



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, June 17, 2020 at 2:30 P.M.

Video Conference: <https://us02web.zoom.us/j/84587484364>
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 – May 20, 2020

- Recommendation: Approve the Draft Action Minutes of May 20, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 20/21 Fiscal Year Term

- Recommendation: ATBID Board to elect one member to serve as Chairperson and to elect one member to serve as Vice Chairperson for the ATBID Advisory Board for the 20/21 Fiscal Year Term. [Big Red Marketing]
- Fiscal Impact: None.

2. Event Cancellation Protocols

- Recommendation: Discuss and provide staff direction on protocols for event cancellations. [Big Red Marketing]
- Fiscal Impact: None.

3. Budget AdHoc Committee Update

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

4. ATBID Reserve Policy Update

- Recommendation: Receive and file ATBID Reserve Policy update from City Council. [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. 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, 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:

Chairperson Alexander called the meeting to order at 2:47 p.m.

ROLL CALL:

Present: Chairperson Alexander, Board Member Caprau, Board Member Harden, Board Member O'Malley, Board Member Sohi

Vacant: None.

Absent: None.

Staff Present: Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, 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 with the modifications to table Business Item B-1 until the June Board Meeting and discuss Business Item B-4 before Business Item B-2.

Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT: Mary Verdin.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – April 15, 2020

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

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

Motion passed 5:0 by a roll call vote.

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.

This business item was tabled until the June Board Meeting during the approval of the agenda.

2. AdHoc Committee Update

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

Board Member O'Malley presented the AdHoc Committee update and provided a background on the AdHoc Committee goals for the new Board Members. Board Member Sohi shared additional details about the AdHoc Committee. Board Members O'Malley and Sohi answered questions from the Board. City Staff Rickard explained the Draft Resolution in detail to the Board and public to ensure a general understanding.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to recommend the City Council adopt the resolution as presented through a consent calendar action.

Motion passed 5:0 by a roll call vote.

3. 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.

Destination Management Consultant Meisinger shared the update from the Mid-State Fair Board that they chose to wait and take in information to determine the plan for the 2020 Mid-State Fair and that the event is scheduled to run as planned during this time. The Board discussed opportunities to revise the sponsorship contract. Deputy City Manager Banish shared additional contract information and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Boar Member O'Malley and seconded by Board Member Sohi to decline the current Mid-State Fair opportunities from section 1 and 2 and direct staff to work with the Mid-State Fair staff to provide updated sponsorship opportunities at the June Board Meeting based on a better understanding of 2020 Mid-State Fair event model.

Motion passed 5:0 by a roll call vote.

4. COVID-19 Strategic Plan for Recovery

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

Marketing Consultant Akers presented the COVID-19 Strategic Plan for Recovery (Exhibit A) including its strategy and tactics and answered questions from the Board.

This was discussed before Business Item B-2, as requested during the approval of agenda.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve the COVID-19 Strategic Plan for Recovery.

Motion passed 5:0 by a roll call vote.

5. 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.

Destination Management Consultant Meisinger reported the modifications to the tiers. Considering the unprecedented times, it was determined it is in the best interest to table this item until more normal event activity resumes.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to table this item for discussion at a future Board Meeting.

Motion passed 5:0 by a roll call vote.

6. Monthly Marketing Statistics Summary

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

Marketing Consultant Akers presented the marketing update for the month of April and answered questions from the Board. Akers also presented information on the Visit SLO CAL Market Performance by Community.

PUBLIC COMMENT: Brendan Pringle.

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

7. Monthly Budget Report

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

Destination Management Consultant Meisinger presented information about the budget and answered questions from the Board. Chairperson Alexander appointed an AdHoc Committee of Board Member Harden and Board member Caprau to review the 20/21 fiscal year budget plans taking into consideration anticipated changes in revenue.

PUBLIC COMMENT: None.

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi provided updates from the Visit SLO CAL TMD Board Meeting including information about their partnership with Tourism Economics to provide more information about guiding decisions. Board Member Sohi answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – Deputy City Manager Banish provided updates from the Visit SLO CAL Marketing Committee and answered questions from the Board. This information included Visit California marketing in-state only for the first time.
3. Visit SLO CAL PR Task Force – Verdin –Marketing Consultant Akers did not have an update from the PR Task Force but did share the Visit SLO CAL wave phased recovery approach (Exhibit B) and answered questions from the Board.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented updates to the Board including information on upcoming agenda items and the Visit SLO CAL TIMB Board seat election. Meisinger answered questions from the Board and requested any COVID-19 resource requests be sent.
5. City Business Update – City Manager’s Office – Deputy City Manager Banish provided updates from the City and answered questions from the Board. The City has adopted the campaign “Be Safe. Be Calm. Be Kind.” The City has multiple safety campaigns going on.

