



ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA

*** COVID-19 NOTICE ***

Consistent with Executive Orders N-25-20 and No. N-29-20 from the Executive Department of the State of California and the San Luis Obispo County Health Official's March 18, 2020 Shelter at Home Order, the Atascadero Tourism Business Improvement District Meeting will not be physically open to the public and Advisory Board Members will be teleconferencing into the meeting.

HOW TO OBSERVE THE MEETING:

To maximize public safety while still maintaining transparency and public access, the meeting will be available by visiting <https://zoom.us/j/95697318796>.

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to join the video conference to listen and provide public comment.

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

Atascadero Tourism Business Improvement District Board Meeting agendas and minutes may be viewed on the City's website: www.atascadero.org.

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 on our website, www.atascadero.org. All documents will be available for public inspection during City Hall business hours once City Hall is open to the public following the termination of the Shelter at Home Order.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, August 19, 2020 at 2:30 P.M.

**Video Conference: <https://zoom.us/j/95697318796>
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Tom O'Malley, Portola Inn
Vice Chairperson Lucian Caprau, Best Western Plus Colony Inn
Board Member Deana Alexander, The Carlton Hotel
Board Member Patricia Harden, SpringHill Suites by Marriott
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 – June 17, 2020

- Recommendation: Approve the Draft Action Minutes of June 17, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Event Cancellation Protocols

- Recommendation: Approve protocol for event cancellations. [Big Red Marketing]
- Fiscal Impact: None.

2. Marketing Strategic Planning Discussion

- Recommendation: Discuss and provide staff direction on 2020/21 Marketing efforts. [Verdin]
- Fiscal Impact: None.

3. Visit SLO CAL TMD Baseline Report

- Recommendation: Approve \$1,000 pass-through rate for the Visit SLO CAL TMD Baseline Report. [Big Red Marketing]
- Fiscal Impact [GL: 2502]: \$1,000.

4. Budget AdHoc Committee Update

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

5. Draft 2020/21 Visit Atascadero Budget

- Recommendation: Discuss and provide staff direction on the 2020/21 expenditure budget for Visit Atascadero. [Big Red Marketing]
- Fiscal Impact: None.

6. Monthly Marketing Statistics Summary

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

7. 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. FUTURE AGENDA ITEMS

1. Revised Event Sponsorship Tiers and Application
2. Garagiste Event Sponsorship
3. Colony Days Event Sponsorship
4. Atascadero Mural Project

F. 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, 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:

Chairperson Alexander called the meeting to order at 2:40 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 Board Member Caprau to approve the agenda.

Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – May 20, 2020

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

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve the consent calendar with the correction of a misspelling.

Motion passed 5:0 by a roll call vote.

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.

Destination Management Consultant Meisinger shared information on the Chairperson and Vice Chairperson positions for the 2020/21 Fiscal Year. Board Member Sohi nominated Board Member O'Malley to be Chairperson. Chairperson Alexander nominated Board Member Caprau for Vice Chairperson. Meisinger answered any additional questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Chairperson Alexander and seconded by Board Member Sohi to elect Board Member O'Malley to serve as Chairperson and to elect Board Member Caprau to serve as Vice Chairperson for the ATBID Advisory Board for the 2020/21 Fiscal Year.
Motion passed 5:0 by a roll call vote.

2. Event Cancellation Protocols

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

Destination Management Consultant Meisinger shared updates on potential event sponsorship cancellation protocols and asked questions from the Board. The Board discussed best possible options and determined an outline. An official protocol plan will be presented at an upcoming Board Meeting.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Harden to recommend that a procedure is created to state that staff ask event managers for a financial summary detailing expenditures related to their sponsorship, upon review of the financial summary, staff will complete the following based on if it is a returning or new event. Returning events will be given the opportunity to roll any funds not used, as reflected in the financial summary, forward to the following year. New events will be required to return any funds not used, as reflected in the financial summary, to the Atascadero TBID and will be required to re-apply for sponsorship for the following year.
Motion passed 5:0 by a roll call vote.

3. Budget AdHoc Committee Update

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

Destination Management Consultant Meisinger shared updates from the first Budget AdHoc Committee meeting and answered questions from the Board.

PUBLIC COMMENT: None.

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

4. ATBID Reserve Policy Update

- Recommendation: Receive and file ATBID Reserve Policy update from City Council. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger shared updates from the ATBID Reserve Policy. The official signed resolution will be shared when finalized at an upcoming Board Meeting.

