



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 (MBTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MBTBID 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 MBTBID 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.

SPECIAL MEETING AGENDA

THURSDAY, JANUARY 19, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT
Members of the audience wishing to address the TBID Board on matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.
- III. APPROVAL OF MINUTES FROM THE DECEMBER 8, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING
RECOMMENDATION: Approve as submitted.
- IV. NOVEMBER 2016 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.
- V. TBID MONTHLY MEETING DATE CHANGE; (DEPUTY CITY MANAGER)
RECOMMENDATION: TBID Board review and affirm the proposed meeting date change to the 3rd Thursday of each month at 9 a.m.
- VI. UPDATE FOR POSSIBLE MODIFICATION TO TBID; (DEPUTY CITY MANAGER)
RECOMMENDATION: The subcommittee and staff recommend that the TBID Advisory Board maintain the current TBID structure and not make any changes at this time.

- VII. MARKETING, PUBLIC RELATIONS, SEARCH ENGINE OPTIMIZATION (SEO) UPDATE;
(TOURISM MANAGER)
RECOMMENDATION: Receive and file.
- VIII. VISITOR'S GUIDE 2017 PRESENTATION; (TOURISM MANAGER)
RECOMMEDATION: TBID Board approve one of the new looks and format to start ad sales and
production for the 2017 Visitor's Guide.
- IX. DECLARATION OF FUTURE ITEMS
- X. 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 THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – DECEMBER 8, 2016
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Vice Chairperson
	Jayne Behman	Member
	Taylor Newton	Member
ABSENT:	Maggie Juren	Member
STAFF:	Jennifer Little	Tourism Manager
	Ikani Taumoepeau	Deputy City Manager
	Scot Graham	Director of Community Development
	Lori Kudzma	Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/luw88SuZxZQ?t=50s>

A quorum was established and the meeting was called to order at 9:04 a.m.

II. PUBLIC COMMENT

<https://youtu.be/luw88SuZxZQ?t=1m16s>

The public comment period was opened.

Judy Salamaca, Board of Trustees of the Morro Bay Maritime Museum, gave an update on the grant that was received from the TBID for the promotion of the visit of the San Salvador, and answered questions from the Board.

Councilmember John Heading spoke regarding the Advisory Board Recognition Event. Councilmember Heading presented Certificates of Appreciation to Taylor Newton, Aaron Graves and Jayne Behman.

The public comment period was closed.

III. APPROVAL OF MINUTES FROM THE NOVEMBER 13, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING

<https://youtu.be/luw88SuZxZQ?t=26m28s>

Public Comment: None

MOTION: Motion by Board Member Yates to approve the minutes as submitted. Board Member Behman seconded the motion. The motion carried 3-0-1, with Board Member Newton abstaining due to his absence from the meeting.

IV. REVIEW OF THE CENTENNIAL PARKWAY AND EMBARCADERO FINAL DRAFT DESIGN PLANS

<https://youtu.be/luw88SuZxZQ?t=27m23s>

Community Development Director Scot Graham gave a presentation on the Centennial Parkway Concept Plan and answered questions from the Board. Director Graham stated that he was looking for Board consensus on the project and also the flow of traffic on the Embarcadero.

The Board was 3-1 in favor of moving forward with the Centennial Parkway project. Board Member Behman stated she cannot support the project until she has some questions addressed.

The Board was 4-0 in favor of moving forward with one-way traffic on Embarcadero and supportive of a trial phase for the traffic flow.

The Board members gave individual design concept comments.

Public Comment:

Joan Solu, resident and business owner spoke in support of the plaza concept and also suggested looking into non-permanent pavement options.

V. TRANSIENT OCCUPANCY TAX (TOT) REVIEW

<https://youtu.be/luw88SuZxZQ?t=1h1m7s>

Tourism Manager Jennifer Little gave an update on TOT and explained that the report was not included in the packet due to the short processing time this month. Manager Little also explained that an estimate was used for one of the hotels who had not yet submitted their TOT report.

There was a discussion regarding the logistics of moving the meeting date to accommodate the processing time of the TOT report. There was consensus to keep the existing meeting time and see if the Finance Department can accelerate the delivery of the TOT report.

There was also a brief discussion regarding the format of the TOT report. Tourism Manager Little and Chairperson Graves will discuss the desired format with the Finance Director.

Public Comment:

Joan Solu spoke regarding extrapolating the data and using the STAR reports that come from the County.

The Board received and filed the TOT report.

VI. DISCUSSION OF TBID RATE SCENARIOS, VACATION RENTALS AND RV PARKS IN TBID

<https://youtu.be/luw88SuZxZQ?t=1h15m17s>

Deputy City Manager Ikani Taumoepeau gave the presentation and answered questions from the Board.

The Board took a brief recess at 10:36 a.m.

The Board reconvened at 10:39 a.m.

There was discussion and consensus regarding moving forward with adding RV Parks and vacation rentals to the TBID.

Public Comment:

Joan Solu, owner of 456 Embarcadero, spoke regarding the history of the RV parks and vacation rentals being excluded from the formation of the TBID. Ms. Solu stated going forward there needs to be an outreach plan. Ms. Solu would also like the Board to keep in mind that there are voting differences between the '89 Act and '94 Act.

The Board discussed creating a subcommittee to meet with the City to create a comprehensive plan for moving forward. Chairperson Graves and Board Member Yates

volunteered to form the subcommittee. Board Member Yates invited Joan Solu to assist with the task force.

There was discussion regarding Board Member Juren joining the subcommittee in place of Chairperson Graves.

There was Board consensus that Board Member Juren and Board Member Yates form the subcommittee to aggressively move forward and bring back a recommendation to the TBID Advisory Board.

Due to technical difficulties Item VIII was heard before Item VII.

VIII. VISIT SAN LUIS OBISPO COUNTY (VSLOC) BOARD MEETING UPDATE – CHAIRMAN GRAVES

<https://youtu.be/luw88SuZxZQ?t=1h54m19s>

Chairperson Graves gave an update from the most recent Visit San Luis Obispo County meeting.

VII. MARKETING & PUBLIC RELATIONS UPDATE

a. November 2016 Marketing Report

b. November 2016 Press Clips

<https://youtu.be/luw88SuZxZQ?t=1h59m3s>

Tourism Manager Little gave updates and answered questions from the Board.

Public Comment: None

IX. DECLARATION OF FUTURE ITEMS

<https://youtu.be/luw88SuZxZQ?t=2h32m57s>

No future agenda items were declared.

The Board announced that it was Board Member Behman's last meeting as a TBID Advisory Board Member.

X. ADJOURNMENT

<https://youtu.be/luw88SuZxZQ?t=2h33m57s>

The meeting adjourned at 11:38 a.m.

Recorded by:

Lori M. Kudzma
Deputy City Clerk

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AGENDA NO: IV

MEETING DATE: January 19, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** January 9, 2017

FROM: Jennifer Little, Tourism Manager

SUBJECT: November 2016 Transient Occupancy Tax (TOT) Report

RECOMMENDATION

Receive and file.

BACKGROUND

November Occupancy was up 5% compared to 2016. Considering November 2016 was a Presidential election month staff is thrilled to see this 5% growth. Most communities saw a decline in November which is typical of an election year. Growth in Morro Bay hotel occupancy can be attributed to:

- 4 weekends including a 4-day holiday weekend.
- Kids Get Free Stuff promotion ran all month with 100% hotel participation
- Morro Bay Triathlon event
- Good weather including 2 days over 80 degrees and no rain

The STR report which is included in our report only shows a sampling of hotels and is not a complete list of all rooms accounted for on the county TOT. STR report is included in the staff infographics to be used as a sample only of what neighboring cities are doing.