C. BOARD MEMBER COMMENTS

Board Member Alexander – Welcomed new Board Members to the Advisory Board.
Board Member O’Malley - Requested utilizing the City’s Zoom for the June Board Meeting.
Board Member Caprau – Requested a contact information sheet for the fellow Board and staff members.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 5:12 p.m.

Hanna Meisinger, Destination Management Coordinator

Exhibit A – COVID-19 Strategic Plan for Recovery
Exhibit B – Visit SLO CAL Report

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 20/21 Fiscal Year Term

RECOMMENDATION:

ATBID Board to elect one member to serve as Chairperson and to elect one member to serve as Vice Chairperson for the ATBID Advisory Board for the 20/21 Fiscal Year Term.

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 Deana Alexander has served as the Chairperson for the ATBID Board for the previous two terms and the Chairperson seat is up for reelection for the 20/21 fiscal year.

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 seat must be filled by a current member of the Board for the 20/21 fiscal year.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Event Cancellation Protocols

RECOMMENDATION:

Discuss and provide staff direction on protocols for event cancellations.

DISCUSSION:

Throughout the fiscal year, the Atascadero TBID Advisory Board budgets a specific amount of money towards sponsoring events. Due to the COVID-19 pandemic, many of the events that applied for sponsorships that were approved by the Board have been cancelled or modified.

Currently the events that have confirmed their cancellation are:

- Central Coast Reserve's Lakeside Wine Festival
Sponsorship: \$5,000
Date Paid: N/A
- WCA Burgers and Brews
Sponsorship: \$500
Date Paid: N/A
- Central Coast Cider Festival
Sponsorship: \$15,000
Date Paid: November 26, 2019

The Board will determine the best action for those events regarding the funding they provided.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



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

Staff Report

Budget AdHoc Committee Update

RECOMMENDATION:

Receive and file Budget AdHoc Committee Update.

DISCUSSION:

At the May Atascadero TBID Board Meeting, Chairperson Alexander appointed two board members to an AdHoc Committee that was formed to help understand changes to the 20/21 budget based up unexpected decreases in revenue from the COVID-19 pandemic. Board Member Caprau and Board Member Harden were appointed to the AdHoc Committee positions to represent and provide input from the Advisory Board.

The AdHoc Committee met with City Staff on June 11. The presentation will provide updates from that meeting.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

ATBID Reserve Policy Update

RECOMMENDATION:

Receive and file ATBID Reserve Policy update from City Council.

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 directed a draft recommendation that will be provided to the Board for approval, and then to the City Staff and City Council for approval.

At the May Board Meeting, a draft resolution was approved to send to City Council as part of the Content Calendar.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Reserve Policy

DRAFT RESOLUTION

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, ESTABLISHING A RESERVE POLICY FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

WHEREAS, reserves are a function of revenues, expenses and remaining fund balances; and

WHEREAS, fiscal stability is a critical factor in the overall health and sustainability of the Atascadero Tourism Business Improvement District (ATBID); and

WHEREAS, sound financial management includes the practice and discipline of maintaining adequate reserve funds; and

WHEREAS, it is ATBID's desire to maintain a sufficient level of reserve funds to provide for the continuation of ATBID operations in the event of natural or fiscal emergencies or other significant event; and

WHEREAS, the prudent level of reserves is not a static number or percentage of ATBID expenditures, but instead is a function of the economic climate, exposure to risk, and cash flow needs; and

WHEREAS, the City Council may increase the ATBID budget to respond to natural or fiscal emergencies or other significant events affecting, or potentially affecting, lodging and tourism businesses; and

WHEREAS, the City Council desires that the ATBID has the ability to promptly anticipate and/or quickly respond to events or circumstances that may or will affect lodging and tourism businesses; and

WHEREAS, the ATBID Board has requested assurance that in the event of a natural or fiscal emergency, or other significant event, the City will do all within its power to insure in that the ATBID has access to all of its funds on hand if necessary.

NOW, THEREFORE BE IT RESOLVED, by the City Council of the City of Atascadero:

SECTION 1. Reserves should be evaluated, funding goals considered and the accumulation and/or expenditure of reserves determined as part of adoption of the biennial budget.

SECTION 2. As part of the biennial budget process, three key measurements should be evaluated both independently and in conjunction with one another to determine the prudent level of ATBID Fund Reserves for that two-year budget cycle:

1. State of the economy
2. Cash flow needs
3. Costs of potential natural disasters and emergencies or other significant events

SECTION 3. There shall be no upper limit on the amount of ATBID Fund Reserve; rather reserve levels shall be set based on the criteria set in Section 2. The lower limit should be no less than 20% of budgeted ATBID expenditures

SECTION 4. In the event of natural or fiscal emergencies or other significant events, the City Council will act quickly and with urgency to address ATBID budget concerns so that the ATBID Board has the ability to promptly anticipate and/or quickly respond to such events.

