

PUBLIC NOTICE

AMENDMENT TO THE ATASCADERO TBID BOARD MEETING AGENDA AND PACKET

Wednesday, September 16, 2020, 2:30 P.M.

The following item is hereby removed from Section B, Business Items:

2. Citywide Yard Sale Sponsorship

- Recommendation: Discuss and provide staff direction on the Citywide Yard Sale sponsorship. [Parents for Joy]
- Fiscal Impact [GL 2801]: \$3,750.

The following item is hereby added to Section B, Business Items:

2. Measure #D-20 Atascadero Sales Tax Measure

- Recommendation: Discuss a potential motion that provides the official position of the TBID Board on Measure #D-20. [ATBID Board]
- Fiscal Impact: None.



ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AMENDED 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/95530935043?pwd=MU1kZHJCQ0JnbWRpZUJKSXM3ckVXUT09>.

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. Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the City Council. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during Council meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. 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

AMENDED AGENDA

Wednesday, September 16, 2020 at 2:30 P.M.

Video Conference:

<https://zoom.us/j/95530935043?pwd=MU1kZHJCQ0JnbWRpZUJKSXM3ckVXUT09>

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 – August 19, 2020

- Recommendation: Approve the Draft Action Minutes of August 19, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. Atascadero Mural Project Sponsorship

- Recommendation: Discuss and provide staff direction on the Atascadero Mural Project sponsorship. [SLO County Arts]
- Fiscal Impact [GL 2502]: \$10,000.

2. Measure #D-20 Atascadero Sales Tax Measure

- Recommendation: Discuss a potential motion that provides the official position of the TBID Board on Measure #D-20. [ATBID Board]
- Fiscal Impact: None.

3. 2020 Colony Days Event Sponsorship

- Recommendation: Decline sponsorship for the 2020 Colony Days event. [Atascadero Colony Days Committee]
- Fiscal Impact [GL 2801]: \$5,000.

4. Visit SLO CAL Spartan Race Co-op

- Recommendation: Discuss and provide staff direction on the Visit SLO CAL Spartan Race Co-op. [Visit SLO CAL]
- Fiscal Impact [GL 2502]: Up to \$6,250.

5. Strategic Marketing Plan Update

- Recommendation: Approve the Strategic Marketing Plan. [Verdin]
- 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. Citywide Yard Sale
2. Garagiste Event Sponsorship
3. Revised Event Tiers
4. Wine Speak Update
5. AdHoc Committee Update
6. Short-term Rental Update
7. Visitatascadero.com COVID Banner

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, 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:

Chairperson O'Malley called the meeting to order at 2:32 p.m.

ROLL CALL:

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

Vacant: None.

Absent: Vice Chairperson Caprau, Board Member Harden

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 Chairperson O'Malley and seconded by Board Member Alexander to approve the agenda.
Motion passed 3:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – June 17, 2020

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

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 3:0 by a roll call vote.

B. BUSINESS ITEMS

1. Event Cancellation Protocols

- Recommendation: Approve protocol for event cancellations. [Big Red Marketing]

- Fiscal Impact: None.

Destination Management Consultant Hanna Meisinger presented the draft protocol as it addresses ATBID sponsored events that have needed to cancel. She then answered questions from the Board. The Board requested that the final version of the protocol be reviewed by City legal staff.

The Board recommended that the language is changed in the closing note from “protocol” to “Event Sponsorship Cancellation Protocol.”

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve protocol for event cancellations as revised to include full title of protocol referenced.
Motion passed 3:0 by a roll call vote.

2. Marketing Strategic Planning Discussion

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

Marketing Consultant Ashlee Akers presented the ATBID Year in Review (Exhibit A) to the board and provided an update on 2019/2020 fiscal year marketing results. Akers also presented the two recommended Fall 2020 marketing campaign concepts and answered questions from the Board. Staff recommended the questions intended for Board Members be emailed to the Board Members after the meeting.

PUBLIC COMMENT: None.

**The Marketing Strategic Planning Discussion
was received and filed by the Board.**

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.

Destination Management Consultant Hanna Meisinger presented information about the contents of the report and the cost to secure Atascadero-specific information. Meisinger answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Chairperson O'Malley and seconded by Board Member Alexander to approve the \$1,000 pass-through rate for the Visit SLO CAL TMD Baseline Report.
Motion passed 3:0 by a roll call vote.

4. Budget AdHoc Committee Update

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

Destination Management Consultant updated that there was a July meeting with Board Member Harden and Chairperson O'Malley. The primary topics of conversation will be covered in the following budget-related items. The Board requested this business item be skipped to allow more time for other business items requiring votes.

