



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, October 19, 2022 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Hardin, SpringHill Suites by Marriott
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton
Board Member Deana Alexander, The Carlton Hotel
Board Member, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites

APPROVAL OF AGENDA:

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

PRESENTATIONS:

1. Atascadero Economic Development Update

1. CONSENT CALENDAR:

1. ATBID Draft Action Minutes – September 21, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the September 21, 2022 meeting. [City Staff]

2. BUSINESS ITEMS:

1. SLO CAL Resident Tourism Sentiment Research Study

- Recommendation: ATBID Board discuss and provide staff direction regarding potential ATBID sponsorship of Atascadero residents' participation in a 1,500-respondent survey of local sentiments about tourism, commissioned by the Visit SLO CAL Tourism Marketing District in partnership with Destination Analysts. [City/SLO CAL]
- Fiscal Impact: \$6,800

2. Event Sponsorship Review

- Recommendation: ATBID Board review, discuss and provide staff direction to update the current Event Sponsorship program and provide direction on an event solicitation mailing along with a possible deadline for consideration for new and renewing events. [ATBID/City]
- Fiscal Impact: None.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin's quarterly marketing report for Q1 2022. [Verdin]
- Fiscal Impact: None.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the budget overview and monthly report. [City/Verdin]
- Fiscal Impact: None.

3. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. City business and administrative update. [City Manager's Office]

4. BOARD MEMBER COMMENTS:

5. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

1. Budget ad hoc assignment for the upcoming 2023-2025 budget cycle, including the contingency fund amount for emergencies. (November)
2. Quarterly check in on HdL STR compliance program. (November)
3. Bovine Classic event recap. (November)
4. Next quarterly marketing report by Verdin Marketing. (January)
5. New event sponsorship opportunity presentation by City. (January)
6. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
7. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT



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

DRAFT MINUTES

Wednesday, September 21, 2022 at 2:30 P.M.

Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:35 P.M.

ROLL CALL:

Present: Chairperson Harden, Vice Chairperson Ketchum, Board Member Alexander, and Board Member Sohi

Absent: Board Member O'Malley

Staff Present: Deputy City Manager Terrie Banish, Administrative Services Director Jeri Rangel, Deputy Director of Economic and Community Development Loreli Cappel, Deputy City Clerk Dillon James, and Marketing Consultant Ashlee Akers

APPROVAL OF AGENDA:

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the agenda.
Motion passed 4:0 by a roll call vote. (O'Malley absent)

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.

Chairperson Harden opened the Public Comment period.

The following citizens provided public comment: Karen McNamara and Gabrielle Romo of the Atascadero Printery Foundation, raising awareness of a fundraiser on November 13, 2022.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – August 17, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the August 17, 2022 meeting. [City Staff]

**MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the consent calendar.
*Motion passed 4:0 by a roll call vote. (O'Malley absent)***

B. BUSINESS ITEMS:

1. Spaceport Presentation

- Recommendation: ATBID Board receive and file the presentation regarding the planned development of a spaceport in the City of El Paso de Robles. [City of El Paso de Robles]
- Fiscal impact: None.

Deputy Director of Economic and Community Development Loreli Cappel and City of El Paso de Robles Economic Development Manager Paul Sloan presented this item and answered questions from the Board.

The Board expressed interest in furthering Paso Robles' pursuit of a spaceport, particularly the academic, commercial, and financial opportunities that will naturally follow a world-class spaceport in North County. The Board encouraged further economic research on this item.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Spaceport Presentation was received and filed.

2. Ad Hoc Committee for Budget Cycle, Emergency Contingency and Reserves Update

- Recommendation: ATBID Board provide staff direction regarding possible assignment of an ad hoc committee for the upcoming budget cycle, contingency funds for emergencies, and clarification on financial reserves. [City]
- Fiscal impact: None.

Deputy City Manager Terrie Banish and Administrative Services Director Jeri Rangel presented this item and answered questions from the Board.

City staff reminded the Board that all funds budgeted for ATBID solely belong to ATBID and cannot be moved into any other account for any other purpose. Staff clarified "emergency contingency" as a desired separate line item to indicate an emergency fund, whereas

ATBID's "reserves" refer to unspent funds allocated in the previous budget cycle. With these facts in mind, the ATBID Board moved to create an ad hoc committee for the upcoming budget cycle.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to:

- 1. Create an ad hoc committee for the 2022-2023 budget cycle; and**
- 2. Appoint Board Members O'Malley and Sohi as ad hoc committee members; and**
- 3. Further discuss this committee's action timeline and duties at a future ATBID meeting**

Motion passed 4:0 by a roll call vote. (O'Malley absent)

3. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file the Budget Overview and Monthly Report. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Budget Overview & Monthly Report was received and filed.