ATTACHMENTS

1. TOT November 2016 Infographics with Year to Year Comparison
2. City of Morro Bay Transient Occupancy Summary with 2015/16 comparison 2016/17

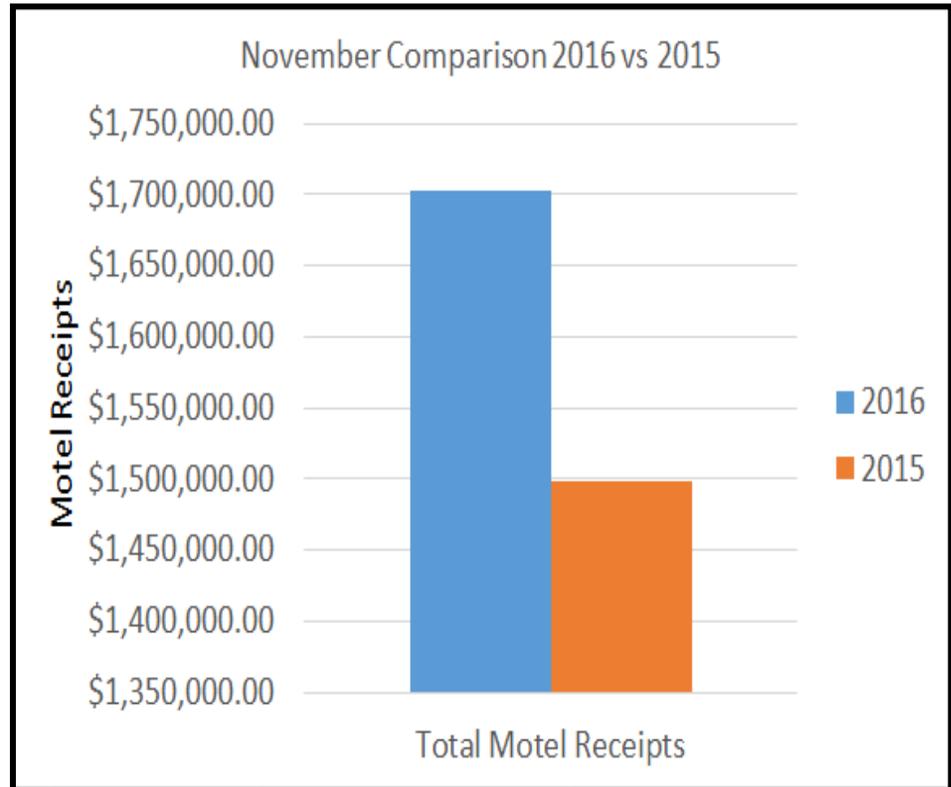
Prepared By: _____

Deputy City Manager Review: _____

TOT November 2015 - 2016 Year to Year Comparison



Monthly November Comparison	Occ %		ADR		RevPAR	
	2016	2015	2016	2015	2016	2015
Atascadero, CA+	62.1	61.7	124.58	126.43	77.36	78.04
Morro Bay, CA+	69.0	68.5	126.75	122.67	87.51	84.07
Paso Robles, CA+	72.1	77.9	141.60	138.63	102.06	108.00
Pismo Beach, CA+	72.8	79.6	164.87	151.64	120.07	120.74
San Luis Obispo, CA+	72.9	78.0	146.18	142.17	106.51	110.87
San Simeon, CA+	64.7	66.8	127.06	126.18	82.16	84.24
Five Cities+	71.5	77.3	157.49	146.86	112.63	113.47
North Coast+	70.8	71.9	155.44	153.02	110.12	110.02
North County+	69.4	73.6	137.56	135.91	95.50	100.05
South County+	72.1	77.6	152.11	144.64	109.74	112.24
San Luis Obispo County	71.1	74.9	147.38	142.31	104.75	106.61



2015	2016
\$55	\$62
REV PAR	

2015	2016
\$108	\$110
ADR	

2015	2016
51%	56%
OCC RATE	

TOTAL ROOM INCREASED IN 2016 UP TO 917

TOTAL JACKRABBIT LEADS: 1367

MARKET FACTORS FOR 2016

TOTAL WEEKENDS IN NOVEMBER - 4

MORRO BAY TRIATHLON 11/5

PRESIDENTIAL ELECTION 11/8

THANKSGIVING HOLIDAY 11/24 - 27

VALLEY WEATHER

DAYS OVER

0 - 100+

0 - 90+

0 - 80+

5 - 70+

25 - 60+

MORRO BAY WEATHER

DAYS OVER

0 - 90+

2 - 80+

9 - 70+

19 - 60+

**CITY OF MORRO BAY
 TRANSIENT OCCUPANCY SUMMARY
 FISCAL YEAR 2016/17**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)			
					TRAILER		VACATION	(B+E+G)			
	MOTEL	MOTEL	OCC	MOTEL	PARK	VACATION	RENTAL	TOTAL TAX	TMD	MBTBID	
	RECEIPTS	TAX	RATE	#RMS	RECEIPTS	TAX	RECEIPTS	COLLECTED	COLLECTED	COLLECTED	
JULY	\$3,926,321.42	\$392,632.14	84%	915	\$315,307.77	\$31,530.78	\$719,406.59	\$71,940.66	\$496,103.58	\$49,610.36	\$117,789.64
AUGUST	\$3,206,607.36	\$320,660.74	75%	917	\$234,691.15	\$23,469.12	\$514,431.72	\$51,443.17	\$395,573.02	\$39,557.30	\$96,198.22
SEPTEMBER	\$2,650,471.82	\$265,047.18	71%	917	\$216,541.97	\$21,654.20	\$334,816.93	\$33,481.69	\$320,183.07	\$32,003.05	\$79,514.15
OCTOBER	\$2,235,882.54	\$223,588.25	65%	917	\$181,242.94	\$18,124.29	\$291,745.07	\$29,175.27	\$270,887.82	\$27,092.86	\$67,076.99
NOVEMBER	\$1,701,950.15	\$170,195.02	56%	917	\$159,043.80	\$15,904.38	\$276,873.91	\$27,687.39	\$213,786.79	\$21,378.68	\$51,058.50
DECEMBER	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JANUARY	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FEBRUARY	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MARCH	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$13,721,233.29	\$1,372,123.33			\$1,106,827.63	\$110,682.76	\$2,137,274.22	\$213,728.18	\$1,696,534.27	\$169,642.24	\$411,637.51

**CITY OF MORRO BAY
 TRANSIENT OCCUPANCY SUMMARY
 FISCAL YEAR 2015/16**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)			
					TRAILER		VACATION	(B+E+G)			
	MOTEL	MOTEL	OCC	MOTEL	PARK	VACATION	RENTAL	TOTAL TAX	TMD	MBTBID	
	RECEIPTS	TAX	RATE	#RMS	RECEIPTS	TAX	RECEIPTS	COLLECTED	COLLECTED	COLLECTED	
JULY	\$3,567,987.30	\$356,786.72	85%	914	\$289,535.41	\$28,953.55	\$588,856.49	\$58,662.70	\$444,402.98	\$40,365.41	\$107,036.11
AUGUST	\$3,279,867.36	\$327,989.21	81%	915	\$244,967.70	\$24,496.77	\$441,652.70	\$44,165.25	\$396,651.23	\$37,116.34	\$98,395.53
SEPTEMBER	\$2,533,734.70	\$253,372.45	70%	915	\$204,270.87	\$20,427.11	\$288,860.77	\$28,896.33	\$302,695.89	\$28,934.52	\$76,011.56
OCTOBER	\$2,227,793.17	\$222,778.89	65%	915	\$169,806.34	\$16,980.55	\$205,687.03	\$20,568.65	\$260,328.10	\$25,478.24	\$66,834.80
NOVEMBER	\$1,498,834.45	\$149,883.80	51%	915	\$153,368.62	\$15,336.86	\$230,669.47	\$23,067.64	\$188,288.30	\$18,416.38	\$44,964.82
DECEMBER	\$1,280,602.25	\$128,060.85	46%	909	\$125,995.25	\$12,599.53	\$186,763.33	\$18,676.37	\$159,336.75	\$15,720.72	\$38,418.54
JANUARY	\$1,158,455.65	\$115,847.56	43%	914	\$102,218.19	\$10,221.82	\$121,359.63	\$12,101.96	\$138,171.34	\$13,537.36	\$34,753.25
FEBRUARY	\$1,474,454.14	\$147,445.41	53%	916	\$127,713.42	\$12,771.35	\$129,940.47	\$13,012.00	\$173,228.76	\$17,210.61	\$44,233.67
MARCH	\$1,829,170.54	\$182,916.52	60%	913	\$174,516.69	\$17,451.67	\$174,685.69	\$17,450.57	\$217,818.76	\$21,768.76	\$54,874.27
APRIL	\$2,006,930.33	\$200,693.03	62%	915	\$177,306.57	\$17,730.66	\$190,695.00	\$19,149.43	\$237,573.12	\$23,243.51	\$60,208.24
MAY	\$3,167,043.80	\$227,587.31	63%	913	\$194,592.77	\$19,459.28	\$268,883.26	\$26,998.98	\$274,045.57	\$27,320.84	\$68,276.84
JUNE	\$2,802,327.72	\$280,232.47	75%	916	\$255,940.62	\$25,594.06	\$437,106.94	\$43,710.69	\$349,537.23	\$34,849.72	\$84,069.74
TOTFY16-17	\$26,827,201.41	\$2,593,594.23			\$2,220,232.45	\$222,023.20	\$3,265,160.78	\$326,460.57	\$3,142,078.01	\$303,962.38	\$778,077.36