PUBLIC COMMENT: None.

**The Budget AdHoc Committee Update
was cancelled by the Board.**

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.

Destination Management Consultant Hanna Meisinger presented the adjustments to the previously approved budget and the efforts to support recovery marketing while working to reduce costs where possible in considerations of lower revenue due to reduced visitation as connected with the COVID-19 pandemic. Chairperson O'Malley appointed an AdHoc Committee consisting of himself and Board Member Sohi to review existing contracts and budget items for future consideration.

PUBLIC COMMENT: None.

MOTION: By Chairperson O'Malley and seconded by Board Member Alexander to approve the 2020/21 expenditure report for Visit Atascadero.
Motion passed 3:0 by a roll call vote.

6. Monthly Marketing Statistics Summary

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

This business item was tabled until the September Board Meeting due to time constraints.

PUBLIC COMMENT: None.

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

7. Monthly Budget Report

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

This business item was tabled until the September Board Meeting due to time constraints.

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

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi updated the Board on the efforts from Visit SLO Cal and their efforts to keep tourism needs in front of politicians as they make decisions.
2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – This update was tabled until the September Board Meeting due to time constraints.
3. Visit SLO CAL PR Task Force – Verdin – This update was tabled until the September Board Meeting due to time constraints.
1. Destination Management Update – Big Red Marketing – This update was tabled until the September Board Meeting due to time constraints.
2. City Business Update – City Manager’s Office – Deputy City Manager Terrie Banish updated the Board on the approval of the downtown enhancement project, outdoor eating options for the restaurants, and efforts to host City events and the Zoo.

D. BOARD MEMBER COMMENTS

E. ADJOURNMENT

Chairperson O’Malley adjourned the meeting at 4:47 p.m.

Hanna Meisinger, Destination Management Coordinator

Exhibit A – ATBID Year in Review

APPROVED:



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

Staff Report

Atascadero Mural Project Sponsorship

RECOMMENDATION:

Discuss and provide staff direction on the Atascadero Mural Project sponsorship.

DISCUSSION:

SLO County Arts is implementing the Equality Mural Art Project in Atascadero, a public arts project dedicated to adding 10 murals in downtown Atascadero depicting equality in many different aspects. The goal of this project is to initiate positive identity connotations and represent aspects of equality in the community while beautifying commercial spaces and bringing visitors and locals to the area.

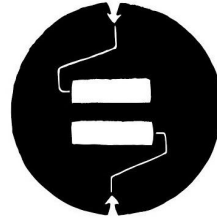
The Equality Mural Art Project is hoping to increase tourism and sense of place as the downtown area continues to grow. To help kickstart the mural project, they are looking for a sponsor to cover the cost of the first two murals at \$5,000 to each artist.

FISCAL IMPACT (GL 2502):

\$10,000.

ATTACHMENTS:

1. Atascadero Mural Project



ATASCADERO

EQUALITY MURAL PROJECT

To: Atascadero Tourism Improvement District
6500 Palma Ave, Atascadero, CA 93422

The Big Idea | The Equality Mural Art Project is a public art project dedicated to adding 10 murals to Downtown Atascadero depicting different aspects of Equality. This mural project is intended to initiate positive identity connotations and represent aspects of equality. Our team sees public art providing multiple benefits to Downtown Atascadero including: beautification of commercial spaces, attracting visitors and locals to recreate and spend money, and creating an iconic space that increases tourism and a sense of place.

Why | Atascadero, California, originally founded as an agrarian, utopian colony for the American Women's Republic, granted women the right to buy and hold land without permission from a man. Granting this right *seven years* before women had the right to vote is a testament to the founder's commitment to women's equality. On June 4, 1919, Congress passed the 19th amendment granting women the right to vote and then ratified it on August 18, 1920. One hundred years later, as 2020 commences, there is a renewed sense of recognition for contributions made by women and a renewed call for equality for everyone --of every race, gender, sexual orientation--in all aspects of culture. Atascadero as a town is in the midst of community renewal among small business owners and community involvement. The downtown streets have witnessed a rise in business growth and community support among such small, locally owned businesses. The local businesses and City of Atascadero draw together the surrounding community for weekend and evening events.

How | That's where you come in. Help fuel OUR community. Specifically, we are seeking:

- Monetary Sponsorship to aid in the marketability of downtown Atascadero.

Contact | Send us a direct email and let's connect: equalitymuralproject@gmail.com

SLO County Arts has generously agreed to be our nonprofit fiscal sponsor and wholeheartedly believes in increasing public access to the arts. SLO County Arts is a 501c3 non-profit and donations are tax-deductible. The IRS tax ID # is 95-3738562.



www.equalitymuralproject.com



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Measure #D-20 Atascadero Sales Tax Measure

RECOMMENDATION:

Discuss a potential motion that provides the official position of the ATBID Board on Measure #D-20.

