

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
ARROYO GRANDE ADOPTING THE FISCAL YEAR 2025-26
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 March 13, 2025, the Advisory Board approved the FY 2025-26 AGTBID annual report (the “Annual Report”); and

WHEREAS, on March 25, 2025, the City Council approved the Advisory Board’s Annual Report and adopted a Resolution of Intention to levy and collect assessments for the 2025-26 fiscal year and to set a date for a public hearing for May 13, 2025; and

WHEREAS, on May 13, 2025, the City Council adopted a Resolution confirming the Annual Report and levying an annual assessment for the AGTBID for the 2025-26 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 2025-26 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 13rd day of May, 2025.

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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

Beginning Fund Balance	\$ 328,350	\$ 405,833	\$ 436,489	\$ 438,185	\$ 295,355
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	FY 2021-22 Actuals	FY 2022-23 Actuals	FY 2023-24 Actuals	FY 2024-25 Adopted Budget	FY 2025-26 Proposed Budget
Revenue					
TBID Assessments	\$ 295,271	\$ 303,626	\$ 281,764	\$ 318,270	\$ 298,700
Interest	(5,257)	4,078	17,990	750	750
Total Revenue	\$ 290,014	\$ 307,704	\$ 299,754	\$ 319,020	\$ 299,450

	FY 2021-22 Actuals	FY 2022-23 Actuals	FY 2023-24 Actuals	FY 2024-25 Adopted Budget	FY 2025-26 Proposed Budget
Expenditures					
Advertising					
Marketing Services	\$ 144,762	\$ 196,254	\$ 218,340	\$ 250,000	\$ 250,000
Photo/Video Assets	10,000	11,595	1,890	25,000	25,000
Promotional Product	-	-	600	5,000	5,000
Website	7,765	16,695	-	-	-
Travel and Trade Shows	-	-	-	7,500	7,500
Coop Advertising	-	-	14,400	50,000	50,000
Sub-total Advertising	\$ 162,527	\$ 224,544	\$ 235,230	\$ 337,500	\$ 337,500

Contractual Services					
Short-term compliance	\$ -	\$ -	\$ 11,350	\$ 11,350	\$ 11,350
Chamber - Contract admin.	42,000	44,500	-	-	-
Sub-total Contractual Services	\$ 42,000	\$ 44,500	\$ 11,350	\$ 11,350	\$ 11,350

Membership & Subscriptions					
CCTC	\$ -	\$ -	\$ 475	\$ 500	\$ 500
Sub-total Membership & Subs.	\$ -	\$ -	\$ 475	\$ 500	\$ 500

Public Relations					
Event Sponsorships	-	-	1,000	50,000	50,000
Influencers	-	-	-	10,000	10,000
Sub-total Public Relations	\$ -	\$ -	\$ 1,000	\$ 60,000	\$ 60,000

Services & Supplies					
City - administrative	\$ 3,000	\$ 3,000	\$ 45,000	\$ 45,000	\$ 45,000
Supplies/Domains	-	-	-	2,500	2,500
Vacation rental code compliance	5,004	5,004	5,004	5,000	5,000
Sub-total Services & Supplies	\$ 8,004	\$ 8,004	\$ 50,004	\$ 52,500	\$ 52,500

Total Expenditures	\$ 212,531	\$ 277,048	\$ 298,059	\$ 461,850	\$ 461,850
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Ending Fund Balance	\$ 405,833	\$ 436,489	\$ 438,185	\$ 295,355	\$ 132,955
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