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AGENDA NO: V

MEETING DATE: January 19, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** January 9, 2017
FROM: Ikani Taumoepeau, Deputy City Manager
SUBJECT: TBID Monthly Meeting - Date Change

RECOMMENDATION

TBID Board review and affirm the proposed meeting date change to the 3rd Thursday of each month at 9 a.m.

BACKGROUND

This new proposed meeting date will help alleviate time constraints and allow staff a bit more time to work on Board packets and reports.

Prepared By: IT

Deputy City Manager Review: _____

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AGENDA NO: VI

MEETING DATE: January 19, 2017

Staff Report

TO: Tourism Business Improvement District Advisory Board

DATE: January 12, 2017

FROM: Ikani Taumoepeau, Deputy City Manager

SUBJECT: Update for Possible Modification to TBID

RECOMMENDATION

The Public Outreach subcommittee and staff recommend that the TBID Advisory Board maintain the current TBID structure and not make any changes at this time.

BACKGROUND

On November 10, 2016, the TBID Advisory Board asked staff to return in December 2016 with an analysis that showed various rate scenarios for the assessment area with the potential impact of Vacation Rentals and RVs to the Tourism Business Improvement District (TBID).

On December 8, 2016, the TBID Advisory Board asked staff to get together with certain TBID board members and go over public outreach strategy to modify the TBID and return January 19, 2017 with a plan and update.

DISCUSSION

Staff met with the Public Outreach Team and the overall impression was to retract at this time on the modification for TBID and to continue focus on excellence in tourism. The Outreach Team felt strongly that with the recent transitions in TBID and Tourism, and before a modification to the TBID moves forward to the lodging community, the TBID and staff should continue to work towards proving excellence in tourism first.

CONCLUSION

To maintain the current TBID structure and continue focus on excellence in tourism.

Prepared By: IT

Deputy City Manager Review: _____

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AGENDA NO: VII
 MEETING DATE: January 19, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** January 9, 2017
FROM: Jennifer Little, Tourism Manager
SUBJECT: Marketing, Public Relations and Search Engine Optimization (SEO) Monthly Update

RECOMMENDATION

Receive and file.

BACKGROUND

Overview documents are submitted monthly from various agencies to create the attached reports for reviewing our marketing and public relations efforts.

Our SEO contract started December 10th and has quickly brought to staff’s attention several issues with the current website. Changes are being corrected to minimize these issues and move our SEO abilities forward.

Although our site visits have grown from 14,664 in 2015/16 to 22,095 in 2016/17 overall we have lost extensive views specifically on our hotel pages due to previous changes in the search criteria. When the site was rebuilt a few years ago the search criteria for hotel stays was changed from “morro-bay-hotels-motels” to “places-to-stay-hotel-motel”. Based on analytics we can assume that this search engine change has limited the amount of people searching places to stay which could be mainly because the search does not include the term morro-bay. Staff is working on correcting these search links for improved response.

MorroBay.org - Organic Searches													
Entire Site	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
FY11/12	14,148	12,613	7,776	6,513	6,176	6,536	8,220	8,968	10,516	11,261	10,498	9,129	112,354
FY12/13	9,949	9,103	8,261	5,755	5,844	6,038	5,776	5,670	6,394	7,782	6,944	7,222	84,738
FY13/14	9,257	9,103	6,922	6,871	5,598	6,474	7,038	7,029	8,300	9,602	10,001	11,721	97,916
FY14/15	14,629	12,007	10,115	10,185	8,861	9,375	10,648	10,645	11,161	12,001	12,155	13,502	135,284
FY15/16	14,644	11,558	9,770	8,656	6,728	8,506	9,187	10,977	14,464	14,323	16,581	17,738	143,132
FY16/17	22,095	17,068	18,299	12,466	11,272	15,916							97,116

ATTACHMENTS

1. December 2016 Marketing Report
2. December 2016 Press Clips

Prepared By: _JL_
 Deputy City Manager Review: _____

Morro Bay Tourism December 2016 Marketing Report

December 2016 Website, Advertising and Social Analytics
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Web Stats

- Website Unique Visitors: 26,133 *(+70% YOY)*
- Lodging Page Views: 2,480 *(+7% YOY)*
- Jack Rabbit Searches: 2,304 *(+85% YOY)*
- Jack Rabbit Referrals: 1,367 *(+95% YOY)*

Advertising Stats to Date

- Paid Digital Impressions: 14 M
- Clicks to Morrobay.org: 63,851
- CTR: .46% *(industry average .1%)*

Social Media Stats

- Facebook Likes: 47,016 *(+9,625 likes, +21%, since July 1)*
 - Page Engagement: 9,642 *(-48.1% MOM)*
 - Weekly Reach: 168,556 *(-44.4% MOM)*
- Twitter Fans: 1,781; *(+02%)*
- Instagram Fans: 8,766 *(+29% since July 1)*
 - Weekly Reach 30,000
 -

Marketing Campaigns

Kids Get Free Stuff Campaign: October 24 – December 31

Final Results:

- Digital Impressions: 3,961,823
- Clicks: 7,927
- Promo Landing Page Visits: 9,465
- Jack Rabbit Booking Link Clicks: 1,013
- FB reach: 207,314
- FB engagement: 1357
- Kids Passports Given Out: **717**

Redemptions 45 in total

- 17 kites
- 12 Chowders
- 10 taffy
- 1 gummy shark
- 5 subsea tours



Winter is for the Birds Campaign: December 2 – February 28

Overview: The Winter is for the Birds Campaign strategy is to acquire bookings in January and February with an emphasis on love birds, snow birds and bird watchers. We are targeting women and boomers with disposable income in target markets Los Angeles, San Juaquin Valley and the Bay area.

Offer: Stay two nights, get 3rd half off at participating hotels

- The offer is focused on increasing length of stay during this shoulder season.