DISCUSSION:

The City of Atascadero seeks to maintain essential services. At the May 26, 2020 City Council Meeting, the Council directed staff to prepare the necessary legislation to place a one-percent local sales tax override measure on the November 2020 ballot. At the July 14, 2020 City Council Meeting, the Council voted to place the measure on the ballot.

The ballot measure reads as follows:

Measure #D-20

To provide funding for fire protection, paramedics, and 911 emergency response, police, crime prevention and investigations, maintenance of parks, public facilities and infrastructure, graffiti removal, and recreation, community services, and other general city services in the City of Atascadero, shall an ordinance establishing a one-percent sales tax be adopted, providing approximately 4.5 million dollars annually for city services until ended by voters, with annual independent audits ensuring money is spent properly, and all money locally controlled?

The Atascadero TBID Board may choose to take a formal position on Measure #D-20.

For further information and detail of the City Council meetings related to the 2020 Sales Tax Measure #D-10, including archived Council meeting videos, staff reports, PowerPoint presentations, Resolutions and other related documents, please visit the City's website, www.atascadero.org, under Latest News, Sales Tax Measure #D-10 FAQ's.

FISCAL IMPACT:

None.

ITEM NUMBER:
DATE:

B-2
09/16/2020

ATTACHMENTS:

1. Ordinance No. 638

ITEM NUMBER:

B-2

DATE:

09/16/2020

ATTACHMENT:

1

STATE OF CALIFORNIA)
COUNTY OF SAN LUIS OBISPO) ss
CITY OF ATASCADERO)

I, LARA K. CHRISTENSEN, City Clerk of the City of Atascadero, DO
HEREBY CERTIFY that Ordinance No. 638 was duly introduced at a regular
meeting held July 14, 2020 and adopted at a regular meeting of the City Council
held on the 11th day of August 2020 by the following roll call vote, to wit:

AYES: Council Members Bourbeau, Fonzi, Funk, Newsom and Mayor Moreno

NOES: None

ABSENT: None



LARA K. CHRISTENSEN, CITY CLERK



I hereby certify that the foregoing is the original of Ordinance No. 638 duly
passed and adopted by the Atascadero City Council at their regular meeting held
on August 11, 2020 and that summaries of the Ordinance were published on
July 30, 2020 and August 13, 2020 in the Atascadero News newspaper.



LARA K. CHRISTENSEN, CITY CLERK



AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, AMENDING TITLE 3 OF THE ATASCADERO MUNICIPAL CODE TO ADD A NEW CHAPTER 18 "ESSENTIAL SERVICES TRANSACTIONS AND USE TAX" TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND ADMINISTRATION, SUBJECT TO ADOPTION BY THE ELECTORATE

WHEREAS, pursuant to California Revenue & Taxation Code Sections 7251 *et seq.* and 7285.9, the City of Atascadero ("City") is authorized to levy a Transactions and Use Tax for general purposes, subject to voter approval and

WHEREAS, the City proposes to levy a Transactions and Use Tax for general purposes to fund maintain and enhance important City services, with the rate set at one cent; and

WHEREAS, the City is fiscally challenged and while it does well with the funding that it has, general fund revenue growth has not kept pace with the increasing costs of providing services to a growing population; and

WHEREAS, the City seeks to maintain essential services and is coming to a crossroads where it cannot sustain the services it provides with the projected available resources; and

WHEREAS, one of the two fire stations protecting lives and property within the City's approximately 26 square miles was built in 1951 and has critical safety deficits requiring replacement; and

WHEREAS, the City, has approximately half the national average of police officers per capita for a City its size, is amongst the lowest paying City employer in the County for most positions, and has deteriorating infrastructure including fire stations, parks, roads, zoo facilities and other buildings; and

WHEREAS, Atascadero receives the lowest revenue per capita in Sales Tax, in Property Tax and in General Fund revenues among all San Luis Obispo County cities and money from a local, voter-approved funding measure is needed at the local level to address the community's local needs; and

WHEREAS, the proceeds from such transactions and use tax could not be taken by the State and would remain local, to be spent in the City of Atascadero for services such as police, fire, paramedic, parks, recreation, public facilities, infrastructure and other services; and

WHEREAS, all City revenues are subject to annual independent audits with public review of the City's budget being widely available, including at City Hall, and online; and

WHEREAS, under applicable law, to enact a transactions and use tax, the City Council of the City of Atascadero must approve the Essential Services Transactions and Use Tax Ordinance and the voters of the City of Atascadero must also adopt it upon majority vote at an election.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATASCADERO HEREBY ORDAINS AS FOLLOWS:

SECTION 1. Title and Text. This Ordinance shall be known as the Essential Services Transactions and Use Tax Ordinance, the full text of which is set forth in Attachment "A," attached hereto and incorporated herein by reference.