SECTION 5. In the event of natural or fiscal emergencies or other significant events, the ATBID Fund Reserve level may fall below the lower limit of 20% of budgeted ATBID expenditures; however, within 6 months of the declared emergency, the ATBID Board shall adopt a long-term financial plan to bring the ATBID Fund Reserves up to the minimum level prescribed above.

SECTION 6. The City Manager and Director of Administrative Services are hereby authorized and directed to implement the policy hereby established.

PASSED AND ADOPTED at a regular meeting of the City Council held on the ___ day of ___, 2020.

On motion by Council Member ___ and seconded by Council Member ___, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

CITY OF ATASCADERO

Heather Moreno, Mayor

ATTEST:

Lara K. Christensen, City Clerk

APPROVED AS TO FORM:

Brian Pierik, City Attorney



ITEM NUMBER:
DATE:

B-5
06/17/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

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. May Statistics Summary

MAY STAT SUMMARY

ATASCADERO TBID

June 4, 2020

ITEM NUMBER:

B-5

DATE:

06/17/2020

ATTACHMENT:

1

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:

7,054 vs. 16,556 (-57%)

New Visitors:

3,904 vs. 7,758 (-50%)

Total Sessions:

4,343 vs. 9,882 (-56%)

Mobile Views: 1,761 (-69%)

Desktop Views: 2,184 (-1%)

PPV (Page Per Visit):

1.62 (-3%)

TOS (Time on Site):

0:39 (-20%)

GEOGRAPHIC REFERRALS

Chicago: 1,352 (+156%)

Atascadero: 567 (-30%)

Los Angeles: 293 (-78%)

Paso Robles: 399 (-1%)

San Francisco: 227 (-62%)

Irvine: 127 (-29%)

San Luis Obispo: 71 (-69%)

Santa Clara: 101 (+1,583%)

Arroyo Grande: 38 (+31%)

Greenfield: 44 (-4%)

ACQUISITION

Social: 177 (-91%)

Direct: 1,775 (-43%)

Organic: 1,980 (-30%)

Referral: 124 (-79%)

PAGE VIEWS

Home: 608 (-71%)

Parks: 426 (-65%)

Things to do: 408 (-70%)

Parks: 209 (-77%)

Taco De Mexico: 329

(+ 32,800%)

Cruise Weekend: 308

(+43%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,731

Impressions: 9,842

Organic: 9,689

Paid: 0

Reach: 6,957

Engagements: 286

Top Post: Time is Right

Reach: 521

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

INSTAGRAM AND TWITTER

Instagram Followers: 2,734

New Followers: 42

Likes received: 1358

Comments received: 34

Main audience: Women under 44

Twitter Followers: 297

Engagements: 10

Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

No advertising ran in the month of May 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 May 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

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 April 30, 2020.

Overall, the current actual spending falls well within the budgeted amount for the year. However, there are a few budgeted areas that are exceeding their original budget limit or nearing it. The cost of Lodging Ordinance Enforcement increased to \$5,153.00 which is over the original budgeted amount of \$4,000. The budget code GL 2403 for Social Media/Contest Management has been exceeded by \$605.00.

As we look towards budget planning for the 20/21 fiscal year, these exceeded sections will be compared to sections far under expected budget and adjustments will be made.

The Annual Assessment was presented to the City Council on June 9, 2020 and will go to Public Hearing on June 23, 2020.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Budget
2. Fund Summary
3. TOT Report
4. Annual Assessment

B-6

06/17/2020

1

| GL # | ATBID 2019/20 BUDGETED P&L REVENUE PROJECTIONS | July | August | September | October | November | December | January | February | March | April | 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 | \$17,055.00 | \$198,637.00 | \$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 | | | | | | | | \$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 | \$750.00 | \$7,000.00 | \$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 | \$2,179.10 | \$14,998.14 | \$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 | \$850.00 | \$1,200.00 | \$7,600.00 | \$8,625.00 | | |
| 2202 | Financial Management | \$600.00 | \$300.00 | \$1,000.00 | \$900.00 | \$900.00 | | \$1,000.00 | \$375.00 | \$500.00 | \$500.00 | \$6,075.00 | \$8,512.00 | | |
| 2203 | Strategy | \$200.00 | \$200.00 | \$450.00 | \$400.00 | \$350.00 | | \$350.00 | \$300.00 | \$550.00 | \$550.00 | \$3,350.00 | \$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 | \$1,088.48 | \$616.20 | \$21,106.10 | \$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 | \$225.40 | | \$1,338.80 | \$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 | \$1,632.11 | \$19,405.00 | \$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 | \$41.99 | \$7,430.25 | \$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 | \$2,964.73 | 2197.67 | 1550.84 | | \$48,789.78 | \$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 | \$742.40 | | \$3,698.50 | \$6,000.00 | | |
| 2600 | Public Relations | | | | | | | | | | | \$- | \$7,500.00 | 1.32% | |