Launched December 2: Hotels and on Social Media including Facebook, Google Adwords and Display

Launched January 2: Digital Media Outlets Adara and Ad Taxi

Results to Date:

- Digital Impressions: starts January 2
- Clicks: starts January 2
- Promotion MB.org Landing Page Visits: 2,553
- Jack Rabbit Booking Link Clicks: 34
- FB reach: 123,043
- FB engagement: 1,365
- Restaurant Passports Given Out: TBD



Grant Fund Promotional Results to Date:

Lighted Boat Parade, December 10

- FB promo reach: 309,500
- FB promo: 8,734clicks
- MB.org event listing views: 23,811

Billboard on Highway 41

- Installed January 3, 2017
- Billboard faces East, welcoming West Bound Travelers
- January/February Billboard: Winter is for the Birds Promotion



November Public Relations Activities

Proactive/reactive Media Outreach

- Sent birding info to new list of Birding Publications
- Researching and pitching pertinent info to Editorial Calendars for top tier travel publications.
- Preparing for VisitCA New York Event
- Wrote and submitted California Bucket List items to **Los Angeles Times**
- Submitted What's Hot info to **CCTC UK**
- Submitted requested info to **Black Diamond**
- Submitting What's New to **VisitCA**
- Creating info for **VisitCA New York event**
- **Society of American Travel Writers Convention Event Follow Up**
SATW - Larry Larsen/**Florida Sportsman/International Angler/Luxe Beat Magazine**, is interested in visiting Morro Bay this summer for a story. He is an avid fisherman and very interested in the area's offerings. I have added him in my calendar to contact in early spring and set up a time to visit this summer.
SATW - Karen Lepari - **Global Traveler** - interested in a "Luxe on the Coast" story angle that would incorporate both Morro Bay and possibly other wine regions such as Paso Robles for Global Traveler. She would also pitch emerging story ideas from her visit to her other outlets. Her dates are flexible, but she mentioned February or March being ideal. Here is an example of recent coverage: <http://www.globaltravelerusa.com/authors/karin-leperi/>
SATW - Shelly Rivoli - **TravelswithBaby.com, Family Travel411.com**, is interested in both Morro Bay and Redding/Shasta Cascade.
- Sent info and image of Lighted Boat Parade to **NBCLA**
- Sent info and image of Bird Watching event to **NBCLA**
- Sent info on April events to 805 Magazine

- Meade Fisher has an article coming out early in 2017 in **California Explorer**, and will also include Morro Bay in her short ebook: **Stay and Play on the San Luis Obispo Coast**
- Julie Henning from **Road Trips for Families** is interested in visiting in the summer of 2017.
- **The Desert Sun**, Kathy Strong, has asked us to get back in touch after the holidays.
- Working on getting new dates for Linda Hafizi, Publisher, **Elite Magazine**.
- Working with editor of **Foodism Blog** to get editor to visit for food stories.
- Reviewed **Simon & Baker Travel Review** and decided not to move forward with them
- Reached out to **IPA** for more info but they didn't return emails or calls
- Followed up with Howard Hain, **Military Press**, story to run in March
- Following up with Kristine Dworkin, **Trekaroo**

Press Releases

Monthly releases written and distributed over PR Newswire and Mental's Proprietary List of 5,000 travel and lifestyle journalists:

- Following up on press release: **Our Secret Season is Here! Morro Bay offers Sunny Coastal Weather with clear blue skies in November and December, the Crowds Are Gone and there's No Shortage of Things to See, Do and Eat!**
- Wrote and distributed Press Release: **Winter is For the Birds: Calling all Bird Lovers and Lovebirds to Morro Bay, CA Birders Descend on Morro Bay for the 2017 [Morro Bay Winter Bird Festival - January 13-16](#) Find Great Lodging Specials and Discover the Morro Bay January and February Food and Wine Passport with Discounts Perfect for Lovebirds**
- **Sent to Proprietary Travel Media List:** 3843 media outlets on the Mental Marketing proprietary list on December 22, 2016

Birders World	Seattle Times	SF Examiner
Wild Birds	Santa Monica Observer	LA Times
Bird Watchers Digest	Travel Weekly	NY Times
Bird Watching	NBC LAFresno Bee	The Tribune News
Birds & Blooms	Sacramento Bee	Bay Area Newsgroup
Birding	Baker City Herald	AAA Magazine
Birders Guide	San Jose Mercury News	Central Coast Tourism
North American Birds	OC Register	Visit SLO County
ABA Blog	I'm Outdoors	VisitCA
National Geographic	KCRW	San Simeon Chamber
Birds of North American	NPR	Time Inc
Travel Weekly	Pacific Business Times	San Francisco Travel
Santa Barbara Magazine	NoozHawk	San Fran Magazine
Boomer Patrol	KEYT	LA Parent
	USA Today	

Visiting Media:

- **December**
Travel News Syndicate writers doing story on BabyMoon
- **January**
Linda Ballou, **National Association for Boomer Women, Birding publications**
Daisy Barringer, **EventBright**

- **March**
Wendy Alschuler, **Daily Meal, Red Tricycle** and others
- **Getting travel dates from:**
Polina Steier, **Marine Magazine**
Cheryl Crabtree, **Bindu Media, Fodors**
Linda Hafizi, **Elite Magazine**

Pending Coverage

- Daily Meal
- Red Tricycle
- National Association of Boomer Women
- Military Press
- Trekaroo
- Competitor Magazine
- It's a Wonderful Life Blog
- Ever in Transit
- About.com
- Military Press
- Bindu Media
- Joseph Rosendos Travelscope
- VisitCA
- Antelope Valley Press
- Coastal Living Magazine
- TravelGirl.com
- News.com.au
- Valley Scene Magazine
- SoiCalThrills.com
- Men's Journal
- AAA Magazine
- Jet Set Extra
- Sunset Magazine
- examiner.com
- Huffington Post
- LA Times Travel in Print



December 2016 Press Clips

Press Release: Winter is For the Birds: Calling all Bird Lovers and Lovebirds to Morro Bay, CA

 SUMMARY

231M

ONLINE READERSHIP:

219K

ESTIMATED COVERAGE VIEWS:

1.3K

SOCIAL SHARES:

48

LINKS FROM COVERAGE:

3.09K

ORGANIC WEB HITS:

1.62M

AD VALUE:

678

MEDIA VIEWS:



DEC 4 2016

COZI MURDER, SHE WROTE WEEKDAYS 3PM/2C
 BROADCAST 11.2 COMCAST 186

worth ^{THE}trip

OUR DAILY LOOK AT DEALS AND GETAWAYS

Morro Bay Lighted Boat Parade

It's a vivacious outing next to the famous volcanic plug.

By Alysia Gray Painter



Howard Dignatius

If you wanted to see the Morro Bay Lighted Boat Parade, it has a new date: Saturday, Dec. 10, 2016.

MORRO ROCK... requires no decorations or lights or gewgaws or ornaments. It is an ancient treasure, a volcanic plug of mammoth proportions, and adding even the teensiest bow or ribbon or doodad to it would alter its perfect, and perfectly eternal, presence. That said, we're all about doing it up in the waters below the famous rock, especially when December drops anchor. And while lighted boat parades dot California's busy pre-Christmas schedule, the one in **Morro Bay** is truly about the most middle-y of all the merry on-the-water events. And by "middle-y" we mean that people from northern parts, southern parts, and those who live east can find their way to the bay, to see all of those sparkling ships, from bigger boats to those who hold a single person (captain and passenger, both). The date? Well, it was Dec. 3, but the 2016 glittery go-out has hopped down the calendar due to "Extreme negative tide." So if you wanted to get your rock-tastic fill in, and see some Pacific-pretty sights, go Central Coast on...

SATURDAY, DEC. 10: Look for "...skiffs, yachts, fishing boats, cutters, sailboats, and kayaks" to begin their oar-dipping around 6:30 in the evening, though the holiday tunes and Claus-y snapshots kick off earlier in the afternoon. The lighted boat parade may be admired from points around the Embarcadero, but South T-Pier is the center of the action. Bundling up? A must. Loving the pairing of nature (Morro Rock) and the Noël (Santa and shimmering skiffs)? That's a must, too, but we're just betting every visitor will arrive with both of those things in merry tow.