SECTION 2. Approval by City Council. Pursuant to California Revenue Taxation Code Section 7285.9, this Ordinance was duly introduced on July 14, 2020 and approved upon second reading for placement on the ballot by a two-thirds (2/3) supermajority of all members of the City Council on August 11, 2020.

SECTION 3. Approval by the Voters. Pursuant to California Elections Code Section 9217, this Ordinance shall be deemed adopted and take effect only if approved by a majority of the eligible voters of the City of Atascadero voting at the Regular Election on November 3, 2020, and shall be deemed adopted and take effect ten (10) days after the City Council has certified the results of that election by resolution.

SECTION 4. Operative Date. "Operative Date" for the Essential Services Transactions and Use Tax means the first day of the first calendar quarter commencing more than one hundred ten (110) days after the effective date of this Ordinance, as set forth in Section 3, above.

SECTION 5. Severability. If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the Ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

SECTION 6. Summary. The title and a summary of the Ordinance, along with the names of the City Council members voting for and against the Ordinance, shall be published twice in a newspaper of general circulation in the City of Atascadero.

SECTION 7. Publication. The City Clerk shall certify to the adoption of this Ordinance no later than fifteen (15) days following the passage of this Ordinance, and shall cause this Ordinance to be published by title and summary.

PASSED AND ADOPTED by the City Council of the City of Atascadero, California, held on the 11 day of August 2020, by a vote of at least two-thirds of the City Council.

CITY OF ATASCADERO


Heather Moreno, Mayor

ATTEST:


Lara K. Christensen, City Clerk

APPROVED AS TO FORM:


Brian A. Pierik, City Attorney

CHAPTER 3-18**ESSENTIAL SERVICES TRANSACTIONS AND USE TAX****Sections:**

- 3-18.010 Title.
- 3-18.020 Operative Date.
- 3-18.030 Purpose.
- 3-18.040 Contract with State.
- 3-18.050 Transaction Tax Rate.
- 3-18.060 Place of Sale.
- 3-18.070 Use Tax Rate.
- 3-18.080 Adoption of Provisions of State Law.
- 3-18.090 Limitations on Adoption of State Law and Collection of Use Taxes.
- 3-18.100 Permit Not Required.
- 3-18.110 Exemptions and Exclusions.
- 3-18.120 Amendments.
- 3-18.130 Enjoining Collection Forbidden.
- 3-18.140 Severability.
- 3-18.150 Effective Date.
- 3-18.140 Termination and Repeal.
- 3-18.170 Independent Annual Financial Audit.

3-18.010 Title.

This chapter is designated and shall be known as the Atascadero Essential Services Transactions and Use Tax Ordinance. The city of Atascadero hereinafter shall be called "City." This ordinance shall be applicable in the incorporated territory of the City.

3-18.020 Operative Date.

"Operative Date" means the first day of the first calendar quarter commencing more than 110 days after the adoption of this chapter, the date of such adoption being as set forth below.

3-18.030 Purpose.

This chapter is intended to achieve the following, among other purposes, and shall be interpreted liberally in order to accomplish all of its lawful purposes:

A. To impose a retail transactions and use tax to be applied throughout the entire territory of the City to the fullest extent permitted by law and in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 7285.9 of Part 1.7 of Division 2.

B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.

C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure that can be administered and collected by the California Department of Tax and Fee Administration in a manner that adapts itself as fully as practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the California Department of Tax and Fee Administration in administering and collecting the California State Sales and Use Taxes.

D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this chapter.

E. To provide transaction and use tax revenue for unrestricted general revenue purposes, and not for specific purposes. All of the proceeds from the tax imposed by this chapter shall be placed in the City's general fund and be available for any legal municipal purposes.

3-18.040 Contract with State.

Prior to the operative date, the City shall contract with the California Department of Tax and Fee Administration to perform all functions incident to the administration and operation of this chapter; provided that, if the City shall not have contracted with the California Department of Tax and Fee Administration prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

3-18.050 Transaction tax rate.

For the privilege of selling tangible personal property at retail, a tax is imposed upon all retailers in the incorporated territory of the City at the rate of 1% of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date.

3-18.060 Place of sale.

For the purposes of this chapter, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the California Department of Tax and Fee Administration.

