



CITY OF MORRO BAY

Tourism Business Improvement District (TBID) Advisory Board

City Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

Tourism Business Improvement District Purpose and Authority

The Morro Bay Tourism Business Improvement District (MTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City's lodging industry.

The primary purpose of the MTBID is to increase occupancy and room nights across all lodging types (motel, hotels, bed and breakfast) that pay the business improvement assessment (BID) along with transient occupancy tax (TOT) within the City while placing particular emphasis on marketing that positively impacts the lodging.

REGULAR MEETING

THURSDAY, OCTOBER 13, 2016
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT
- III. REVIEW OF AUGUST 2016 TRANSIENT OCCUPANCY TAX ("TOT")
(Report will be available Monday, October 10)
- IV. VISIT SAN LUIS OBISPO COUNTY (VSLOC) PRESENTATION (20 min. presentation w/ 30 min. questions)
- V. MARKETING UPDATE
 - a. Monthly Marketing Report
 - b. AMGEN Update
 - c. Discussion of Merchants Association and Soupabration's request for extension
 - d. Morro Bay Brand Development – Community Workshop to be held Wednesday, October 12th from 6:00 – 8:30pm in the Vets Hall
 - e. Yosemite National Park Journal ad and photos
 - f. Roger Brooks
 - g. Website
 - i. Add landing page for new promotion
 - ii. SEO information
- VI. DECLARATION OF FUTURE AGENDA ITEMS
- VII. ADJOURNMENT

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 72 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS, OR CALL CITY HALL AT 772-6568 FOR FURTHER INFORMATION.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.



2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000.**
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at _____ or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 72-0196352

Organization Name: PACIFIC WILDLIFE CARE

Board Chair: MARCELLE BAKULA Phone: _____

Main Contact: CHARMINE COIMBER Role: EVENT CO-CHAIR

Email: SOUPABRATON@LIVE.COM Phone: _____

Address: PO BOX 1134 _____

City/State/Zip: MORRO BAY 93443 CAMBRIA, CA 93428 COIMBER

Website: WWW.PACIFICWILDLIFECARE.COM/ORB

EVENT DETAILS

Event Name SOUPABRATON! Years in existence? 6

Description GREY CHEFS COMPETE FOR BEST SOUPS AS JUDGED BY CELEBRITY JUDGES & ATTENDEE VOTES. WINE TASTING. ANIMAL AMBASSADORS. AUCTIONS.

Date(s) SUN. NOV 8, 2016 to SAME

Location(s) MORRO BAY COMMUNITY CENTER

Website SOUPABRATON.ORG

*This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.



GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event and add up the sum to total the grant amount requested. The total amount cannot exceed \$5,000.

**To qualify for funding, your event or competition must consume 10 or more hotel/motel rooms in Morro Bay. The selections below must only pertain to your main event and no other existing events.*

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

Morro Bay Hotel/Motel Rooms (please select only one)

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

~~Reservation Widget~~

- ~~\$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site~~

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 2000 Total from the selections above. Total amount cannot exceed \$5,000.

Have you received funding through this grant program in the past? No Yes

If Yes, please explain how the funds were used ADVERTISING

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.*



MARKETING/ACTION PLAN

Please provide or attach up to a (1) one page outline of your marketing and/or action.

DISPLAY ADS FALL BLOSSY PUBLICATIONS (VISITORS GUIDE, JOURNAL PLUS, EDIBLE SLO) RADIO PROMOTIONS, SOCIAL MEDIA PROMOTIONS.

LET'S GET THE RESERVATION WIDGET ON OUR WEBSITE!! ALL FUNDS FROM THIS GRANT **This is how my event will positively impact the following entities:** WILL GO TOWARD ADS.

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) LAST YEAR, ABOUT 20% ATTENDEES FROM OUT OF AREA.

Sales Tax Businesses (restaurants, retail, etc) MANY ARRIVE SAT. W/ LODGING & STAY THRU MONDAY A.M.

City of Morro Bay THE EVENT PROMOTES M.B. RESTAURANTS

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify the enclosed information (surveys, registrations, hotel rooms, etc.)