Published at 9:47 AM PST on Dec 4, 2016



TRENDING STORIES

- VIDEO** Operator of Ill-Fated Warehouse is Convicted Felon: Records
- A Look at the 'Ghost Ship's' Wooden Staircase
- PHOTOS** Inside the 'Oakland Ghost Ship' Warehouse Building
- VIDEO** Eleven Victims Identified in Deadly Oakland Warehouse Fire
- With Loss, 49ers Strengthen Position at Top of 2017 Draft

WEATHER FORECAST

San Jose, CA

54° Overcast
Feels Like 54



(EST.) MONTHLY VISITS: **2.11M**

(EST.) COVERAGE VIEWS: **5.96K**

LINKS FROM COVERAGE: **1**

f
1.2K



worth THE drive

OUR DAILY LOOK AT NEARBY GETAWAYS

Bird Fest: Soarers of the Central Coast

Flap your wings for this peaceful avian event in Morro Bay.

By Alysia Gray Painter



Morro Bay Winter Bird Festival

Spend the middle of January near the shores around Morro Bay finding and photographing Brandt's Cormorant, Snow Geese, Turkey Vultures...

VENTURING TO A PLACE... that is famous for its feathery visitors? It can be just the sort of vacation-in-nature that a bird buff craves. But there's further craving beyond just reaching the spot that's known for its sky-soaring visitors: You want to find that one bird you haven't yet seen. It might be a California Condor or a Surf Scoter or a Cooper's Hawk or another flying wonder that has eluded you, and your all-important "Birds I've Seen" list, for some time now. That's why heading for a wing-wonderful festival, one that's at a beautiful location that's known for its beak-rocking, flight-soaring visitors, can help the birder who is eager to find that quail or hawk or duck they've longed to see. And as anyone who has ever kept a "gotta find it" list knows, the start of the calendar year can rev up the passions to finally fill out your finds (whatever the topic of your "gotta find it" passion list happens to be). Good thing, then, that the...

MORRO BAY WINTER BIRD FESTIVAL... alights upon the Central Coast just a couple of weeks into January. The 2017 dates are [Friday, Jan. 13 through Monday, Jan. 16](#), and the schedule of go-outs, talks, and field trips covers all corners of birddom love. There's a Morro Bay State Park hike, a trip to a regional oyster farm, a talk on drawing birds to your garden, a workshop devoted to bird sounds, an owling field trip, bird photography tips, and kayaking opportunities. Could this be a return to a former hobby for you, a passion you loved but had to bid adieu due to life's busyness? Make a new year's resolution to return to it. Or, if you're deep into your devotion to all things with wings, consider a visit to [Morro Bay](#) the birdly burnishing of your skills and enjoyment. But will you finally find that one bird you've longed to see? The entire of this January, this shall be a great event all



TRENDING STORIES

- 1 Chargers Move to LA Almost a Done Deal: Sources
- 2 Actor T.J. Miller Arrested for Battery in Hollywood Hills
- 3 VIDEO 3 Stabbed at Norwalk Bar
- 4 Malibu Homeowners Fined \$4.2 Million Over Beach Access

SPONSORED 10 Ways to Treat Yourself This Holiday Season

WEATHER FORECAST

Los Angeles, CA

59° Overcast Feels Like 59



DEC 8 2016

(EST.) MONTHLY VISITS: **2.47M**

(EST.) COVERAGE VIEWS: **6.28K**



3



worth the trip

OUR DAILY LOOK AT DEALS AND GETAWAYS

Morro Bay: Discount Promotion

"Kids Get FREE Stuff," like kite rentals and museum admission, in November and December.

By Alysia Gray Painter



photomorrobay.com/Discover Morro Bay

"Kids Get FREE Stuff" in November and December around the picturesque community. Planning a weekend family getaway? See all the sweet discounts before you head for the big rock.

WHILE OCTOBER... brims with fascinating (and only semi-frightful) Halloween attraction deals, and the end-of-the-year can be very much about holiday-oriented vacations, there is a quiet time in the middle, one that could benefit from a few money-saving perks on the getaway front. Pause and consider, for a moment, if you spent a bit too much on costumes and candy, and if down-the-road gifts might also grow expensive, how a few deals found at a popular destination could be just the thing.

PLANNING A LIVELY WEEKEND, or a couple of weekdays away, at a place that currently has a bevy of discounts created just for the young'uns is clearly one possible path to a family-cool pre-yuletide break. **Morro Bay** is going that getaway-helpful route, and it is doing so in both November and December. Call it the...

"KIDS GET FREE STUFF"... deal, and then peruse the lovely list of local businesses and attractions that are saving visitors funds (while they have fun, natch). The first to-do? Plan to stay at least two nights in the area. A "passport of goodies will be provided for each child under 16," including free kite rental at Surrey's and Farmer's Kites, a cup of clam chowder at Giovanni's Fish Market, and, yes, a free gummy shark at Gramma's Frozen Yogurt (a perfectly in-theme candy choice, as so much of Morro Bay nudges along the Pacific Ocean, and glorious Morro Rock).

BOOK NOW: If you're the kind of family unit that schedules its vacation ahead of the holiday hullabaloo, consider a Central Coast idyll, complete with a few solid perks for



TRENDING STORIES

- 1 PHOTOS Inside the 'Oakland Ghost Ship' Warehouse Building
- 2 A Look at the 'Ghost Ship's' Wooden Staircase
- 3 VIDEO Operator of Ill-Fated Warehouse Has Criminal Past: Records
- 4 Oakland Warehouse 'Looks Very Bad,' Stairwell Unsafe
- 5 VIDEO Eleven Victims Identified in Deadly Oakland Warehouse Fire

WEATHER FORECAST

San Jose, CA

54° Overcast Feels Like 54



(EST.) MONTHLY VISITS: 2.11M

(EST.) COVERAGE VIEWS: 5.96K

LINKS FROM COVERAGE: 2



9

50 states, 50 dates: Romantic ideas around the USA

Sarah Sekula, Special for USA TODAY 7:48 a.m. EST December 1, 2016



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50 states, 50 dates: Romantic activities around the USA

California - Romance is always in the air in the charming seaside village of Morro Bay. Visit California, Chris Leschinsky

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DEC 1 2016

(EST.) MONTHLY VISITS: **465K**

(EST.) COVERAGE VIEWS: **2.22K**

f
19

“ 50 states, 50 dates: Romantic activities around the USA. California - Romance is always in the air in the charming seaside village of Morro Bay.



California Central Coast's Secret Season-- discover Cambria and Morro Bay mid-winter getaways

By TOM WILMER · DEC 19, 2016

PROGRAM
 Journeys of Discovery with Tom Wilmer

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Listen 20:51

Correspondent Tom Wilmer explores mid-winter value staycation getaway options on the California Central Coast in Cambria and the Inn at Morro Bay



Morro Bay's back bay is a stunningly beautiful place
 CREDIT THOMAS WILMER

January and February is when hotel occupancy, restaurant patronage, and tourists visiting the Central Coast is at a low ebb. Throughout the San Luis Obispo County, January is "Restaurant

Month" with ample offerings of two-for-one dinners, and other hard to pass up deals. Many hotels offer overnight stays far below posted rates.

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(EST.) MONTHLY VISITS:	11.6K
(EST.) COVERAGE VIEWS:	175
LINKS FROM COVERAGE:	1



California Coast winter getaways to Morro Bay and realm of North Coast elephant seals

By TOM WILMER • DEC 16, 2016

PROGRAM
 Journeys of Discovery with Tom Wilmer

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Tall Ship Lady Washington enters Morro Bay Harbor
 THOMAS WILMER

Listen
 22:35

A conversation with Morro Bay Tourism's Jennifer Little, Mark Elterman with California Highway One Discovery Route, and Morro Bay hotelier Joan Solu as they share locals' insights about cool things to do, see, dine, overnight, and outdoor explorations along the bay and coast in the winter months.