3-18.070 Use tax rate.

An excise tax is hereby imposed on the storage, use or other consumption in the City of tangible personal property purchased from any retailer on and after the operative date for storage, use or other consumption in the territory of the City at the rate of 1% of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.

3-18.080 Adoption of provision of State law.

Except as otherwise provided in this chapter and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this chapter as though fully set forth herein.

3-18.090 Limitations on adoption of State law and collection of use taxes.

In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

A. Wherever the State of California is named or referred to as the taxing agency, the name of the City of Atascadero shall be substituted. However, the substitution shall not be made when:

1. The word "State" is used as a part of the title of the State Controller, State Treasurer, State Treasury, or the Constitution of the State of California;

2. The result of that substitution would require action to be taken by or against this City or any agency, officer, or employee thereof rather than by or against the California Department of Tax and Fee Administration, in performing the functions incident to the administration or operation of this chapter;

3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:

a. Provide an exemption from the taxes of this chapter with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;

b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property, which would not be subject to tax by the State under the said provision of that code.

4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "City" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

1. "A retailer engaged in business in the District" shall also include any retailer that, in the preceding calendar year or the current calendar year, has total combined sales of tangible personal property in this state or for delivery in the State by the retailer and all persons related to the retailer that exceeds five hundred thousand dollars (\$500,000). For purposes of this section, a person is related to another person if both persons are related to each other pursuant to Section 267(b) of Title 26 of the United States Code and the regulations thereunder.

3-18.100 Permit not required.

If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this chapter.

3-18.110 Exemptions and exclusions.

A. There shall be excluded from the measure of the transactions tax and the use tax the

amount of any sales tax or use tax imposed by the State of California or by any city, county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the county in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.

2. Sales of property to be used outside the City which is shipped to a point outside the City, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the City shall be satisfied:

a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-City address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and

b. With respect to commercial vehicles, by registration to a place of business out-of-City and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.

3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this chapter.

5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this ordinance, the storage, use or other consumption in this City of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.

2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.

3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date.

5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption, or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the City shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the City or participates within the City in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the City or through any representative, agent, canvasser, solicitor, subsidiary, or person in the City under the authority of the retailer.

7. "A retailer engaged in business in the City" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the City.

D. Any person subject to use tax under this ordinance may credit against that tax any transactions tax or reimbursement for transactions tax paid to a district imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

3-18.120 Amendments.

All amendments subsequent to the effective date of this chapter to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes and which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this chapter, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this chapter. The City Council may amend this chapter to comply with applicable law or as may be otherwise necessary in order to further the chapter's stated purposes.

However, as required by Article XIII C of the California Constitution, voter approval is required for any amendment that would increase the rate of any tax levied pursuant to this Chapter. The people of the City of Atascadero affirm that the following actions shall not constitute an increase of the rate of a tax:

A. The restoration of the rate of the tax to a rate that is no higher than that set by this Chapter, if the City Council has acted to reduce the rate of the tax;

B. An action that interprets or clarifies the methodology of the tax, or any definition applicable to the tax, so long as interpretation or clarification (even if contrary to some prior interpretation or clarification) is not inconsistent with the language of this Chapter: or

C. The collection of the tax imposed by this Chapter even if the City had, for some period of time, failed to collect the tax.

3-18.130 Enjoining collection forbidden.

No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the City, or against any officer of the State or the City, to prevent or enjoin the collection under this chapter, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

3-18.140 Severability.

If any provision of this chapter or its application to any person or circumstance is determined by a court of competent jurisdiction to be unlawful, unenforceable or otherwise void, that determination shall not effect on any other provision of this chapter or the application of this chapter to any other person or circumstance and, to that end, the provisions hereof are severable.

3-18.150 Effective date.

This chapter relates to the levying and collecting of the City transactions and use taxes and shall take effect 10 days after the election results are declared by the City Council (CA Elections Code §9217). The operative date (Section 2) will be the first day of the first calendar quarter commencing more than 110 days after the adoption of this ordinance, which will be April 1, 2021.

3-18.160 Termination and repeal.

The authority to levy a retail transaction and use tax shall be in effect until and unless repealed by the voters of the City in the manner provided by law.

3-18.170 Independent annual financial audit.

The revenue and expenditures of this new transactions and use tax shall be included in the annual audit of the City's financial operations by an independent certified public accountant.



ITEM NUMBER:
DATE:

B-3
09/16/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

2020 Colony Days Event Sponsorship

RECOMMENDATION:

Decline sponsorship for the 2020 Colony Days event.

DISCUSSION:

The Atascadero Colony Days Committee hosts a two-day celebration of the community Atascadero. Included in these combined events are evening concerts, a historical re-creation of Tent City, and parades.