PUBLIC COMMENT: None.

**The ATBID Reserve Policy Update
was received and filed by the Board.**

5. Monthly Marketing Statistics Summary

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

Marketing Consultant Akers shared updates from the Marketing 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 Meisinger shared budget updates 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 updated the Board on discussions at the Visit SLO CAL TMD meeting including that Visit SLO CAL will be going out to RFP for a new marketing firm in 2021. Sohi answered questions from the Board and provided a few other updates.
2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish shared updates from the Visit SLO CAL Marketing Committee, including the change of focus to outdoor adventure promotion and the upcoming customizable campaign. Banish answered questions from the Board.
3. Visit SLO CAL PR Task Force – Verdin – Destination Marketing Consultant Akers shared information from the PR Task Force meeting on May 28. Some of the updates included identifying possibilities for campaigns based on PR budget and the continuation of virtual happy hours. Akers shared information about FAM tours and answered questions from the Board.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger gave updates and answered questions from the Board. Board members were informed they were able to share any recommendations for the Visit SLO CAL TMD Board position before the City Council special meeting.
5. City Business Update – City Manager's Office – Deputy City Manager Banish shared city business updates, including the update that gatherings related to first amendment rights are permitted, such as cultural and religious events. Banish answered additional questions from the Board.

C. BOARD MEMBER COMMENTS

Board Member Sohi – Shared excitement for having Board Member Caprau and Board Member Harden join the advisory board.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 4:34 p.m.

Hanna Meisinger, Destination Management Coordinator

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Event Cancellation Protocols

RECOMMENDATION:

Approve protocol 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
- Central Coast Craft Beer Festival – March 28, 2020 (rescheduled to June 20, 2020 and rescheduled again to October 24, 2020)
Sponsorship: \$5,000, Date Paid: February 21, 2020

Other approved events:

- Garagiste (November 2020)
Sponsorship: \$7,500 (contingent upon Visit Atascadero being promoted as the designated lodging sponsor), Date Paid: N/A
- Wine Speak (January 2021)
Sponsorship: \$10,000, Date Paid: N/A

During the June 2020 Board Meeting, the Board discussed an event cancellation protocol. The document attached here represents the Board's discussions during the June meeting.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Event Cancellation Protocol

Event Sponsorship Cancellation Protocols

Background

The Atascadero Tourism Business Improvement District (ATBID) sponsors multiple events throughout the year that encourage visits to Atascadero and meet the goals defined by the ATBID Advisory Board to promote Atascadero as a tourism destination.

If an event with an approved financial sponsorship from the ATBID is cancelled or modified in a way that no longer reflects the originally approved event, the Board has determined the following protocol to ensure a consistent approach in responding to these modifications. The protocol defines two approaches dependent on whether funds have been distributed and if the event is a scheduled to regularly occur or a new event.

Funds Not Yet Processed

In the instance that an event is cancelled or modified, event management must re-apply for sponsorship. New applications may reflect modifications or can be for new dates. The ATBID Board will review the application and approve or deny the new request.

Funds Processed

Event management must provide the ATBID Board with a financial summary reflecting the portion of the funds have been used and the category of expenses.

New Events

After reviewing the financial summary, the Board may request any funds not spent in the manner approved by the Board be returned to the ATBID. Funds utilized to support the original uses defined in an application prior to the modification or cancellation of the event may be retained by the event management. The event managers will be asked to re-apply for sponsorship of the remaining funds.

Returning Events

After reviewing the financial summary, the Board may request any funds not spent in the manner that was approved by the Board be returned to the ATBID. Funds utilized to support the original uses defined in an application prior to the modification or cancellation of the event may be retained by the event management. The remaining funds will be re-awarded to the event at the time that it is rescheduled to run in its originally proposed format. The event management will not need to re-apply for the sponsorship of the event unless there are significant changes in the event structure that will no longer meet the goals provided by the ATBID.

Note: Due to the individual nature of events. The Atascadero Tourism Improvement District Advisory Board reserves the right to review events specifically and take action outside of protocol if deemed necessary.



ITEM NUMBER:
DATE:

B-2
08/19/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Marketing Strategic Planning Discussion

RECOMMENDATION:

Discuss and provide staff direction on 2020/21 Marketing efforts.