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. City business and administrative update. [City]
3. Hipcamp TOT compliance. [City]

D. BOARD MEMBER COMMENTS: None.

Vice Chairperson Ketchum left the meeting at 4:16 P.M.

E. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

- 4. Quarterly check in on HdL STR Compliance program. (October)
- 5. Event sponsorship letter/ mailing to solicit for future events, e.g., Cider Festival, Wine Speak, etc. (October)
- 6. New event sponsorship opportunities presentation by City. (October)
- 7. Atascadero Printery Foundation presentation. (October)
- 8. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (November)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:19 P.M.

MINUTES PREPARED BY:

Dillon Dean James
Deputy City Clerk

APPROVED:



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

SLO CAL Resident Tourism Sentiment Research Study

RECOMMENDATION:

ATBID Board discuss and provide staff direction regarding potential ATBID sponsorship of Atascadero residents' participation in a 1,500-respondent survey of local sentiments about tourism, commissioned by the Visit SLO CAL Tourism Marketing District in partnership with Destination Analysts.

DISCUSSION:

The Visit SLO CAL Tourism Marketing District (SLO CAL) is an external agency that specializes in strategic planning for tourism in our county. SLO CAL will be working with Destination Analysts, a California-based research firm, through a countywide polling process. This Resident Sentiment Research Study will be an online survey, including in-market surveys across the county. The online and in-market intercept study project will start in November and should be completed by June 2023. The objective of this study is to evaluate San Luis Obispo County residents' perceptions and opinions regarding the tourism industry in their communities. Residents in SLO CAL's seven destinations and in the unincorporated areas will be represented in the overall sample size.

The details of the Resident Sentiment Study will evaluate the important role of tourism in our area and the impacts it presents to our daily life, our unhoused population, traffic concerns, awareness of the SLO CAL brand, etc. There will be thirty questions, and there will not be an opportunity for question customization. The co-op will provide our destination with the results along with the assurance that there will be a sample size of people interviewed from our local area. The information generated will be a resource for our destination as feedback from our local residents and business on their thoughts about tourism in our area.

There will be an oral presentation given by Visit SLO CAL on the details of the survey.

FISCAL IMPACT:

\$6,800.

ATTACHMENTS:

1. SLO CAL Resident Tourism Sentiment Research Study Brief
2. Resident Tourism Sentiment Research Study Co-op Participation Agreement



Resident Tourism Sentiment Research Study Co-Op Opportunity

SLO CAL Resident Tourism Sentiment Research Study Scope of Work

The objective of this research is to evaluate San Luis Obispo County residents' current perceptions and opinions regarding the tourism industry in their destination communities and in the greater unincorporated county, and how it impacts their lives. The research partner is Destination Analysts (www.destinationanalysts.com).

Research Objectives

- Survey a representative sample of San Luis Obispo County residents in order to segment at the community level
- Assess the current sentiment of residents towards tourism across the county and in their communities
- Identify pain points of residents as well as strengths and opportunities
- Provide information to help inform Visit SLO CAL's destination management strategy and marketing plans
- Provide an expert analysis of tourism sentiment among residents as well as recommendations for future tourism marketing, destination development and community involvement
- Assess awareness of Visit SLO CAL and understanding of the organization's work to build a vibrant tourism economy
- Provide a paid, co-op path destination partners - the 7 cities and 1 unincorporated area in SLO CAL - to access to resident tourism sentiment at the local level

Research Methodology

- Online (phone/internet) and in-market intercept surveys; N=1,500 total sample size



- A majority of surveys will be collected online by Destination Analysts and polling research partner Dynata. In-market intercepts will be conducted by a 3-person survey team to ensure geographic balance and learning opportunities.
- Representative sampling will be based on U.S. Census population data across SLO CAL's 7 destinations and the unincorporated areas.
- One survey instrument for both English and Spanish; approximately 30 questions.
- Timeline:
 - Survey questionnaire development: November 2022
 - Data collection: December 2022-March 2023
 - Data analysis: March-April 2023
 - Final report of findings: May 2023 (VSC), June for co-op partners

Survey Co-op Deliverables, Commitment & Buy-in Cost

- Customized report with top-line recommendations and data charts
- Top-line data analysis
- Customized report with top-line recommendations
- Interpretation of data
- Comparison to SLO CAL traveler sentiment
- Custom data cross-tabulations
- Complete local data set

Co-Op participation cost: \$6,800

Signed co-op participation form due: November 1, 2022

For additional information, please contact:

Tracy Campbell

Vice President of Community Engagement and Advocacy

Visit SLO CAL

805-541-8000, ext. 103



Resident Tourism Sentiment Research Study Co-Op Participation

Visit SLO CAL will be executing a countywide Resident Sentiment Research Study starting in November 2022. The online and in-market intercept study project will be completed by June 2023. The objective of this study is to evaluate San Luis Obispo County residents' perceptions and opinions regarding the tourism industry in their communities. Residents in SLO CAL's seven destinations and in the unincorporated areas will be represented in the overall sample size.