Jennifer Little (L) Mark Elterman (C) Joan Solu (R)

CREDIT THOMAS WILMER

Join the conversation dockside at Morro Bay Harbor with Jennifer Little of Discover Morro Bay Tourism Bureau, Mark Elterman with California Highway

1 Coast Discovery Route, and Morro Bay hotelier Joan Solu.

January and February are dubbed the "Secret Season" by local

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DEC 16 2016

(EST.) MONTHLY VISITS: **11.6K**

(EST.) COVERAGE VIEWS: **175**

LINKS FROM COVERAGE: **1**

5



FAMILY TIME IN CALIFORNIA!

Winter brings many wonders; you can find both the sun and the snow in California at this time of year and the bonus of lower hotel rates makes it the perfect winter getaway.

Everything from Junior Ranger programs in Yosemite, new expeditions at SeaWorld San Diego, and kite flying off of California's iconic Central Coast, there is something for families with children of all ages.

For more information on family fun that can be found in the Golden State, we advise you read on!

Coastal Family Experiences in Ventura



Ventura County Coast is the gateway to the Central Coast of California and offers plenty of memorable, laid-back, affordable family experiences all year round. Downtown Ventura boasts a unique collection of eclectic shops including many thrift stores, vintage stores and consignment shops that will get the kids excited to dig for buried treasures. Families can escape to the famously mysterious Channel Islands National Park winter, spring, summer and fall; choose a day trip or camp overnight on one of the five uninhabited islands for a truly rugged California adventure. Plenty of family-friendly restaurants, museums, historic landmarks can be found in the charming small town of Camarillo and the quiet beachside Port Hueneme.

Kite Flying at Morro Bay

There is something for every family member to enjoy in the quaint town of Morro Bay, CA. Outdoor activities abound: kayak and paddle board the bay with sea otters, bay seals and birds including pelicans and peregrine falcons, rent a suney or beach cruiser and cycle out to the iconic Momo Rock, have a kite flying party, or just beach comb the miles of sandy beaches. Family-friendly activities indoors includes the interactive Museum of Natural History, located in Morro Bay State Park, right next to the Cormorant and Heron Rookery – a virtual year-round ecological party with birds. Or perhaps your kids would like to explore the world's biggest skateboard at the Morro Bay Skateboard Museum, or view aquariums of steelhead trout and eelgrass, and 3-D images of the estuary at the Estuary Nature Center. For more information, visit <http://morrobay.org/things-to-do/family-friendly>.

Black Diamond UK Monthly Newsletter- Family

(EST.) MONTHLY VISITS: **2.5K**

(EST.) COVERAGE VIEWS: **500**

“ This is a trade newsletter which is sent to approximately 2,500 travel agents/product managers here in the UK and Ireland by Visit CA



Meltwater



43 results

Birders Descend on Morro Bay for the 2017 Morro Bay Winter Bird Festival - January 13-16

AP (Hosted) | Dec 22, 2016

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-- WITH PHOTO -- TO LIFESTYLES, AND TRAVEL EDITORS:

Winter is For the Birds: Calling all Bird Lovers and Lovebirds to

Morro Bay, CA

MORRO BAY, Calif., Dec. 22, 2016 /PRNewswire/ -- Winter is the perfect

time to visit Morro Bay, CA and enjoy the fantastic coastal

destination with sunny days perfect for lovebirds, romantic hikes,

cozy nights by the fire, and amazing bird watching considering the

quaint town is located along of the Pacific Flyway. In fact, winter is

birding season and the Morro Bay National Estuary Preserve and its

800-acre wetland are home more than 250 species of land, sea, and

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San Luis Obispo County ports with the Rita G out of Virg's Landing in Morro Bay taking out 10 anglers





< December 2016 >
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Currently Viewing Shown below are all upcoming events posted to the calendar. Because of the sheer volume of upcoming events, we suggest you use any of the various search tools located in the menu to find specific events.
 You may also be interested in just [current events](#).

All Calendar Events

Pages: 1

Sunset Walk
 December 23, 2016 Bakersfield, CA ****RESERVATIONS REQUIRED**, and open up 2 weeks before each event The Sunset Walk is a great opportunity for photographers, and anyone who enjoys... [read more](#)

Volunteer Days
 December 27, 2016 Bakersfield, CA ****RESERVATIONS REQUIRED**, and open up 2 weeks before each event We need your help! Our volunteer events are fun and rewarding allowing you... [read more](#)

New Year's Day Hike At Anderson Marsh State Historic Park
 January 01, 2017 Lower Lake, CA Start the New Year off right by joining us for a walk in Anderson Marsh State Historic Park Sunday, January 1, 2017 at noon Fourth Annual... [read more](#)

The following are Ongoing Events
Fourth Annual Coastal Discovery & Stewardship Celebration Hosted By The Highway 1 Discovery Route - ONGOING
 January 13, 2017 - SLO, CA
 February 28, 2017

 The 10 destinations along California's Highway 1 Discovery Route (H1DR) in San Luis Obispo County from Ragged Point and Cambria to Avila Beach... [read more](#)

Morro Bay Winter Bird Festival
 January 13, 2017 - Morro Bay, CA The Morro Bay Winter Bird Festival is a yearly eco-tourism event promoting an understanding and appreciation of birds and other wildlife and... [read more](#)

18th Annual Snow Goose Festival Of The Pacific Flyway
 January 25, 2017 - Chico, CA This action-packed 5-day event celebrates the remarkable journey of millions of waterfowl and raptors along the Pacific Flyway that call the... [read more](#)

San Francisco Bay Flyway Festival
 February 10, 2017 - Vallejo, CA Wildlife Expo is packed with non-profit organizations, resource agencies and vendors with items for sale. Art exhibit and reception Friday evening... [read more](#)

Winter Wings Festival
 February 16, 2017 - Klamath Falls, OR Winter birds at their finest! Winter Wings brings together birders and photographers of all stripes to learn and explore with top notch professionals... [read more](#)

California Duck Days
 February 24, 2017 - Davis, CA
 February 25, 2017

 California Duck Days, the annual northern California wetlands and wildlife festival, is celebrating its 23rd year. It will be held from 9am... [read more](#)

California Trails & Greenways Conference 2017
 April 19, 2017 - Monterey, CA California Trails & Greenways 2017 provides three days of high-quality education and networking opportunities for urban, rural, and back-country... [read more](#)

California Trails & Greenways Conference 2017
 April 21, 2017

DEC 21 2016

(EST.) MONTHLY VISITS: **2.09K**

(EST.) COVERAGE VIEWS: **366**


22



Morro Bay, CA is Calling all Bird Lovers and Lovebirds: Winter is For the Birds

Birders Descend for the 2017 Winter Bird Festival - January 13-16

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Morro Bay CA is the perfect destination for lovebirds, with romantic hikes, cozy nights by the fire, and more.

Answer a survey question to continue reading this content

Question 1 of 3 or fewer:

How often do you browse travel media (guides, blogs, articles, reviews, tips, etc)?