DISCUSSION:

The ATBID contracted marketing firm, Verdin, will present a comprehensive overview of recommended Visit Atascadero marketing efforts, initiatives, goals and strategies for the 2020/21 fiscal year. The presentation will also review marketing efforts, statistics, campaigns, learnings and achievements from Visit Atascadero's 2019/20 fiscal year.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



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

Visit SLO CAL TMD Baseline Report

RECOMMENDATION:

Approve \$1,000 pass-through rate for the Visit SLO CAL TMD Baseline Report.

DISCUSSION:

Visit SLO CAL has provided a three-scenario lodging forecast developed by Tourism Economics, a division of Oxford Economics. The monthly forecast includes projections for Occupancy, ADR, RevPAR, and lodging taxes until June 2022. These findings will be reported on a county-wide and individual community basis. Access to individual community results requires a pass-through cost to Visit SLO CAL.

Visit Atascadero is requesting a \$1,000 pass-through cost for this report.

Although these are projections and 100% accuracy is not assured, Visit SLO CAL believes it will be of significant value to lodging investors, DMO partners, and lodging communities.

FISCAL IMPACT [GL 2502]:

\$1,000.

ATTACHMENTS:

1. COVID-19 Impacts Baseline Report Introduction

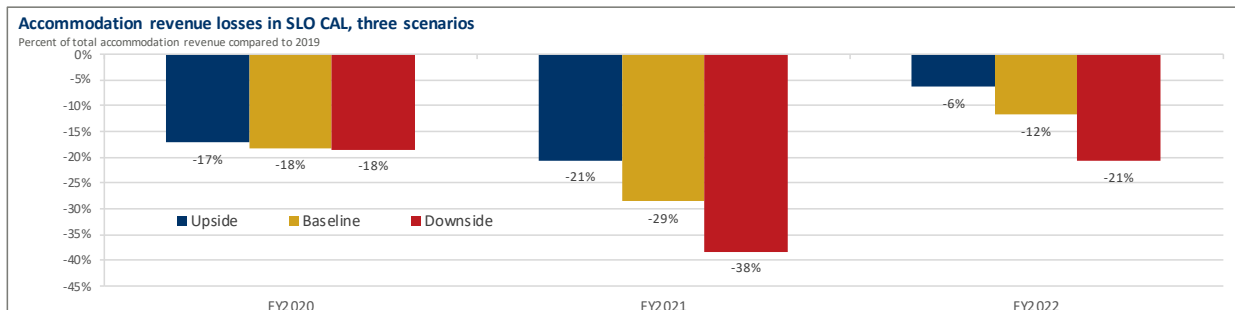
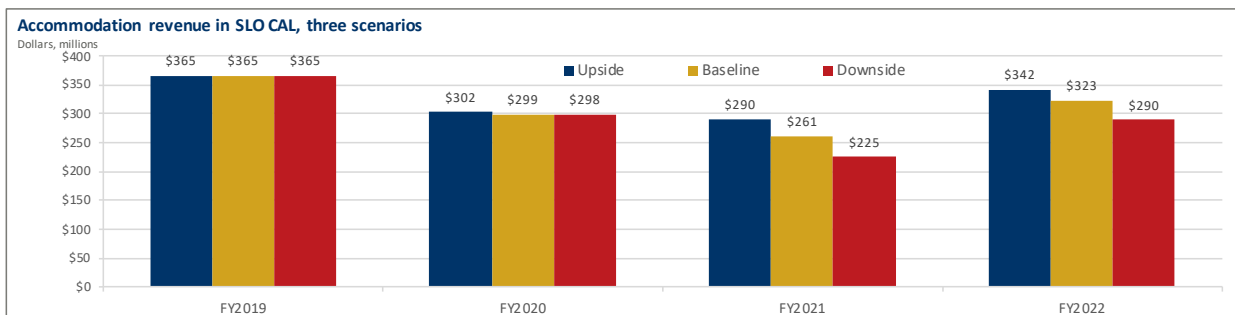
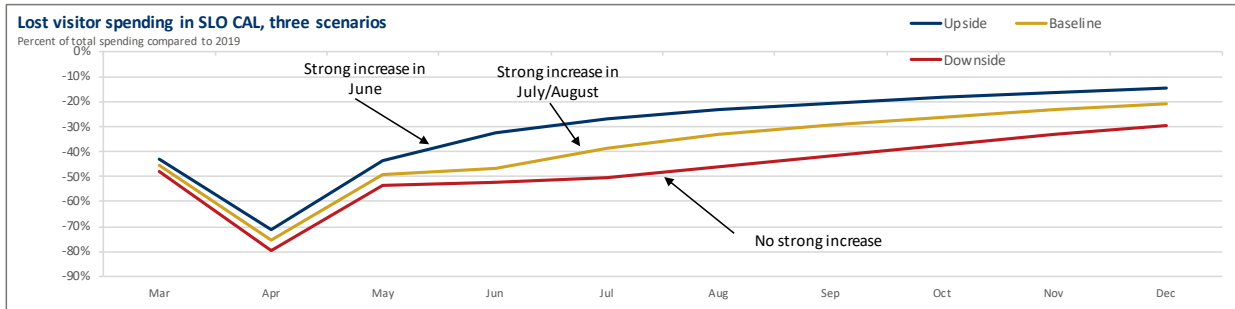
COVID-19 impacts on SLO CAL's visitor economy