Due to the COVID-19 pandemic, some modifications have been made to the events; however, they are still anticipated to take place. The Atascadero Colony Days Committee will present on the changes to the events and anticipated attendance.

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

FISCAL IMPACT (GL 2801):

\$5,000.

ATTACHMENTS:

1. 2020 Atascadero Colony Days Events Support Application Form



Event Support Application Form

Requesting Organization: Atascadero Colony Days Committee
 Contact: Karen McNamee Phone Number: (805) 459-5113
 Email: Info@colonydays.org Mailing Address: PO Box 1913
 City, State, Zip: Atascadero, CA 93423-1913

Name of Event: Colony Days / Tent City After Dark

Event Description: 2 day celebration of the community of Atascadero. Friday concert draws large crowd in the evening under the historic Tents. Saturday full day activities include

Event Dates/Times: Oct 2: 6-9pm Oct 3 10am to 3pm

Event Website: www.colonydays.org

Total Anticipated Attendees: 500 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: Over 2000 historically attend Colony Days. The event attracts vendors and attendees from out of the area, targeted outside SLO marketing has increased in the past few years

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

geographic locations will be targeted? Facebook events

Instagram, Facebook marketing outside
SLC county, - Fresno, Tulare County, Santa
Barbara County, Ventura County. Visit SLO Cal. Visit
Atascadero, Local hotel marketing, local eateries, wineries
marketing.

Crowd Control Safety Plan:

Avila Traffic Safety will manage all
traffic control. East Mall & Palma will be closed
during the Saturday event 8am to 4pm

Will the event require an ABC Permit? ☐ Yes ☒ No

Has a City permit been issued for your event or contracted the venue for your event date? ☒ Yes ☐ No

Support Requested (desired monetary amount or in-kind marketing support): _____

\$ 5,000 -

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

Bringing visitors to our community for a
showcase of the life in Atascadero.
Sharing the best of our community with
all who attend, promoting our local businesses
and organizations.

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

Package deals can be arranged with
the Tent City After Dark Dinner Concert.

and local lodging establishments

Additional Details:

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.sloca.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals more than \$10,000.

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

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

withdraw funding if the appropriate documents are not obtained for the event.

Should the event not take place as presented and scheduled, event coordinators are required to reimburse the ATBID for sponsorship support.

Applicant Signature Karen M. Mace Date 2/9/20

5



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Visit SLO CAL Spartan Race Co-op

RECOMMENDATION:

Discuss and provide staff direction on the Visit SLO CAL Spartan Race Co-op.

DISCUSSION:

Spartan is looking to see if there is an interest in Visit SLO CAL to upgrade their involvement in the March 2021 event to participate for an additional \$25,000 at the National Series level. The total needed is \$25,000. The amount being asked by each community will be dependent on how many sign on. If five communities sign on, then it would be \$5,000 each; however, if only one signs on it would be the total of \$25,000.

At this point it is hard to say how much it will be as we still need to schedule a larger conversation with interested parties, so far including Atascadero, there are about three to four interested communities. Visit SLO CAL is requesting that the ATBID Board approve up to \$6,250 in participation. There is also an option to approve a lower \$5,000 sponsorship.

The deadline is October 1st.

FISCAL IMPACT (GL 2502):

Up to \$6,250.

ATTACHMENTS:

1. Spartan Race Series Comparison

US NATIONAL SERIES VS REGULAR SEASON

US NATIONAL SERIES

Digital Exposure

4.5M Media Impressions
2.1M Digital Advertising Impressions
5M Social Media Reach
80,000 SM Engagements
315,000 Event Page Views

Logo Placement

Award Backdrop
Medal & Lanyard
Event T-shirt
Barrier Jackets
Feather Blades
Website
Digital Ads
Race Day Program

Travel & Attendance

17% avg increase in registration
24% avg increase in travel over 300 miles

MEDIA

Full media team onsite 4 videographers & 2 Social Media Directors

Full event coverage and recap edited for distribution

Regular Season Event

Digital Exposure

1.5M Media Impressions
1.3M Digital Advertising Impressions
2.5M Social Media Reach
40,000 SM Engagements
200,000 Event Page Views

Logo Placement

Award Backdrop
Website
Digital Ads
Race Day Program

Travel & Attendance

17% less than USNS registration
24% less than USNS racers traveling over 300 miles

MEDIA

1 Social Media Director

DESTINATION MARKETING OPPORTUNITIES

SOCIAL MEDIA

Spartan will offer dedicated social posts highlighting each region to include lodging, activities, and adventures.