- Almost never
- Once or twice a year
- Once every few months
- Once or twice a month
- Once or twice a week
- Prefer not to answer

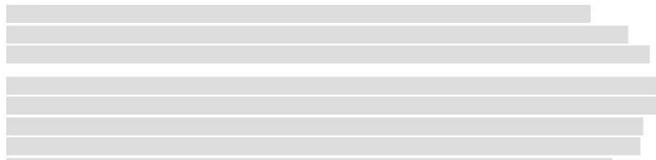
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- Ivanka Trump Will Fulfill...
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- UFO Crashes Into Arctic...
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- After 47 Years, NORMS...
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- Tiffany Trump Set to E...
Observer Staff
- Invest \$500,000, Get a...
Amanda Soss
- JetSuiteX to Offer Pas...
Observer Staff
- Acupuncture Saves Litt...
David Ganezer
- We Have Detected 234 A...
Sarah Storkin
- New York Times Calls F...
Stan Greene

December 27, 2016

(EST.) MONTHLY VISITS:	385K

(EST.) COVERAGE VIEWS:	49K

LINKS FROM COVERAGE:	1

	3



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By: [Morro Bay](#) via [PR Newswire](#) December 22, 2016 at 08:46 AM EST

Winter is For the Birds: Calling all Bird Lovers and Lovebirds to Morro Bay, CA

MORRO BAY, Calif., Dec. 22, 2016 /PRNewswire/ -- Winter is the perfect time to visit [Morro Bay, CA](#) and enjoy the fantastic coastal destination with sunny days perfect for lovebirds, romantic hikes, cozy nights by the fire, and amazing bird watching considering the quaint town is located along of the Pacific Flyway. In fact, winter is birding season and the [Morro Bay National Estuary Preserve](#) and its 800-acre wetland are home more than 250 species of land, sea, and shore birds, both migratory and resident and dozens of endangered species including Peregrine Falcons. Lovebirds flock to Morro Bay in the winter to enjoy the romantic sunsets, restaurants and cozy hotel rooms, so book your romantic getaway today! Find a plethora of bird watching and love bird lodging specials throughout January and February [here](#), including offers to stay two nights and get third night half-off! Plus, every hotel guest in Jan/Feb will receive our Food & Wine Passport with over \$90 in food offers.

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Advertised fares were found in last 24 hrs and may not be available to be booked.

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\$228.04 [VIEW >](#)

Santa Maria(SMX) to Los Angeles(LAX)
\$178.20 [VIEW >](#)

San Luis Obispo(SBP) to Portland(PDX)
\$349.60 [VIEW >](#)

San Luis Obispo(SBP) to San Jose Cabo(SJD)
\$378.43 [VIEW >](#)

(EST.) MONTHLY VISITS: **6.54M**

(EST.) COVERAGE VIEWS: **12.4K**

LINKS FROM COVERAGE: **5**





PRESS RELEASES

Winter is For the Birds: Calling all Bird Lovers and Lovebirds to Morro Bay, CA

Birders Descend on Morro Bay for the 2017 Morro Bay Winter Bird Festival - January 13-16

Dec 22, 2016, 8:46am EST

MORRO BAY, Calif., Dec. 22, 2016 /PRNewswire/ -- Winter is the perfect time to visit [Morro Bay, CA](#) and enjoy the fantastic coastal destination with sunny days perfect for lovebirds, romantic hikes, cozy nights by the fire, and amazing bird watching considering the quaint town is located along of the Pacific Flyway. In fact, winter is birding season and the [Morro Bay National Estuary Preserve](#) and its 800-acre wetland are home more than 250 species of land, sea, and shore birds, both migratory and resident and dozens of endangered species including Peregrine Falcons. Lovebirds flock to Morro Bay in the winter to enjoy the romantic sunsets, restaurants and cozy hotel rooms, so book your romantic getaway today! Find a plethora of bird watching and love bird lodging specials throughout January and February [here](#), including offers to stay two nights and get third night half-off! Plus, every hotel guest in Jan/Feb will receive our Food & Wine Passport with over \$90 in food offers.

"Winter is definitely for the birds here in Morro Bay, and we love birds," says Jennifer Little, Executive Director of Discover Morro Bay. "Our Winter Bird Festival is very special because we are blessed to share our home with the Morro Bay National Estuary, where hundreds of birds, animals and plants, live in the beautiful landscape that's Morro Bay. We also welcome lovebirds at this time of year because Morro Bay is the perfect place to express your love for one another."

Morro Bay Winter Bird Festival

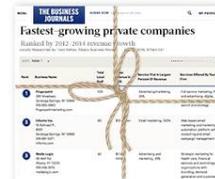
Every Martin Luther King weekend, more than 500 bird lovers from around the world attend the annual [Winter Bird Festival](#). Morro Bay is a globally important bird area, making it the perfect place to see, photograph, and learn about birds. Morro Bay is on the Pacific Flyway. More than 200 species can be sighted during the Festival weekend. While you're in town, kayak through the National Estuary Channels, sail the bay and watch a variety of birds take flight, or hike near Morro Rock, a key haven for the once endangered bird, the peregrine falcon. Online [registration](#) for the 2017 Festival is open.

But that's not all to [discover in Morro Bay](#). For information on all the exciting things to do and see in Morro Bay, visit [www.morrobay.org](#).

MEDIA CONTACT:

Susan Hartzler
Public Relations Manager
[Mental Marketing](#)
818-585-8641
138964@email4pr.com

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(EST.) MONTHLY VISITS: **12.2M**

(EST.) COVERAGE VIEWS: **15.8K**



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PRESS RELEASES

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Birders Descend on Morro Bay for the 2017 Morro Bay Winter Bird Festival - January 13-16

Dec 22, 2016, 8:46am EST

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Susan Hartzler
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PR Newswire December 22, 2016



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Los Angeles, CA

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AimLoan.com	3.809%	3.625% at 1.100 pts Tue-Jan-3	Est payment: \$1,323 Lender fees: \$3,279 State Lic # 413-0477 NMLS # 2860	Next (877) 435-0339
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Press Release: Morro Bay - Thu, Dec 22, 2016 9:46 PM SGT



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NEWS PROVIDED BY

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Dec 22, 2016, 08:46 ET

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Morro Bay CA is the perfect destination for lovebirds, with romantic hikes, cozy nights by the fire, and more.



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(EST.) COVERAGE VIEWS:

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LINKS FROM COVERAGE:

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'Bizarre Foods' chef spotted filming in Morro Bay, but what was he eating?

Dec 13, 2016
 Travel Channel chef Andrew Zimmern was spotted in Morro Bay on Monday, filming a segment of his TV show "Bizarre Foods." Hawk-eyed visitors might have noticed Zimmern sitting on the patio at Tognazzini's Dockside on Monday afternoon, with restaurant owner Mark Tognazzini, chowing down on a mysterious seafood dish. Zimmern is well-known for his TV show, "Bizarre Foods," in which he ... [\(continue reading\)](#)

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Calling all Bird Lovers and Lovebirds to Morro Bay, CA

Posted on December 25, 2016 by jetsetters

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Birders Descend on Morro Bay for the 2017 Morro Bay Winter Bird Festival - January 13-16

MORRO BAY, Calif., Dec. 22, 2016



/PRNewswire/ -- Winter is the perfect time to visit Morro Bay, CA and enjoy the fantastic coastal destination with sunny days perfect for lovebirds, romantic hikes, cozy nights by the fire, and amazing bird watching considering the quaint town is located along of the Pacific Flyway. In fact, winter is birding season and the Morro Bay National Estuary Preserve and its 800-acre wetland are home more than 250 species of land, sea, and shore birds, both migratory and resident and dozens of endangered species including Peregrine Falcons. Lovebirds flock to Morro Bay in the winter to enjoy the romantic sunsets, restaurants and cozy hotel rooms, so book your romantic getaway today! Find a plethora of bird watching and love bird lodging specials throughout January and February here, including offers to stay two nights and get third night half-off. Plus, every hotel guest in Jan/Feb will receive our Food & Wine Passport with over \$90 in food offers.

"Winter is definitely for the birds here in Morro Bay, and we love birds," says Jennifer Little, Executive Director of Discover Morro Bay. "Our Winter Bird Festival is very special because we are blessed to share our home with the Morro Bay National Estuary, where hundreds of birds, animals and plants, live in the beautiful landscape that's Morro Bay. We also welcome lovebirds at this time of year because Morro Bay is the perfect place to express your love for one another."

Morro Bay Winter Bird Festival

Every Martin Luther King weekend, more than 500 bird lovers from around the world attend the annual Winter Bird Festival. Morro Bay is a globally important bird area, making it the perfect place to see, photograph, and learn about birds. Morro Bay is on the Pacific Flyway. More than 200 species can be sighted during the Festival weekend. While you're in town, kayak through the National Estuary Channels, sail the bay and watch a variety of birds take flight, or hike near Morro Rock, a key haven for the once endangered bird, the peregrine falcon. Online registration for the 2017 Festival is open.

