

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD**

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Jocelyn Brennan, President/CEO, South County Chambers of Commerce
MEETING OF: April 26, 2021
SUBJECT: Consideration of Preliminary FY 2021-22 Budget for AGTBID

RECOMMENDATION

That the AGTBID Advisory Board review the preliminary FY 2021-22 Budget for AGTBID and forward a recommendation to the City Council for final approval.

BACKGROUND

The AGTBID Advisory Board is responsible for developing an annual preliminary budget detailing anticipated expenditure and submitting the preliminary budget to City Council for approval.

DISCUSSION

A preliminary budget is attached for the Board's review and recommendation to City Council. The preliminary budget is based on the FY 2020-21 approved budget and can be modified based on the Board's projections of expenses in FY 2021-22. TBID assessments are projected to return to similar levels, yet still slightly lower, as in FY 2019-2020 (prior to March 2020) now that San Luis Obispo County is slowly reopening to tourism after a yearlong negative impact from COVID-19.

Due to the absence of a marketing firm in FY 2017-18, the AGTBID currently has an estimated fund balance from leftover money not spent on marketing. The current estimated fund balance is \$250,000. In order to continue the momentum of the Board's tourism marketing efforts and to fund anticipated additional marketing opportunities, staff is recommending the Board approve the preliminary budget including a recommendation to City Council to appropriate \$87,750 from the fund balance into the AGTBID FY 2021-22 operating budget.

The Chamber is requesting to remove their \$5,000 annual contribution as this was a carryover from the formation of the TBID and is no longer necessary. This change is reflected in the attached preliminary budget.

Attachments:

1. Preliminary FY 2021-22 AGTBID Budget
2. Approved FY 2020-21 AGTBID Budget (with approved amendment 2)

Preliminary FY 2021/22 AGTBID Budget

Estimated Fund Balance for FY 2020/21 is \$250,000

REVENUES	
Revenue Source	Amount
TBID Assessments	\$ 136,250
Interest	\$ 500
Appropriation from fund balance	\$ 87,750
Total Revenue	\$ 224,500

EXPENDITURES			
Activity	Amount	Activity	Amount
Advertising		Membership & Subscriptions	
Consultant Services	\$ 85,500.00	CCTC	\$ 500
Photo/Video Assets	\$ 10,000.00	Co-op/Sponsorships	\$ 10,000.00
Advertising Hard Costs	\$ 64,500.00	Sub-total Membership & Subs.	\$ 10,500
Website	\$ 6,500.00		
Sub-total Advertising	\$ 166,500		
Services & Supplies		Total Expenditures	\$ 224,500
City - administrative	\$ 3,000.00		
Chamber - Contract admin.	\$ 42,000.00		
Supplies/Domains	\$ 2,500.00		
Sub-total Services & Supplies	\$ 47,500		

EXHIBIT A

Approved Amendment 2 to FY 2020-21 AGTBID Budget

Fund balance is approximately \$294,000 as of July 27, 2020

REVENUES	
Revenue Source	Amount
TBID Assessments	\$ 100,000.00
Interest	\$ 500.00
Chamber Contribution	\$ 5,000.00
City Contribution	
Appropriation from Fund Balance	\$ 125,000.00
Total Revenue	\$ 230,500.00

*removal of \$5,000 City contribution
 *additional \$5,000 from fund balance to balance

EXPENDITURES			
Activity	Amount	Activity	Amount
Advertising		Partnerships	
Consultant Services	\$ 85,500.00	CCTC (Memberships)	\$ 500.00
Photo/Video assets	\$ 10,000.00	Co-op/Sponsorships	\$ 10,000.00
Advertising hard costs	\$ 64,500.00		
Website	\$ 6,500.00		
Sub-total Advertising	\$ 166,500.00	Sub-total Partnerships	\$ 10,500.00
Services & Supplies			
City - Administrative	\$ 3,000.00		
Chamber - Contract	\$ 48,000.00		
Supplies, Domains	\$ 2,500.00		
Sub-total Services & Supplies	\$ 53,500.00	Total Expenditures	\$ 230,500.00