Visit SLO CAL is in final negotiations with Destination Analysts, a California-based research vendor, for this scope of work. We would like to offer our destination partners the opportunity to participate in this research to obtain community-level data, insights and expert recommendations to help inform future marketing and/or community engagement plans. Destination partners who chose to participate will receive a customized community report with top-level, actionable recommendations. Each community-level report will also include a top-line analysis and interpretation of the data, accompanying charts/graphs, a comparative analysis to SLO CAL traveler sentiment data, customized data cross-tabulations and a complete data set.

Please sign below if you are interested in participating. The deadline to submit your partnership form to Visit SLO CAL is Tuesday, November 1, 2022.

THE COST FOR PARTNERS TO PARTICIPATE: \$6,800*

Please sign below if you are interested in participating. The deadline to submit your partnership form to Visit SLO CAL is Tuesday, November 1, 2022.

Name

Date: _____

Organization

*Visit SLO CAL will invoice and collect all funds from participating co-op partners.

For more information, please contact Tracy Campbell, Vice President of Community Engagement and Advocacy, Visit SLO CAL at: 805-541-8000, email: tracy@slocal.com.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Event Sponsorship Review

RECOMMENDATION:

ATBID Board review, discuss, and provide staff direction regarding updating ATBID's event sponsorship program, deadlines for sponsorship applications, potential event solicitation mailings, and sponsorship tiers.

DISCUSSION:

The ATBID sponsorship program and respective tiers were established in 2016 to guide event sponsorship support discussions. The ATBID board uses the tiers to evaluate event compatibility with current Visit Atascadero goals and strategies. This event sponsorship program has grown since its inception to support numerous events hosted in the City of Atascadero. The event sponsorship tiers system has been revised due to the increased interest in the event sponsorship program to ensure Visit Atascadero and ATBID continues to strategically host and support mutually beneficial events.

During the October 21, 2020 ATBID Board meeting, the revised event sponsorship tiers and application were reviewed and on November 18, 2020 the revisions were approved and put in circulation. The most updated event sponsorship tiers and sponsorship application is attached for ATBID Board's review and feedback.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Event Sponsorship Tiers
2. Event Sponsorship Application



Event Sponsorship Tiers



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

Total Support =
Up to \$10,000



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

Total Support =
Up to \$7,500



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

Eligible for
In-kind Support



Event Sponsorship Tiers

Additional Considerations:

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

**Please note that determining the appropriate tier level is based on a combination of one or more specific event tier factors and the additional considerations provided*

Expectations of Event Organizer by Tier

Tier 1

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

Tier 2

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

Tier 3

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

**It is the responsibility of event management to meet the expectations based on their tier level and follow up with Visit Atascadero for any necessary branding pieces*



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

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

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

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

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

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

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

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

ITEM NUMBER: B-2
DATE 10/19/22
ATTACHMENT: 1

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



Event Sponsorship Requirements Checklist

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

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



Event Support Application Form

Requesting Organization: _____

Contact: _____ Phone Number: _____

Email: _____ Mailing Address: _____

City, State, Zip: _____

Name of Event: _____

Event Description: _____

Event Dates/Times: _____

Is event located in Atascadero? Yes No

Venue Name: _____

Venue Location: _____

Event Website: _____

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

Yes No

Total Anticipated Attendees: _____ Portion From Outside SLO County: _____%

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

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

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

Crowd Control Safety Plan Details:

Will the event require an ABC Permit? Yes No

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

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

Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):

| | | | |
|--------------------------|---|--|-----------------------------------|
| <input type="checkbox"/> |  Tier 1 | <ul style="list-style-type: none"> Attracts 1,500+ attendees At least 35-40% of target market is out-of-town visitors Marketing campaigns reach at least 1,000 subscribers Event encourages multi-night stay in Atascadero | Total Support = Up to \$10,000 |
| <input type="checkbox"/> |  Tier 2 | <ul style="list-style-type: none"> Attracts 750+ attendees At least 25-30% of target market is out-of-town visitors Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero | Total Support = Up to \$7,500 |
| <input type="checkbox"/> |  Tier 3 | <ul style="list-style-type: none"> Attracts 750 or less attendees Marketing message encourages visiting Atascadero Marketing campaigns reach at least 500 subscribers Event encourages overnight stay in Atascadero Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2 | Eligible for In-kind Support |

Additional details about eligible event tier qualification:

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

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

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

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

| Income Source | Amount |
|-------------------------------|-----------------------------------|
| <i>Ex. City of Atascadero</i> | \$2,500 in-kind venue sponsorship |
| | |
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Please describe your paid advertising and the outlets you plan to utilize. Include the amount you plan to spend with each outlet or provide a copy of your marketing plan.

| Media Outlet & Geographic Location of advertising | Type & Frequency | Cost of Advertising |
|---|------------------|---------------------|
| | | |
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Please share your intended public relations outreach.