Baseline, Upside, and Downside Scenarios

This workbook contains three forecast scenarios for Atascadero.

- In the Upside Scenario, travel spending grows quickly in June due to either eased travel restrictions or increased public disregard of travel restrictions
- In the Baseline Scenario, travel spending grows quickly in July and August due to either eased travel restrictions or increased public disregard of travel restrictions.
- In the Downside Scenario, travel restrictions are not eased until August or September, and no sharp increase takes place.

All comparisons are made in reference to 2019 figures.





***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 on June 11, 2020 and July 9, 2020. This presentation will provide information for the Board about those two meetings.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ITEM NUMBER:
DATE:

B-5
08/19/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Draft 2020/21 Visit Atascadero Budget

RECOMMENDATION:

Discuss and provide staff direction on the 2020/21 expenditure budget for Visit Atascadero.

DISCUSSION:

The draft 2020/2021 budget shows changes and updates in anticipated expenditures for the 2020/2021 fiscal year, specifically related to the changes in anticipated expenditures due to the COVID-19 pandemic.

There is an expected \$100,000 decrease in anticipated revenue due to the COVID-19 pandemic. The Budget AdHoc Committee reviewed the 2019/20 budget and made changes based on actual spending and anticipated changes in workload.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Draft 2020/21 Visit Atascadero Budget

GL #	ATBID 2020/21 BUDGETED P&L		Notes
			ITEM NUMBER: DATE: ATTACHMENT:
	REVENUE PROJECTIONS	Budget	
1100	2% BID Revenue July 2020 - June 2021	\$326,770.00	Based on initial projections related to COVID-19 impact, the goal is to reduce expenses by \$100,000
1200	Estimated Fund Balance from 2019/2020	\$256,830.00	
1300	Revenue from Use of Money	\$4,670.00	
	Total	\$588,270.00	
	Budget	% of Total Budget	Recommended Budget Updates
2100	Admin	14.78%	\$38,385.00
2101	City Admin Fees		\$2,610.00
2102	Office Expense		\$2,500.00
2103	Operating Supplies and misc. expenses		\$500.00
2104	Lodging Ordinance Enforcement		\$5,200.00
2105	Big Red Marketing		\$9,375.00
2106	Verdin		\$18,200.00
2200	ATBID Management	8.01%	\$20,812.00
2201	Board Management & Coordination		\$8,625.00
2202	Financial Management		\$8,512.00
2203	Strategy		\$3,675.00
2300	Visual Assets and Branding	8.85%	\$23,000.00
2301	Photography & Video		\$0.00
2302	Creative Services - Verdin Scope		\$23,000.00
2303	Creative Services - Out of Scope		
2304	Promotional Items & Visit Atascadero Brochure		\$0.00
			Due to COVID-19 concerns, we eliminated costs for hand-out items
2400	Digital Marketing	9.04%	\$23,480.00
2401	Website Updates		\$780.00
2402	Social Media contest hard costs		\$200.00
2403	Social Media/Contest Management		\$18,800.00
2404	E-Newsletter		\$3,700.00
			Recommend quarterly newsletters
2500	Advertising	24.86%	\$64,576.00
2501	Planned Media Buys		\$50,000.00
2502	Reactive Advertising & Co-Ops		\$10,000.00
2503	Verdin Media Retainer		\$4,576.00
2600	Public Relations	1.73%	\$4,500.00
2601	FAMs/ Individual Itineraries		\$1,500.00
2602	PR Retainer & Reactive Planning		\$3,000.00
2700	Tour & Travel	3.85%	\$10,000.00
2701	Trade Show		\$10,000.00
			Allows for presence at one major trade show
2800	Consumer Outreach	13.47%	\$35,000.00
2801	Event Sponsorship		\$30,000.00
2802	Management of Event Sponsorship		\$5,000.00
			Due to event sponsorship roll-overs, it is possible to lower this amount
			Reflective of event sponsorship roll overs
2900	Recovery Plan	15.40%	\$40,000.00
2901	Social Media/Contest Management		\$10,000.00
2902	Recovery Campaigns/Giveaways		\$10,000.00
2903	Public Relations Tactics		\$5,000.00
2904	Partnership Programs		\$10,000.00
2905	Signage		\$5,000.00
	TOTAL EXPENSES	\$259,753.00	Total reduction recommended reflects: \$57,000
	Cash Reserves	\$58,000.00	
	Funds Unallocated	\$270,517.00	
	Total Budget	\$588,270.00	