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND

TYPE

235

Special Revenue

17969.37 181582.01

| | | ACTUAL 2014-2015 | ACTUAL 2015-2016 | ACTUAL 2016-2017 | ACTUAL 2017-2018 | ACTUAL 2018-2019 | YTD ACTUAL* 2019-2020 through 4/30/2020 | BUDGETED 2019-2020 |
|------------------------------------|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---|-----------------------|
| REVENUES | | | | | | | | |
| 41530.6300 | Taxes and Assessments | \$ 162,036 | \$ 241,078 | \$ 267,507 | \$ 275,295 | \$ 278,184 | \$ 198,637 | \$ 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>198,637</u> | <u>289,500</u> |
| EXPENSES | | | | | | | | |
| 6050000 | Office Expense | - | 5,164 | - | - | - | - | 1,000 |
| 6070000 | Advertising | 3,450 | 86,914 | 91,005 | 144,521 | 178,720 | 120,422 | 155,000 |
| 6400000 | Operating Supplies | - | 1,217 | 120 | - | - | - | 500 |
| 6500000 | Contract Services | 26,173 | 105,314 | 138,414 | 172,938 | 143,482 | 101,959 | 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 | 1,986 | 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>224,367</u> | <u>311,020</u> |
| NET INCOME/(LOSS) | | 132,861 | 40,516 | 35,592 | (46,761) | (37,593) | (25,730) | (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>\$ 255,356</u> | <u>\$ 229,300</u> |

*Actual numbers are unaudited, not yet finalized and are subject to change

City of Atascadero
 Tourism Report
 Transient Occupancy Tax Revenues

| | Jul-Sep 1ST QTR | Oct-Dec 2ND QTR | Jan-Mar 3RD QTR | Apr-Jun 4TH QTR | TOTAL |
|------------------|--------------------|--------------------|--------------------|--------------------|-----------------|
| Fiscal Year 2014 | \$ 254,557.46 | \$ 158,389.32 | \$ 134,033.44 | \$ 232,385.37 | \$ 779,365.59 |
| Fiscal Year 2015 | \$ 262,246.00 | \$ 171,527.07 | \$ 204,920.33 | \$ 261,362.41 | \$ 900,055.81 |
| Fiscal Year 2016 | \$ 387,196.75 | \$ 260,522.61 | \$ 234,591.13 | \$ 359,952.40 | \$ 1,242,262.89 |
| Fiscal Year 2017 | \$ 441,814.34 | \$ 259,716.23 | \$ 236,432.90 | \$ 399,564.75 | \$ 1,337,528.22 |
| Fiscal Year 2018 | \$ 446,835.24 | \$ 307,035.82 | \$ 237,705.86 | \$ 384,921.01 | \$ 1,376,497.93 |
| Fiscal Year 2019 | \$ 442,255.82 | \$ 305,426.85 | \$ 236,855.54 | \$ 406,434.26 | \$ 1,390,972.47 |
| Fiscal Year 2020 | \$ 452,747.36 | \$ 324,608.08 | \$ 215,772.47 | | |

ATBID Annual Report Fiscal Year 2020-2021

(Pursuant to Streets & Highways Code Section 36533)

1. Proposed activities, programs and projects for the fiscal year:
 - Contract services
 - Marketing Firm
 - Administration Services
 - Marketing Plan
 - Maintenance of Visual Assets
 - Photography & Content
 - Creative Services
 - Digital Marketing
 - Website Content & Updates (i.e., Visit Atascadero; VisitSLOCAL)
 - Social Media
 - Advertising
 - Print & Promotional Items
 - Digital
 - Reactive Opportunities
 - Public Relations
 - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
 - Individual Journalist Hosted Itineraries
 - Press Releases
 - Tour & Travel
 - Collaboration with CCTC FAMs
 - Collaboration with Visit CA FAMs
 - Collaboration with Visit SLOCAL FAMs
 - Consumer Outreach
 - Event Sponsorships Opportunities
 - Event Marketing
 - Email Marketing
 - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$316,450.
3. Amount of fund balance as of June 30, 2020 is projected to be \$234,800.
4. Estimated fund balance for June 30, 2021 is budgeted at \$271,820, but with the adjustments for the response to COVID-19, is now projected to be \$154,250.
5. Contributions received other than assessments:
 - Estimated interest income of \$440 for fiscal year 2019/2020.
 - Estimated interest income for fiscal year 2020/21 is budgeted at \$4,670, but with the adjustments for the response to COVID-19, is now projected to be \$3,100.