WE COLLECT DATA VIA ZIP CODES VIA ONLINE TICKET SALES.

cm (please initial) YES, I understand if the event listed in this document receives funding through this grant process, I and the rest of the event committee will not be able to approach the City of Morro Bay, California for any additional funding for this event. This is due to the fact that Morro Bay Tourism is a division under the City of Morro Bay.

cm (please initial) YES, I attest that the information provided in the Event Grants Funding Request Application is true, complete and accurate. I further agree that if my application is approved by the Morro Bay Tourism (TBID) Advisory Board that I will provide the "Post Event Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: Charmaine Ventura Date: 6-17-16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: _____ No: X

Fundraiser not event

*This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.

6th annual

Soupabration!

a world of soup

- Soup Tasting
- Wine & Beer Tasting
- Wildlife Ambassadors
- Auctions & Holiday Shopping



MORRO BAY COMMUNITY CENTER
1001 Kennedy Way, Morro Bay

Sunday - November 6th, Noon - 4:30 pm

tickets online - soupabration.org

\$50 Soup Tasting & Food Sampling

\$65 includes Wine & Beer Tasting (plus souvenir glass)

SOUP CONTESTANTS

- Black Cat Bistro
- Kuma
- Lassen's (SLO)
- Linn's Restaurant
- Manta Rey Restaurant
- Mitsura Restaurant
- Oasis Restaurant
- LO Natural Foods Co-op
- Thai Bounty
- Whole Foods Market
- Plus More Exciting Restaurants TBA

WINE TASTING

- Adelaida Cellars
- Oso Libre Winery
- Sculpterra Winery
- More TBA

BEER TASTING

TBA

FEATURING

Robin Atkin Downes, Emcee

CELEBRITY JUDGES

- Rachel Duchak
- Brenda Hook
- Neele Jordan
- Chris Newton



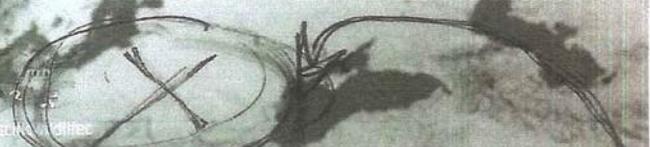
Zero Waste



Follow us on



www.soupabration.org





2016-17 Event Matching Grants Funds Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive matching funds from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be matched in this program is **up to \$10,000**.
- Proof of funds will need to be presented before pay out transpires.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at info@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 26-2379913

Organization Name: Morro Bay Merchants Association

Board Chair: Susan Stewart Phone: [REDACTED]

Main Contact: Susan Stewart Role: PRESIDENT

Email: [REDACTED] Phone: [REDACTED]

Address: 333 Morro Bay Blvd.

City/State/Zip: Morro Bay, CA 93442

Website: www.morro-bay.net

EVENT DETAILS

Event Name "Home for the Holidays" Street Fair Years in existence? 40 years

Description The Morro Bay Merchants Association has been holding two annual street fairs for over 40 years. The fair draws locals & tourists to the Downtown Morro Bay district for a day of family fun, food, shopping & entertainment. The money raised from participating vendors is used to subsidize advertising to promote shopping to locals & tourists in the downtown area. The money also pays for the production of fairs.

Date(s) November 27, 2016 to November 27, 2016

Location(s) Downtown Morro Bay

Website www.morro-bay.net

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.*



EVENT/COMPETITION QUESTIONNAIRE

Please fill out the required questionnaire below. The information provided will assist the Event Grants Taskforce Committee evaluate the need and the overall impact of your request.

How many days is your event or competition?

One day event Two day event 3+ days

How many attendees or spectators to you anticipate for your event or competition?

1,000 or less 1,001-2,500 2,501-5,000 5,001+

How many of the attendees or spectators do you anticipate being a 4+ hour drive from Morro Bay?

Less than 25% 25-49% 50-74% 75-100%

How many Morro Bay hotel/motel rooms do you anticipate being consumed resulting from your event?

10-49 rooms 50-99 rooms 100+ rooms

Will your event attract buses?

YES If yes, how many? _____
 No

Would you be willing to place the Morro Bay hotel/motel reservation widget onto your event or competition website? YES

No If no, why? Website undergoing re-design.