B-5
08/19/2020
1



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

During the month of June, Verdin focused on social media as the primary way of communication to visitors due to the pandemic. We were light on activities to conserve resources for the launch of the recovery plan in July.

July began the recovery marketing plan implementation. The team created three custom itineraries based on the new trip motivator behaviors and passions. They will go live on the Visit Atascadero website in August. Verdin also began the creation of the social video series and is excited to launch these videos in this month.

Overall website traffic continues to be down due to the pause in paid media and the reduced budget compared to the last fiscal year. We will continue to work closely with our partners and introduce new marketing tactics as travel begins to increase.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. June Statistics Summary
2. July Statistics Summary

JUNE STAT SUMMARY

ATASCADERO TBID

July 2, 2020

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:
 8,050 vs. 14,238 (-43%)
 New Visitors:
 3,930 vs. 5,459 (-28%)
 Total Sessions:
 4,460 vs. 7,209 (-38%)
 Mobile Views: 1,668 (-52%)
 Desktop Views: 2,250 (+16%)
 PPV (Page Per Visit):
 1.80 (-9%)
 TOS (Time on Site):
 0:50 (-29%)

GEOGRAPHIC REFERRALS

Chicago: 1,176 (+512%)
 Atascadero: 438 (-58%)
 Los Angeles: 334 (-47%)
 Paso Robles: 320 (-48%)
 San Francisco: 258 (-64%)
 San Luis Obispo: 76 (-70%)
 Boardman, OR: 61 (+33%)
 Santa Clara: 55 (+1,733%)
 Greenfield: 33 (-44%)
 Ashburn: 22 (-57%)
 Bakersfield: 32 (-16%)

ACQUISITION

Social: 144 (-6%)
 Direct: 1,786 (+7%)
 Organic: 1,960 (-44%)
 Referral: 215 (73%)

PAGE VIEWS

Things to do: 711 (-21%)
 Home: 645 (-65%)
 Events: 569 (-71%)
 Parks: 523 (-14%)
 Eat: 264 (-41%)
 Downtown: 221 (-0.5%)
 Bike/Hike: 178 (+17%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,739
 Impressions: 12,000
 Organic: 11,861
 Paid: 0
 Reach: 8,579
 Engagements: 403
 Top Post: So pretty you almost don't want to drink it.
 Reach: 197
 Main audience: Women ages 35-44, living in SLO

INSTAGRAM AND TWITTER

Instagram Followers: 2,778
 New Followers: 86
 Likes received: 754
 Comments received: 12
 Main audience: Women under 44
 Twitter Followers: 301
 Engagements: 4
 Main audience: Reporters and Destinations

ADVERTISING ANALYTICS

No advertising ran in the month of June 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 June due to the COVID-19 virus and stay-in-place orders throughout California.

JULY STAT SUMMARY

ATASCADERO TBID

August 4, 2020

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:
 9,872 vs. 16,545 (-40%)
 New Visitors:
 4,162 vs. 6,310 (-34%)
 Total Sessions:
 4,851 vs. 8,600 (-44%)
 Mobile Views: 1,949 (-50%)
 Desktop Views: 2,229 (-9%)
 PPV (Page Per Visit):
 2.04 (+6%)
 TOS (Time on Site):
 001:08 (+2%)

GEOGRAPHIC TRAFFIC

Chicago: 1,148 (+173%)
 Atascadero: 573 (-54%)
 Los Angeles: 399 (-52%)
 Paso Robles: 302 (-57%)
 San Francisco: 399 (-59%)
 San Luis Obispo: 90 (-72%)
 Arroyo Grande: 45 (-42%)
 San Jose: 41 (-21%)
 Sacramento: 34 (-44%)
 Ashburn: 34 (-70%)
 Fresno: 29 (-29%)