Logo Placement

Each destination/region will have their logo placed on

- Event page
- Race day program
- Pre race emails

Travel & Attendance

Spartan will produce a unique travel guide, which will offer each destination the opportunity to provide photos, links and 2 pages of content to share with all attendees. Example can be found [here](#).

Onsite

Each location will be given the opportunity to exhibit during the event weekend

US NATIONAL SERIES BRANDING EXAMPLES

[Event Coverage 2019 Big Bear USNS Race Video Link](#)





ITEM NUMBER:
DATE:

B-5
09/16/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Strategic Marketing Plan Update

RECOMMENDATION:

Approve the Strategic Marketing Plan.

DISCUSSION:

The ATBID contracted marketing firm, Verdin, will present an updated comprehensive overview of recommended Visit Atascadero marketing efforts, initiatives, goals and strategies for the 2020/21 fiscal year with revisions based on results from the survey sent to lodging partners.

FISCAL IMPACT:

None.

ATTACHMENTS:

None.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Marketing Statistics Summary

RECOMMENDATION:

Receive and file Marketing Statistics Report.

DISCUSSION:

During the month of August, Verdin created the Fall campaign concept for paid media and shared our first "Atascadero Backstage Pass" social video. We received 1,218 Instagram story impressions for this first video which we see as a success for the new series. Verdin created a social media takeover process that will begin in September highlighting a variety of local businesses. A survey was created for all lodging partners and was sent out on Monday, August 31, to gain feedback and insights to help develop our marketing plan. Social media continues to be our primary marketing channel at this time which will expand as we roll out the campaign and additional recovery tactics.

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
3. August Statistics Summary

JUNE STAT SUMMARY

ATASCADERO TBID

July 2, 2020

ITEM NUMBER:

B-6

DATE:

09/16/2020

ATTACHMENT:

1

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

ITEM NUMBER:

B-6

DATE:

09/16/2020

ATTACHMENT:

2

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

AUGUST STAT SUMMARY

ATASCADERO TBID

September 3, 2020

ITEM NUMBER:

B-6

DATE:

09/16/2020

ATTACHMENT:

3

WEB ANALYTICS (2020 vs. 2019)

WEBSITE TRAFFIC

Page Views:

9,023 vs. 26,198 (-66%)

New Visitors:

3,276 vs. 10,756 (-70%)

Total Sessions:

4,035 vs. 15,850 (-74%)

Mobile Views: 1,953 (-75%)

Desktop Views: 1,338 (-58%)

PPV (Page Per Visit):

2.24 (+33%)

TOS (Time on Site):

001:13(+18%)

GEOGRAPHIC REFERRALS

Atascadero: 567 (-78%)

Los Angeles: 389 (-73%)

Paso Robles: 376 (-73%)

San Francisco: 356 (-82%)

Chicago: 213 (-51%)

San Luis Obispo: 121 (-80%)

Arroyo Grande: 44 (-73%)

San Jose: 57 (-11%)

Greenfield: 40 (-74%)

Ashburn: 32 (-56%)

Los Osos: 31 (-69%)

ACQUISITION

Social: 165 (-87%)

Direct: 946 (-56%)

Organic: 1,891 (-72%)

Referral: 326 (-80%)

PAGE VIEWS

Home: 979 (-29%)

Things to Do: 861 (-18%)

Events: 840 (-87%)

Parks: 527 (-4%)

Eat: 298 (-31%)

Downtown: 290 (+25%)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 6,706

Impressions: 9,566

Organic: 9,495

Paid: 0

Reach: 7,533

Engagements: 341

Top Post: Cruisin' Weekend postponed

Reach: 538

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

INSTAGRAM AND TWITTER

Instagram Followers: 2,864

New Followers: 71

Likes received: 1,185

Comments received: 33

Main audience: Women under 44

Twitter Followers: 314

Engagements: 15

Main audience: Men ages 35-44



ITEM NUMBER:
DATE:

B-7
09/16/2020

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Monthly Budget Report

RECOMMENDATION:

Receive and file Budget Report.

DISCUSSION:

The Monthly Budget Report at the August 19, 2020 Board Meeting was tabled due to time constraints. The 2019/20 Fiscal Year Budget fell within anticipated budget spending.