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

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

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.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) 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 \$7,500 or more.
- Please also reference the Expectations of Event Organizer by Tier to ensure you are correctly and accurately recognizing Visit Atascadero's support. It is the responsibility of the event organizer to follow up with Visit Atascadero for necessary branding pieces needed to fit the promotion requirements.
- Funding will be invoiced in sections based on promotion compliance and specific event expectations. Funding percentages and invoice timelines will be determined in advance between the Atascadero TBID Board and the event organizer.

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

***You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to withdraw funding if the appropriate documents are not obtained for the event.

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

IMPORTANT: Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

Cancellation Policy: Should the event not take place as presented and scheduled; event coordinators are required to reimburse the ATBID for sponsorship support. If the event is cancelled by the Event Coordinator because of sickness, accidents, riots, strikes, epidemics, inclement weather, acts of God, or any other legitimate conditions beyond either party's control, the Event Coordinator agrees to provide a financial report showing the current status of funds used. The ATBID Board will follow the official event cancellation protocol and will determine the fund quantity to either be refunded or rolled forward to future events based on the financial report.

Applicant Signature _____ **Date** _____

In case of questions or the need for clarification, please contact Destination Management Consultant, Hanna Meisinger at hmeis@bigredmktg.com.



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

Quarterly Marketing Report

RECOMMENDATION:

ATBID Board receive and file Verdin's quarterly marketing report for Q1 2022.

DISCUSSION:

Verdin will take the ATBID Board through the marketing plan summary and review performance found in the stat summary.

Quarter 1 (July – September 2022) stat summary of the success of the Summer campaign. The stat report takes you through the performance of the "All In" video ad campaign over the quarter, as well as performance results for Google AdWords, social media posts, and the thrice-monthly e-newsletters. The stat report is attached and highlights the successes of the summer campaign. Verdin will provide an oral presentation to review the quarterly marketing report.

FISCAL IMPACT:

None.

ATTACHMENT:

1. Quarter 1 Stat Report

October 12, 2022

Visit Atascadero

Quarter 1 Stat Report

Summary of Performance

The paid media results for Q1 represent the kickoff of Visit Atascadero's FY 2022-2023 campaign. Placement channels for Q1 included programmatic video pre-roll, Google AdWords, and social boosted posts. The programmatic campaign garnered 292,423 impressions and 1,401 clicks in September, reflecting strong engagement with the current ad sets. Google AdWords accounted for 8,958 impressions and 304 clicks, directing users to the Visit Atascadero website to gain more information about the destination. Open rates for email marketing continued to outperform the previous quarter reaching almost a 49% open rate. Social media continues to be a great way to provide information about local events and promote Atascadero businesses.

Paid Media

Digital Media Results:

| Channel | Creative | Impressions | Clicks | CTR |
|----------------|---------------------|-------------|--------|-------|
| Programmatic | All In Video 1 | 146,880 | 699 | 0.48% |
| Programmatic | All In Video 2 | 145,543 | 702 | 0.48% |
| Google Adwords | SEM - General brand | 8,958 | 304 | 3.39% |
| Social | Facebook Boosts | 72,954 | 162 | 0.22% |
| Social | Instagram Boosts | 37,000 | 1,591 | 4.3% |

Total Campaign Summary:

- Impressions: 411,335
- Clicks: 3,458
- Avg. CTR: 1.77%

Owned Media

Email Marketing Campaign Results:

Verdin developed and deployed three monthly e-newsletters in Q1. They included information on events, local happenings and seasonal events. Below are the results:

July 13:

- Open rate: 42.5%
- Click rate: 2.1%
- Total clicks: 70

August 11:

- Open rate: 47.7%
- Click rate: 2.2%
- Total clicks: 60

September 14:

- Open rate: 48.3%
- Click rate: 1.3%
- Total clicks: 41




Social Media Results:

| Platform | Impressions | Engagements | Followers | Demographics |
|-----------|-------------|-------------|-----------|--------------|
| Facebook | 200,824 | 15,470 | 7,009 | Women 35-44 |
| Instagram | 130,863 | 4,149 | 4,268 | Women 35-44 |

Top Posts:

visitatascadero
Thu 9/1/2022 6:56 pm PDT

Welcome to town, @atascaderoplaza! What a fantastic grand opening event! We're so thrilled to have this beautiful new complex right downtown. @...



Total Engagements 529

Likes 429


Comments 28

Shares 66

Saves 6

visitatascadero
Sun 9/25/2022 7:47 am PDT

Vintage lovers, we've got a great spot for you! @atrium_mercantile opened in July and has an ever-rotating selection of the coolest finds! Stop by and se...



