Budget</b>
2100	<b>Admin</b>											<b>\$38,085.00</b>	<b>6.71%</b>
2101	City Admin Fees			\$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									\$5,153.00	\$5,153.00	\$4,000.00	
2105	Big Red Marketing	\$750.00	\$650.00	\$800.00	\$1,000.00	\$800.00		\$750.00	\$750.00	\$750.00	\$4,850.00	\$9,375.00	
2106	Verdin	\$1,827.94	\$1,550.30	\$1,612.80	\$996.10	\$1,129.20	\$ 677.10	\$1,162.70	\$1,741.30	\$2,121.60	\$9,440.80	\$18,600.00	
											\$-	\$-	
2200	<b>ATBID Management</b>											<b>\$20,812.00</b>	<b>3.67%</b>
2201	Board Management & Coordination	\$200.00	\$700.00	\$900.00	\$950.00	\$900.00		\$950.00	\$950.00	\$850.00	\$5,500.00	\$8,625.00	
2202	Financial Management	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00		\$1,000.00	\$375.00	\$500.00	\$4,675.00	\$8,512.00	
2203	Strategy	\$200.00	\$200.00	\$450.00	\$400.00	\$350.00		\$350.00	\$300.00	\$550.00	\$2,400.00	\$3,675.00	
											\$-	\$-	
2300	<b>Visual Assets and Branding</b>											<b>\$49,800.00</b>	<b>8.77%</b>
2301	Photography & Video			\$1,547.91							\$1,547.91	\$1,800.00	
2302	Creative Services - Verdin Scope	\$6,941.12	\$3,251.10	\$3,437.20	\$2,479.50	\$453.90	\$ 963.70	\$956.10	\$918.80	\$1,088.48	\$10,297.68	\$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	<b>Digital Marketing</b>											<b>\$32,200.00</b>	<b>5.67%</b>
2401	Website Updates		\$482.00	\$157.00	\$120.00	\$25.60		\$47.20	\$281.60	\$225.40	\$856.80	\$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	\$1,649.69	\$4,108.69	\$3,003.31	\$14,389.69	\$18,800.00	
2404	E-Newsletter	\$1,115.60	\$992.40	\$944.92	\$759.69	\$728.99	\$ 438.79	\$837.29	\$792.19	\$778.39	\$5,280.26	\$9,400.00	
											\$-	\$-	
2500	<b>Advertising</b>											<b>\$91,623.00</b>	<b>16.14%</b>
2501	Planned Media Buys	\$1,377.31	\$1,280.68	\$9,603.44	\$21,529.64	\$5,786.87	\$ 2,498.60	\$2,964.73	2197.67	1550.84	\$46,131.79	\$59,550.00	
2502	Reactive Advertising & Co-Ops	\$818.18		\$7,600.00							\$7,600.00	\$26,073.00	
2503	Verdin Media Retainer	\$494.40	\$497.30	\$387.40	\$115.20	\$25.60	\$ 538.40	\$731.40	\$166.40	\$742.40	\$2,706.80	\$6,000.00	
											\$-	\$-	
2600	<b>Public Relations</b>											<b>\$7,500.00</b>	<b>1.32%</b>
2601	FAMs/ Individual Itineraries			\$734.50	\$800.00						\$1,534.50	\$3,500.00	
2602	PR Retainer & Reactive Planning	\$790.50	\$1,163.20		\$4.00	\$490.50		\$262.80			\$757.30	\$4,000.00	
											\$-	\$-	
2700	<b>Tour &amp; Travel</b>											<b>\$20,000.00</b>	<b>3.52%</b>
2701	Trade Show							\$3,470.00	\$4,000.00		\$7,470.00	\$20,000.00	Includes registration and firm attendance fees.
											\$-	\$-	
2800	<b>Consumer Outreach</b>											<b>\$51,000.00</b>	<b>8.98%</b>
2801	Event Sponsorship	\$7,500.00			\$15,000.00	\$15,000.00			\$5,000.00		\$35,000.00	\$45,000.00	
2802	Management of Event Sponsorship	\$250.00	\$650.00	\$350.00	\$500.00	\$550.00		\$450.00	\$1,000.00	\$280.00	\$3,130.00	\$6,000.00	
											\$-	\$-	
	<b>TOTAL EXPENSES</b>	<b>\$ 24,444.31</b>	<b>\$ 13,520.92</b>	<b>\$ 30,757.80</b>	<b>\$ 46,320.09</b>	<b>\$ 32,370.70</b>	<b>\$ 8,566.91</b>	<b>\$ 17,573.76</b>	<b>\$ 22,581.65</b>	<b>\$ 17,593.42</b>	<b>\$ 213,729.56</b>	<b>\$ 311,020.00</b>	
3001	<b>Cash Reserves</b>											<b>\$ 56,785.00</b>	<b>10%</b>
	<b>Contingency</b>												
4001	<b>Contingency Fund (unallocated)</b>											<b>\$ 200,045.00</b>	<b>35.23%</b>
	<b>TOTAL Budget</b>											<b>\$ 567,850.00</b>	

City of Atascadero  
Tourism Report  
Transient Occupancy Tax Revenues

ITEM NUMBER: B-6  
DATE: 05/20/2020  
ATTACHMENT: 2

	Jul-Sep 1ST QTR	Oct-Dec 2ND QTR	Jan-Mar 3RD QTR	Apr-Jun 4TH QTR	<b>TOTAL</b>
Fiscal Year 2014	\$ 254,557.46	\$ 158,389.32	\$ 134,033.44	\$ 232,385.37	\$ 779,365.59
Fiscal Year 2015	\$ 262,246.00	\$ 171,527.07	\$ 204,920.33	\$ 261,362.41	\$ 900,055.81
Fiscal Year 2016	\$ 387,196.75	\$ 260,522.61	\$ 234,591.13	\$ 359,952.40	\$ 1,242,262.89
Fiscal Year 2017	\$ 441,814.34	\$ 259,716.23	\$ 236,432.90	\$ 399,564.75	\$ 1,337,528.22
Fiscal Year 2018	\$ 446,835.24	\$ 307,035.82	\$ 237,705.86	\$ 384,921.01	\$ 1,376,497.93
Fiscal Year 2019	\$ 442,255.82	\$ 305,426.85	\$ 236,855.54	\$ 406,434.26	\$ 1,390,972.47
Fiscal Year 2020	\$ 452,747.36	\$ 324,608.10			