

**RESOLUTION NO.**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
ARROYO GRANDE ADOPTING THE FISCAL YEAR 2024-  
25 BUDGET FOR THE ARROYO GRANDE TOURISM  
BUSINESS IMPROVEMENT DISTRICT**

**WHEREAS**, on February 26, 2013, the City Council adopted Resolution No. 4516 establishing the Advisory Board (“Advisory Board”) to the Arroyo Grande Tourism Business Improvement District (“AGTBID” or “District”); and

**WHEREAS**, on May 14, 2013, the City Council adopted Ordinance No. 651 establishing the AGTBID; and

**WHEREAS**, the purpose of the Advisory Board is to consult with and advise the City Council on those matters dealing with the method and basis of levying assessments within the AGTBID; expenditures of revenues derived from such assessments; and programs, services, improvements, and activities intended to promote lodging establishments within the District; and

**WHEREAS**, on February 20, 2024, the Advisory Board approved the FY 2023-24 AGTBID Annual Report; and

**WHEREAS**, on March 26, 2024, the City Council approved the Advisory Board’s Annual Report and adopted a Resolution of Intention to levy and collect assessments for the 2024-25 fiscal year and to set a date for a public hearing for April 23, 2024; and

**WHEREAS**, on April 23, 2024, the City Council adopted a Resolution levying an annual assessment for the AGTBID for the 2024-25 fiscal year; and

**WHEREAS**, the budget recommendations attached hereto as Exhibit A are based upon City revenue projections and will fund a work plan that meets the objectives, goals, and responsibilities of the AGTBID.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Arroyo Grande, as follows:

1. The foregoing recitals are true and correct and are incorporated herein.
2. The City Council hereby adopts the FY 2024-25 budget for the Arroyo Grande Tourism Business Improvement District attached hereto as Exhibit A.

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On motion of \_\_\_\_\_, seconded by \_\_\_\_\_, and on the following roll call vote,  
to wit:

**AYES:**

**NOES:**

**ABSENT:**

the foregoing Resolution was passed and adopted this 23<sup>rd</sup> day of April, 2024.

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\_\_\_\_\_  
**CAREN RAY RUSSOM, MAYOR**

**ATTEST:**

\_\_\_\_\_  
**JESSICA MATSON, CITY CLERK**

**APPROVED AS TO CONTENT:**

\_\_\_\_\_  
**MATTHEW DOWNING, CITY MANAGER**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**ISAAC ROSEN, CITY ATTORNEY**

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**EXHIBIT A**

**FY 2024-25 AGTBID Budget**

<b>Beginning Fund Balance</b>	<b>\$ 328,350</b>	<b>\$ 405,833</b>	<b>\$ 436,489</b>	<b>\$ 420,739</b>
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	<b>FY 2021-22 Actuals</b>	<b>FY 2022-23 Actuals</b>	<b>FY 2023-24 Adopted Budget</b>	<b>FY 2024-25 Proposed Budget</b>
<b>Revenue</b>				
TBID Assessments	\$ 295,271	\$ 303,626	\$ 309,000	\$ 318,270
Interest	(5,257)	4,078	750	750
<b>Total Revenue</b>	<b>\$ 290,014</b>	<b>\$ 307,704</b>	<b>\$ 309,750</b>	<b>\$ 319,020</b>

	<b>FY 2021-22 Actuals</b>	<b>FY 2022-23 Actuals</b>	<b>FY 2023-24 Adopted Budget</b>	<b>FY 2024-25 Proposed Budget</b>
<b>Expenditures</b>				
<b>Advertising</b>				
Marketing Services	\$ 144,762	\$ 196,254	\$ 200,000	\$ 250,000
Photo/Video Assets	10,000	11,595	15,000	25,000
Promotional Product	-	-	5,000	5,000
Website	7,765	16,695	-	-
Travel and Trade Shows	-	-	7,500	7,500
Coop Advertising	-	-	15,000	50,000
<b>Sub-total Advertising</b>	<b>\$ 162,527</b>	<b>\$ 224,544</b>	<b>\$ 242,500</b>	<b>\$ 337,500</b>

<b>Contractual Services</b>				
Chamber - Contract admin.	\$ 42,000	\$ 44,500	\$ -	\$ -
<b>Sub-total Contractual Services</b>	<b>\$ 42,000</b>	<b>\$ 44,500</b>	<b>\$ -</b>	<b>\$ -</b>

<b>Membership &amp; Subscriptions</b>				
CCTC	\$ -	\$ -	\$ 500	\$ 500
<b>Sub-total Membership &amp; Subs.</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500</b>	<b>\$ 500</b>

<b>Public Relations</b>				
Event Sponsorships	-	-	20,000	100,000
Influencers	-	-	-	10,000
Official AG Merch - Contest	-	-	5,000	-
Official AG Merchandise	-	-	5,000	-
<b>Sub-total Public Relations</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 30,000</b>	<b>\$ 110,000</b>

<b>Services &amp; Supplies</b>				
City - administrative	\$ 3,000	\$ 3,000	\$ 45,000	\$ 45,000
Supplies/Domains	-	-	2,500	2,500
Vacation rental code compliance	5,004	5,004	5,000	5,000
<b>Sub-total Services &amp; Supplies</b>	<b>\$ 8,004</b>	<b>\$ 8,004</b>	<b>\$ 52,500</b>	<b>\$ 52,500</b>

<b>Total Expenditures</b>	<b>\$ 212,531</b>	<b>\$ 277,048</b>	<b>\$ 325,500</b>	<b>\$ 500,500</b>
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<b>Ending Fund Balance</b>	<b>\$ 405,833</b>	<b>\$ 436,489</b>	<b>\$ 420,739</b>	<b>\$ 239,259</b>
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