Total Engagements 160


Likes 147

Comments 7

Saves 6

visitatascadero
Wed 8/31/2022 4:22 pm PDT

Eric Olson goes all in with @foragerspirits offering foraging excursions, native plant exploration, and more. Learn about how he creates a welcoming environment...



Total Engagements 145

Likes 85

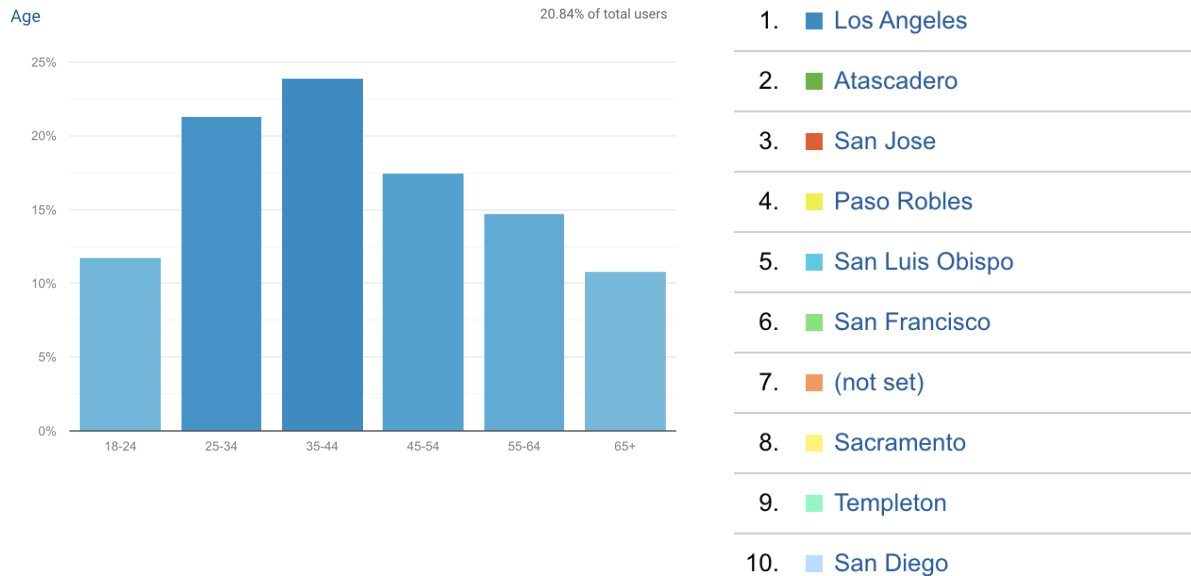
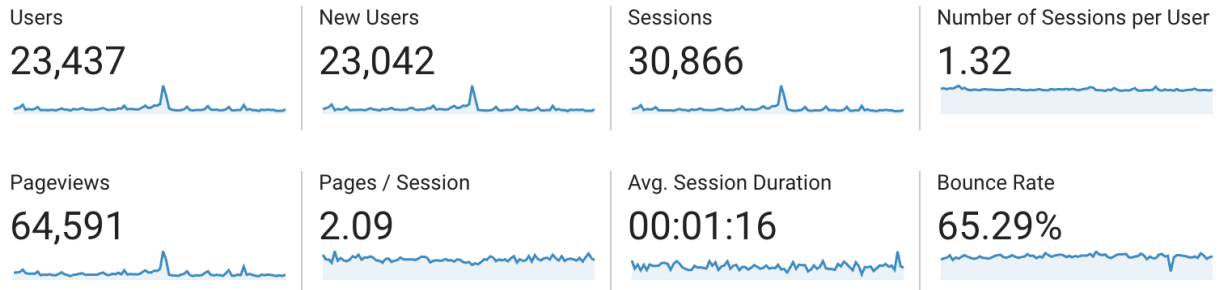
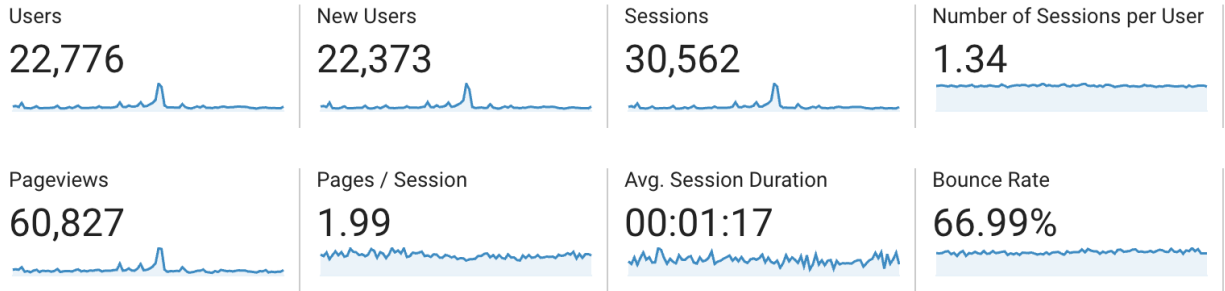
Comments 5

Shares 54

Saves 1

Website Analytics:

Comparing 2022 v. 2021





ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Staff Report

Budget Overview and Monthly Report

RECOMMENDATION:

ATBID Board receive and file the budget overview and monthly report.