Are you charging an admission or gate fee for your event?

YES If yes, how much? _____
 No

Does your event have a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests? YES If yes, who is the contact? _____

No

Have you received funding through this grant program in the past? No Yes

If Yes, please explain how the funds were used To market the two annual merchant street fairs.

If awarded the funds, how will the funds be used?

Grant money would solely be allocated to advertise & market our winter street fair to procure regional & local attendance. Our marketing outreach includes radio, television, print, & social media. This grant would extend our marketing outreach.

*This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.



What type of benefits will you provide to Morro Bay Tourism in exchange for the funds?

The Merchants Association street fair will be a destination for visitors to extend stays. Advertising will benefit Morro Bay tourism.

MARKETING/ACTION PLAN

Please provide or attach up to a (1) one page outline of your marketing and/or action.

See Attached

This is how my event will positively impact the following entities:

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Bring tourists & vendors to Morro Bay to attend several county wide fairs & stay overnight

Sales Tax Businesses (restaurants, retail, etc) Tourists, locals, & vendors come to spend money in our city during our fairs.

City of Morro Bay our fairs are another regional & local draw for tourists, vendors, & locals to spend, stay, & return to our city. Transient vendor fees are also collected from vendors.

PROOF & PROCESSING OF FUNDS

In order to process the pay out of funds, you must provide proof of support through the following means (sorry, no in-kind donation values will be considered):

- Provide an award letter from a sponsor or sponsors on their official letterhead. It must include the dollar amount awarded to your event or competition (must be in US funds. No in-kind donation values will be considered)
• And/or a copy of the check or checks payable to your event/competition (or fiscal agent) awarded to your event or competition (must be in US funds)
• Grant funds cannot be processed and dispersed if proof of US funds is provided after the event or competition is complete

*This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.



- Your event or competition must process an invoice to Morro Bay Tourism within the current fiscal year, allowing at least 15 business days to process the payment

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify the enclosed information (surveys, registrations, hotel rooms, etc.)

We intend to provide a survey/feedback form to vendors asking where they stayed in Morro Bay. Most of our vendors come to our county to attend our fair.

JS (please initial) YES, I understand if the event listed in this document receives funding through this grant process, I and the rest of the event committee will not be able to approach the City of Morro Bay, California for any additional funding for this event. This is due to the fact that Morro Bay Tourism is a division under the City of Morro Bay.

JS (please initial) YES, I attest that the information provided in the Event Grants Funding Request Application is true, complete and accurate. I further agree that if my application is approved by the Morro Bay Tourism (TBID) Advisory Board that I will provide the "Post Event Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: Date: 7/15/16

This area is for the Event Grants Taskforce

Date Approved/Denied: VOTE: Yes: X No:

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of \$65,000 is available to fund multiple events.*

Marketing/Action Plan

Our mission is to encourage local residents to shop and dine in the Downtown district, and encourage tourists to dine, shop, and stay in Morro Bay. Sunday was chosen for the street fair to reduce competition with other local events and increase length of stay of out of town visitors.

*Important to note: The revenue collected from participating vendors covers the MBMA's advertising expenses.

The Street Fair Coordinator facilitates and reports to our Board of Directors the following processes:

1. Draw Vendor Participation: "Early Bird" Application & Vendor Attendance Letter is delivered offering savings. Submit request for participation to craft fair websites. Drive past & future vendors to website. Local Shops, restaurants & non-profits are also encouraged to participate to promote themselves.
2. Promote Street Fairs: Submit information to event calendars in regional & local papers, including Fresno and Bakersfield. Submit promotional copy to local radio and television stations. Create print ads for local papers including New Times, Tolosa Press, and Morro Bay Life. Previous marketing channels have included Charter Communications ads and merchant supported print ads.

The Merchants Association intends to use the grant funds to advertise the street fair in print, electronic, and radio media sources to bring shoppers downtown and extend visitors' stays in Morro Bay. Funds may also be used to promote the fair to vendors.

It is expected that exhibiting vendors from out of the area will stay in Morro Bay 1-2 nights for the fair.