The 2020/21 Fiscal Year Budget reflects expenditures reported in July 2020.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. 2019/20 ATBID Budget
2. 2020/21 ATBID Budget
3. Fund Summary
4. 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		

GL #	ATBID 2020/21 BUDGETED P&L	ITEM NUMBER: DATE: ATTACHMENT:		
		July	Actuals	Budget
1100	2% BID Revenue July 2020 - June 2021			\$326,770.00
1200	Estimated Fund Balance from 2020/2021			\$256,830.00
1300	Revenue from Use of Money			\$4,670.00
	Total			\$588,270.00
	Budget			Recommended Budget Updates % of Total Budget
2100	Admin			\$38,385.00 14.78%
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	\$750.00	\$750.00	\$9,375.00
2106	Verdin	\$885.90	\$885.90	\$18,200.00
2200	ATBID Management			\$20,812.00 8.01%
2201	Board Management & Coordination	\$850.00	\$850.00	\$8,625.00
2202	Financial Management	\$500.00	\$500.00	\$8,512.00
2203	Strategy	\$280.00	\$280.00	\$3,675.00
2300	Visual Assets and Branding			\$23,000.00 8.85%
2301	Photography & Video			\$0.00
2302	Creative Services - Verdin Scope	\$1,306.10	\$1,306.10	\$23,000.00
2303	Creative Services - Out of Scope			
2304	Promotional Items & Visit Atascadero Brochure			\$0.00
2400	Digital Marketing			\$23,480.00 9.04%
2401	Website Updates	\$129.80	\$129.80	\$780.00
2402	Social Media contest hard costs			\$200.00
2403	Social Media/Contest Management	\$1,579.20	\$1,579.20	\$18,800.00
2404	E-Newsletter	\$41.99	\$41.99	\$3,700.00
2500	Advertising			\$64,576.00 24.86%
2501	Planned Media Buys			\$50,000.00
2502	Reactive Advertising & Co-Ops	\$1,000.00	\$1,000.00	\$10,000.00
2503	Verdin Media Retainer			\$4,576.00
2600	Public Relations			\$4,500.00 1.73%
2601	FAMs/ Individual Itineraries			\$1,500.00
2602	PR Retainer & Reactive Planning			\$3,000.00
2700	Tour & Travel			\$10,000.00 3.85%
2701	Trade Show			\$10,000.00
2800	Consumer Outreach			\$35,000.00 13.47%
2801	Event Sponsorship			\$30,000.00
2802	Management of Event Sponsorship	\$300.00	\$300.00	\$5,000.00
2900	Recovery Plan			\$40,000.00 15.40%
2901	Social Media/Contest Management			\$10,000.00
2902	Recovery Campaigns/Giveaways			\$10,000.00
2903	Public Relations Tactics	\$ 465.60	\$465.60	\$5,000.00
2904	Partnership Programs			\$10,000.00
2905	Signage			\$5,000.00
	TOTAL EXPENSES	\$ 8,088.59	\$ 8,088.59	\$259,753.00
	Cash Reserves			\$58,000.00
	Funds Unallocated			\$270,517.00
	Total Budget			\$588,270.00

B-7
09/16/2020
2

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND
235

TYPE
Special Revenue

		ACTUAL 2014-2015	ACTUAL 2015-2016	ACTUAL 2016-2017	ACTUAL 2017-2018	ACTUAL 2018-2019	ACTUAL* 2019-2020	YTD ACTUAL* 2020-2021 through 7/31/2020	BUDGETED 2020-2021
REVENUES									
41530.6300	Taxes and Assessments	\$ 162,036	\$ 241,078	\$ 267,507	\$ 275,295	\$ 278,184	\$ 226,920	\$ -	\$ 326,770
46110.0000	Investment Earnings	2,068	5,458	724	1,580	9,631	-	-	4,670
	Total Revenue	164,104	246,536	268,231	276,875	287,815	226,920	-	331,440
EXPENSES									
6050000	Office Expense	-	5,164	-	-	-	-	-	1,000
6070000	Advertising	3,450	86,914	91,005	144,521	178,720	120,110	1,085	160,000
6400000	Operating Supplies	-	1,217	120	-	-	-	-	500
6500000	Contract Services	26,173	105,314	138,414	172,938	143,482	120,525	7,003	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	2,269	-	3,270
	Total Expenses	31,243	206,020	232,639	323,636	325,408	242,904	8,089	316,450
NET INCOME/(LOSS)		132,861	40,516	35,592	(46,761)	(37,593)	(15,984)	(8,089)	14,990
BEGINNING AVAILABLE BALANCE		156,472	289,333	329,849	365,441	318,679	281,086	265,102	256,830
ENDING AVAILABLE BALANCE		\$ 289,333	\$ 329,849	\$ 365,441	\$ 318,679	\$ 281,086	\$ 265,102	\$ 257,013	\$ 271,820

*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	\$ 454,062.15	\$ 325,569.25	\$ 218,645.26	\$ 136,898.64	\$ 1,135,175.30
Fiscal Year 2021					