DISCUSSION:

The ATBID summary and expenditure report shows the expenditures that have been submitted through August 2022. The FY 2021-22 report has not been finalized and will continue to be updated as the City is on an accrual basis.

The ATBID/Verdin Marketing expenditure report is also included for 2022-2023, showing the budget details for the year ahead. In addition, the transient occupancy tax (TOT) report is included showing the TOT revenues to date.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. ATBID Summary FY 21-22
2. ATBID Expenditure Detail Report FY 21-22
3. ATBID Verdin Marketing Budget and Expenditure Report FY 22-23
4. Tourism Report – Transient Occupancy Tax Revenues (10/10/22)

Atascadero Tourism Business Improvement District (ATBID) Fund

FUND 235 TYPE
Special Revenue

| | ACTUAL 2017-2018 | ACTUAL 2018-2019 | ACTUAL 2019-2020 | ACTUAL 6/30/2021 | ACTUAL 6/30/2022* | YTD ACTUAL* 2022-2023 through 08/31/2022 | BUDGETED 2022-2023 |
|------------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|--|-----------------------|
| REVENUES | | | | | | | |
| 41530.6300 Taxes and Assessments | \$ 275,295 | \$ 278,184 | \$ 224,609 | \$ 277,287 | \$ 409,652 | \$ 1,166 | \$ 298,170 |
| 45920.0003 Assessment Penalties | - | - | 133 | - | 933 | - | - |
| 46110.0000 Investment Earnings | 1,580 | 9,631 | 10,720 | 2,027 | - | - | 6,640 |
| Total Revenue | <u>276,875</u> | <u>287,815</u> | <u>235,462</u> | <u>279,314</u> | <u>410,585</u> | <u>1,166</u> | <u>304,810</u> |
| EXPENSES | | | | | | | |
| 6050000 Office Expense | - | - | - | - | 264 | - | 250 |
| 6070000 Advertising | 144,521 | 178,720 | 120,110 | 43,142 | 127,366 | 5,127 | 165,000 |
| 6400000 Operating Supplies | - | - | - | - | - | - | - |
| 6500000 Contract Services ** | 172,938 | 143,482 | 120,525 | 106,295 | 143,436 | 31,288 | 145,000 |
| 6600000 Professional Development | 425 | 425 | - | - | 731 | - | 450 |
| 6740000 Business Development | 3,000 | - | - | - | - | - | - |
| 6900000 Administration | 2,753 | 2,782 | 2,246 | 2,774 | 4,106 | 12 | 2,920 |
| Total Expenses | <u>323,636</u> | <u>325,408</u> | <u>242,881</u> | <u>152,211</u> | <u>275,903</u> | <u>36,426</u> | <u>313,620</u> |
| NET INCOME/(LOSS) | (46,761) | (37,593) | (7,419) | 127,103 | 134,682 | (35,260) | (8,810) |
| BEGINNING AVAILABLE BALANCE | <u>365,441</u> | <u>318,679</u> | <u>281,086</u> | <u>273,667</u> | <u>400,770</u> | <u>535,452</u> | <u>256,830</u> |
| ENDING AVAILABLE BALANCE | <u>\$ 318,679</u> | <u>\$ 281,086</u> | <u>\$ 273,667</u> | <u>\$ 400,770</u> | <u>\$ 535,452</u> | <u>\$ 500,191</u> | <u>\$ 248,020</u> |

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

** Contract Services

| | |
|---|------------------|
| Special Events | |
| Atascadero Fall Festival Sponsorship 2022 | \$ 10,000 |
| Destination Marketing Services | 16,704 |
| Administrative Services Fee | \$ 4,583 |
| | <u>\$ 31,288</u> |

expdetl.rpt
 10/09/2022 8:03PM
 Periods: 0 through 2

Expenditure Detail Report

ITEM NUMBER: B-4
 DATE 10/19/22
 ATTACHMENT: 2

CITY OF ATASCADERO
 07/01/2022 through 08/31/2022

235 Atascadero Tourism Bus Improv Dist
 635 Atascadero Tourism Bus Improv Dist Fund
 0000 Atascadero Tourism Bus Improv Dist