ACQUISITION

Social: 146 (-54%)
 Direct: 1,812 (+11%)
 Organic: 2,091 (-51%)
 Referral: 290 (-59%)

PAGE VIEWS

Things to do: 911 (-19%)
 Home: 820 (-34%)
 Events: 804 (-55%)
 Parks: 735 (-11%)
 Eat: 292 (-27%)
 Downtown: 321 (+8%)
 Bike/Hike: 236 (+62%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,717
 Impressions: 12,344
 Organic: 12,222
 Paid: 0
 Reach: 8,275
 Engagements: 254
 Top Post: Simply breathtaking.
 Reach: 438
 Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 2,815
 New Followers: 123
 Likes received: 1,101
 Comments received: 21
 Main audience: Women under 44
Twitter Followers: 309
 Engagements: 1
 Main audience: Reporters and Destinations



ITEM NUMBER:
DATE:

B-7
08/19/2020

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 for the 2019/20 fiscal year reflected in expenditure reports through June 30, 2020. The June Verdin Marketing invoice was not reflected in the expenditure report and is therefore not shown in this budget.

Spending during the 2019/20 fiscal year was significantly less than the budgeted amount. We strive to always come in slightly under budget; however, in anticipation of impact of the COVID-19 pandemic, spending decreased significantly bringing us about \$70,000 under the originally anticipated budget.

Not included in the 2019/20 fiscal year expenditures is the money that was re-allocated to spend on the Strategic Plan for Recovery. These expenses are reflected in the 2020/21 draft budget.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Budget
2. Fund Summary
3. TOT Report

GL #	ATBID 2019/20 BUDGETED P&L																
	REVENUE PROJECTIONS	July	August	September	October	November	December	January	February	March	April	May	June	Actuals	Budgeted		
1100	2% BID Revenue July 2019 - June 2020		\$3,339.00	\$74,022.00	\$2,678.00	\$15,601.00	\$51,582.00	\$1,525.00	\$8,508.00	\$24,327.00	\$17,055.00	\$339.00	\$26,804.00	\$225,780.00	\$284,000.00		
1200	Estimated Fund Balance from 2018/2019														\$270,780.00		
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	\$750.00	\$750.00	\$750.00	\$9,250.00	\$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	\$2,514.60		\$17,512.74	\$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	\$200.00	\$950.00	\$950.00	\$850.00	\$1,200.00	\$660.00	\$100.00	\$8,560.00	\$8,625.00		
2202	Financial Management	\$600.00	\$300.00	\$1,000.00	\$900.00	\$900.00	\$600.00	\$1,000.00	\$375.00	\$500.00	\$500.00	\$500.00	\$500.00	\$7,675.00	\$8,512.00		
2203	Strategy	\$200.00	\$200.00	\$450.00	\$400.00	\$350.00	\$200.00	\$350.00	\$300.00	\$550.00	\$550.00	\$550.00	\$550.00	\$4,650.00	\$3,675.00		
2204	COVID Recovery											\$1,000.00	\$2,000.00	\$3,000.00			
														\$-			
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	\$1,530.80		\$22,636.90	\$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	\$1,563.85		\$20,968.85	\$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	\$41.99		\$7,472.24	\$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%
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						\$2,711.00	\$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		
														\$-			
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	\$250.00	\$450.00	\$1,000.00	\$280.00	\$280.00	\$900.00	\$280.00	\$5,740.00	\$6,000.00		
														\$-			
	TOTAL EXPENSES	\$ 24,444.31	\$ 13,520.92	\$ 30,757.80	\$ 46,320.09	\$ 32,370.70	\$ 10,566.91	\$ 17,573.76	\$ 22,581.65	\$ 17,593.42	\$ 7,749.40	\$ 10,011.24	\$ 4,180.00	\$ 237,670.20	\$ 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

17969.37 181582.01

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	YTD ACTUAL* 2019-2020 through 6/30/2020	BUDGETED 2019-2020
REVENUES								
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 225,780	\$ 284,000
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	-	5,500
	Total Revenue	164,104	246,536	268,231	276,875	287,815	225,780	289,500
EXPENSES								
6050000	Office Expense	-	5,164	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,024	155,000
6400000	Operating Supplies	-	1,217	120	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	117,454	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	2,258	2,840
	Total Expenses	31,243	206,020	232,639	323,636	325,408	239,735	311,020
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(13,955)	(21,520)
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	250,820
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 267,131	\$ 229,300

*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	\$ 217,326.26	\$ 132,108.12	\$ 1,126,789.82