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6000000 Operating Services and Supplies | | | | | | |
| 0000.6050000 Office Expense | | | | | | |
| 0000.6050000 Office Expense | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 | 0.00 |
| Total Office Expense | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 | 0.00 |
| 0000.6070000 Advertising | | | | | | |
| 0000.6070000 Advertising | 165,000.00 | 0.00 | 0.00 | 0.00 | 165,000.00 | 0.00 |
| 0000.6077025 Digital Media Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7/1/2022 po PO 02501 | | | | | 100,000.00 | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 7/1/2022 ap IN 13719 | | 47.95 | | | | |
| Line Description: SECURE WEB HOSTING | | | | | | |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171724 | | | | | | |
| 7/31/2022 ap IN 10946 | | 696.47 | | | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 172458 | | | | | | |
| 7/31/2022 po LI 10946 | | | | | -696.47 | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 8/1/2022 ap IN 13886 | | 47.95 | | | | |
| Line Description: WEB HOSTING | | | | | | |
| Vendor: 07343 CLEVER CONCEPTS, INC. Check # 171977 | | | | | | |

expdetl.rpt
 10/09/2022 8:03PM
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 0000 Atascadero Tourism Bus Improv Dist

| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6077025 Digital Media Advertising | (Continued) | | | | | |
| 8/31/2022 ap IN 11005 | | 584.45 | | | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 172458 | | | | | | |
| 8/31/2022 po LI 11005 | | | | -584.45 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 0000.6077025 Digital Media Advertising | 0.00 | 1,376.82 | 1,376.82 | 98,719.08 | -100,095.90 | 0.00 |
| 0000.6077060 Advertising | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7/1/2022 po PO 02501 | | | | 18,000.00 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 7/1/2022 ap IN 220072 | | 3,750.00 | | | | |
| Line Description: 2022 SPONSORSHIP | | | | | | |
| Vendor: 04221 CALIFORNIA MID-STATE FAIR Check # 171586 | | | | | | |
| 0000.6077060 Advertising | 0.00 | 3,750.00 | 3,750.00 | 18,000.00 | -21,750.00 | 0.00 |
| Total Advertising | 165,000.00 | 5,126.82 | 5,126.82 | 116,719.08 | 43,154.10 | 73.85 |
| 0000.6400000 Operating Supplies | | | | | | |
| Total Operating Supplies | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0000.6500000 Contract Services | | | | | | |
| 0000.6500000 Contract Services | 145,000.00 | 0.00 | 0.00 | 0.00 | 145,000.00 | 0.00 |
| 0000.6501125 Promotions Consultants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

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| <u>Account Number</u> | <u>Adjusted Appropriation</u> | <u>Expenditures</u> | <u>Year-to-date Expenditures</u> | <u>Year-to-date Encumbrances</u> | <u>Balance</u> | <u>Prct Used</u> |
|--|-------------------------------|---------------------|----------------------------------|----------------------------------|----------------|------------------|
| 0000.6501125 Promotions Consultants | (Continued) | | | | | |
| 7/1/2022 po PO 02501 | | | | 82,000.00 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 7/31/2022 ap IN 10946 | | 7,336.80 | | | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 172458 | | | | | | |
| 7/31/2022 po LI 10946 | | | | -7,336.80 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 8/31/2022 ap IN 11005 | | 9,367.50 | | | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 172458 | | | | | | |
| 8/31/2022 po LI 11005 | | | | -9,367.50 | | |
| Line Description: DESTINATION MARKETING SERVICES | | | | | | |
| Vendor: 06479 VERDIN Check # 0 | | | | | | |
| 0000.6501125 Promotions Consultants | 0.00 | 16,704.30 | 16,704.30 | 65,295.70 | -82,000.00 | 0.00 |
| 0000.6509010 Other Professional Services | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 7/1/2022 je GJ JE23 07-04 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - July | | | | | | |
| 8/1/2022 je GJ JE23 08-01 | | 2,291.67 | | | | |
| Line Description: ATBID Admin Service Fee - Aug | | | | | | |
| 0000.6509010 Other Professional Services | 0.00 | 4,583.34 | 4,583.34 | 0.00 | -4,583.34 | 0.00 |
| 0000.6509032 Additional Promotional Services | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

expdetl.rpt
 10/09/2022 8:03PM
 Periods: 0 through 2

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 07/01/2022 through 08/31/2022

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 635 Atascadero Tourism Bus Improv Dist Fund
 0000 Atascadero Tourism Bus Improv Dist

| <i>Account Number</i> | <i>Adjusted Appropriation</i> | <i>Expenditures</i> | <i>Year-to-date Expenditures</i> | <i>Year-to-date Encumbrances</i> | <i>Balance</i> | <i>Prct Used</i> |
|---|-----------------------------------|---------------------|--------------------------------------|--------------------------------------|----------------|----------------------|
| 0000.6509032 Additional Promotional Services | (Continued) | | | | | |
| 8/18/2022 ap IN 705 | | 10,000.00 | | | | |
| Line Description: ATASCADERO FALL FEST GRANT~ | | | | | | |
| Vendor: 08621 EN FUEGO EVENTS Check # 172131 | | | | | | |
| 0000.6509032 Additional Promotional Services | 0.00 | 10,000.00 | 10,000.00 | 0.00 | -10,000.00 | 0.00 |
| Total Contract Services | 145,000.00 | 31,287.64 | 31,287.64 | 65,295.70 | 48,416.66 | 66.61 |
| 0000.6600000 Professional Development | | | | | | |
| 0000.6600000 Professional Development | 450.00 | 0.00 | 0.00 | 0.00 | 450.00 | 0.00 |
| Total Professional Development | 450.00 | 0.00 | 0.00 | 0.00 | 450.00 | 0.00 |
| 0000.6740000 Business Development | | | | | | |
| Total Business Development | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0000.6900000 Department Service Charges | | | | | | |
| 0000.6900000 Administration | 2,920.00 | 0.00 | 0.00 | 0.00 | 2,920.00 | 0.00 |
| Total Department Service Charges | 2,920.00 | 0.00 | 0.00 | 0.00 | 2,920.00 | 0.00 |
| Total Atascadero Tourism Bus Improv Dist | 313,620.00 | 36,414.46 | 36,414.46 | 182,014.78 | 95,190.76 | 69.65 |
| Grand Total | 313,620.00 | 36,414.46 | 36,414.46 | 182,014.78 | 95,190.76 | 69.65 |

Marketing Budget

Visit Atascadero | Budget: \$206,000

ITEM NUMBER:
DATE
ATTACHMENT:

B-4
10/19/22
3



Detailed Spending

| | Budget | Actual Jul | Actual Aug | Actual Sep | Proj. Oct | Proj. Nov | Proj. Dec | Proj. Jan | Proj. Feb | Proj. Mar | Proj. Apr | Proj. May | Proj. Jun | TOTAL | Remaining |
|----------------------------|----------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------|-----------|
| Strategy/Planning/Meetings | \$21,600 | \$902 | \$2,003 | \$1,485 | \$2,000 | \$1,810 | \$1,800 | \$1,800 | \$1,800 | \$2,000 | \$2,000 | \$2,000 | \$2,000 | \$21,600 | \$0 |
| Marketing Plan | \$5,000 | \$1,080 | \$1,110 | \$285 | \$2,525 | - | - | - | - | - | - | - | - | \$5,000 | \$0 |
| Creative Development | \$36,000 | \$2,615 | \$2,565 | \$3,510 | \$5,810 | \$2,000 | \$5,000 | \$3,000 | \$3,000 | \$2,500 | \$2,000 | \$2,000 | \$2,000 | \$36,000 | \$0 |
| Website Updates | \$5,000 | - | \$510 | \$241 | \$2,000 | \$749 | \$500 | - | - | \$500 | - | - | \$500 | \$5,000 | \$0 |
| Social Media | \$19,200 | \$1,590 | \$1,605 | \$1,590 | \$1,610 | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,605 | \$19,200 | \$0 |
| Email Marketing | \$12,000 | \$979 | \$1,014 | \$939 | \$1,068 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$12,000 | \$0 |
| Public Relations | \$5,000 | - | \$345 | \$256 | \$899 | \$1,000 | - | - | \$1,500 | - | - | \$1,000 | - | \$5,000 | \$0 |
| Media Planning | \$4,200 | \$330 | \$375 | \$348 | \$352 | \$350 | \$350 | \$350 | \$350 | \$350 | \$350 | \$350 | \$345 | \$4,200 | \$0 |
| Media Buy | \$98,000 | \$537 | \$425 | \$16,113 | \$8,800 | \$15,245 | \$6,800 | \$6,800 | \$8,800 | \$8,800 | \$8,800 | \$8,800 | \$6,800 | \$96,721 | \$1,279 |

Summary: Actual to Budget

| | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
|----------------|-----------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-------|
| Invoice Totals | \$206,000 | \$8,033 | \$9,952 | \$24,767 | \$25,064 | \$23,754 | \$17,050 | \$14,550 | \$18,050 | \$16,750 | \$15,750 | \$16,750 | \$14,250 | \$204,720 | |
| Added Value | | | \$930 | | | | | | | | | | | \$930 | |

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 | \$ 207,088.63 | \$ 136,898.64 | \$ 1,123,618.67 |
| Fiscal Year 2021 | \$ 348,012.06 | \$ 275,644.27 | \$ 241,653.81 | \$ 503,542.34 | \$ 1,368,852.48 |
| Fiscal Year 2022 | \$ 624,234.50 | \$ 498,063.04 | \$ 363,393.64 | \$ 560,845.05 | \$ 2,046,536.23 |
| Fiscal Year 2023 | \$ 5,830.20 | | | | \$ 5,830.20 |