But that's not all to discover in Morro Bay. For information on all the exciting things to do and see in Morro Bay, visit www.morrobay.org.

MEDIA CONTACT:

Susan Hartzler
Public Relations Manager
Mental Marketing
818-585-8641
138964@email4pr.com

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/winter-is-for-the-birds-calling-all-bird-lovers-and-lovebirds-to-morro-bay-ca-300383015.html>

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November 18, 2016

Arts and Entertainment

Morro Bay Winter Bird Festival 2017

From: Morro Bay Winter Bird Festival



Schedule:

Friday, January 13, 2017

- 06:45 am - 02:30 pm: Casual Little Big Day (\$60)
- 06:45 am - 04:00 pm: Big Day(\$70)
- 07:00 am - 10:00 am: Bird Banding in Morro Bay
- 07:15 am - 02:00 pm: Explore North Coast Birding(\$20)
- 07:30 am - 12:00 noon: Birding Multiple Habitats
- 07:30 am - 12:00 noon: Harmony Headlands
- 07:30 am - 03:00 pm: Oso Flaco Lake-Oceano Area(\$60)
- 07:45 am - 12:00 noon: Birding Montaña de Oro for Beginners
- 07:45 am - 04:00 pm: Santa Margarita Lake Big Day
- 08:00 am - 12:00 noon: Photographic Hot Spots With Birds
- 08:15 am - 12:00 noon: Bay Shore to Salt Marsh Walk
- 08:30 am - 12:00 noon: South Morro Bay Shoreline
- 09:00 am - 12:00 noon: Birding Around Morro Bay
- 10:00 am - 11:30 am: View Morro Bay Estuary from Black Hill
- 10:00 am - 12:00 noon: Birding and Technology
- 01:00 pm - 02:30 pm: Snowy Plovers in the Field
- 01:00 pm - 03:00 pm: Basics of Bird ID in the Field
- 01:00 pm - 03:00 pm: Delving into the Mysteries of Sparrow Identification and Natural History
- 01:00 pm - 04:00 pm: Birding by Careful Observation
- 01:30 pm - 02:30 pm: Pacific Wildlife Care Tour
- 01:30 pm - 03:30 pm: Gardening to Attract Birds
- 02:00 pm - 03:00 pm: Owling Workshop
- 02:00 pm - 03:00 pm: Protecting Place - Land Trusts
- 02:00 pm - 04:00 pm: Birds of Sea and Land at Morro Rock
- 03:00 pm - 05:00 pm: Gulls of San Luis Obispo County
- 05:00 pm - 06:30 pm: Festival Opening Reception

Location: Community Center

- 07:00 am - 12:00 noon: Hiking Half Day in Morro Bay State Park
- 09:00 am - 12:00 noon: Kayaking (\$45)
- 10:00 am - 12:00 noon: Morro Bay Marina Limited Mobility

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IN & AROUND MORRO BAY

(EST.) MONTHLY VISITS: **680K**

(EST.) COVERAGE VIEWS: **3.53K**



AGENDA NO: VIII

MEETING DATE: January 19, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** January 9, 2017

FROM: Jennifer Little, Tourism Manager

SUBJECT: Visitors Guide 2017 Presentation

RECOMMENDATION

TBID Board approve one of the new looks and format to start ad sales and production for the 2017 Visitors Guide.

BACKGROUND

The 2016 Visitors Guide is a finished magazine style book with 38 total pages and 26 total advertisers. Based on review and direction from Roger Brooks, staff is recommending to reduce the overall book size for easier use for visitors. Additionally, Mr. Brooks recommended to move away from so many lists and have better visual aids to stimulate readers.

The 2017 visitors guide will be roughly the same amount of pages unless additional advertisers warrant additional pages. The new design achieves the following:

- The fold out map will move to the back inside cover so you only have to use one-hand to open it.
- Four different covers will allow us to keep it fresh throughout the season.
- Lower cost for mailing – 2016 mailing cost was \$2.62 each. 2017 new format will save .70 each
- Better visibility on racks (larger use of name)
- New size can fit in your back pocket
- Takes up less counter space at hotel front desks and in retail & restaurants

Postage Costs

2016 Guide costs \$2.62 each to mail

2017 Guide will cost \$1.92 to mail

**Estimated 3000 guides were mailed in 2016-17*

Prepared By: JL

Deputy City Manager Review: _____

Visitors Guide Projected Expense & sales

Printing (estimate for 20k books)	(\$12,000)
Design	(\$4,600)
Ad Sales (based on 2016 book)	10,625
	-5,975

ATTACHMENTS

1. Rough concepts for board review. Final layouts will require new photography.
2. Marketing campaign materials for advertising sales

Mock up look #1 “The Guide”: 4 different guide covers will be produced and photography will be shot to match the format. *Current photos are strictly for presentation only. Final photos will show/represent the rock and/or our water features.*

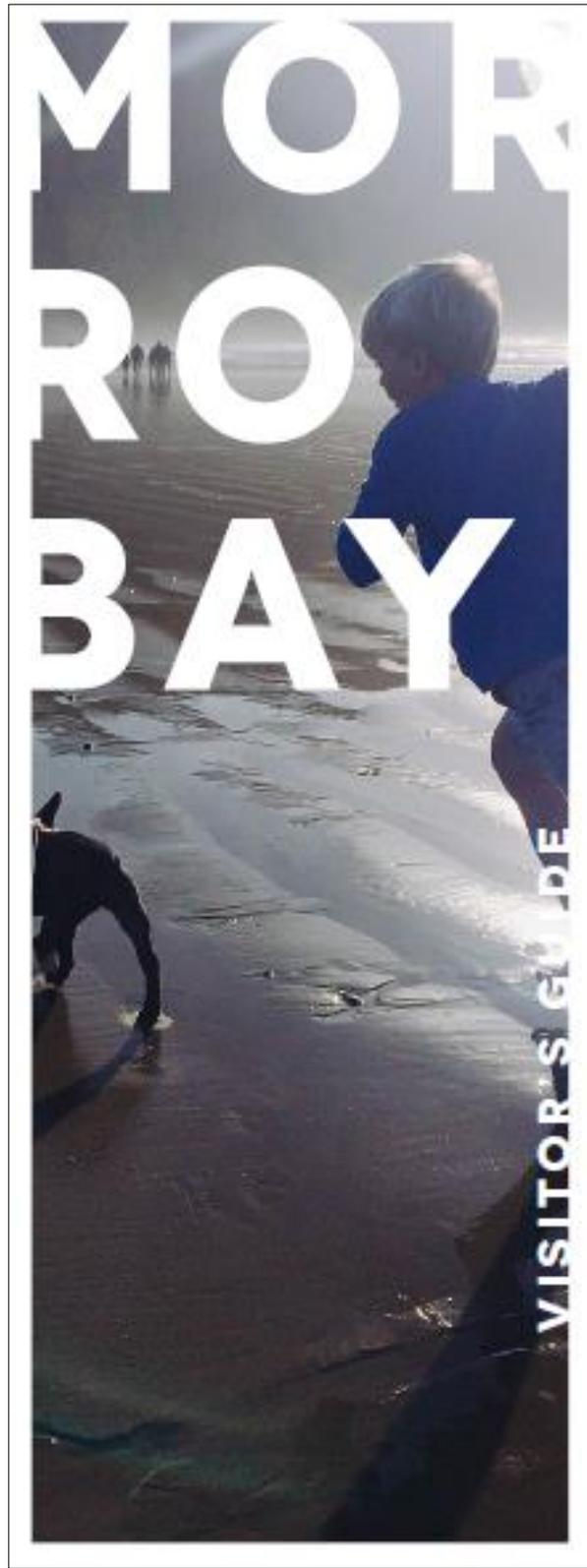
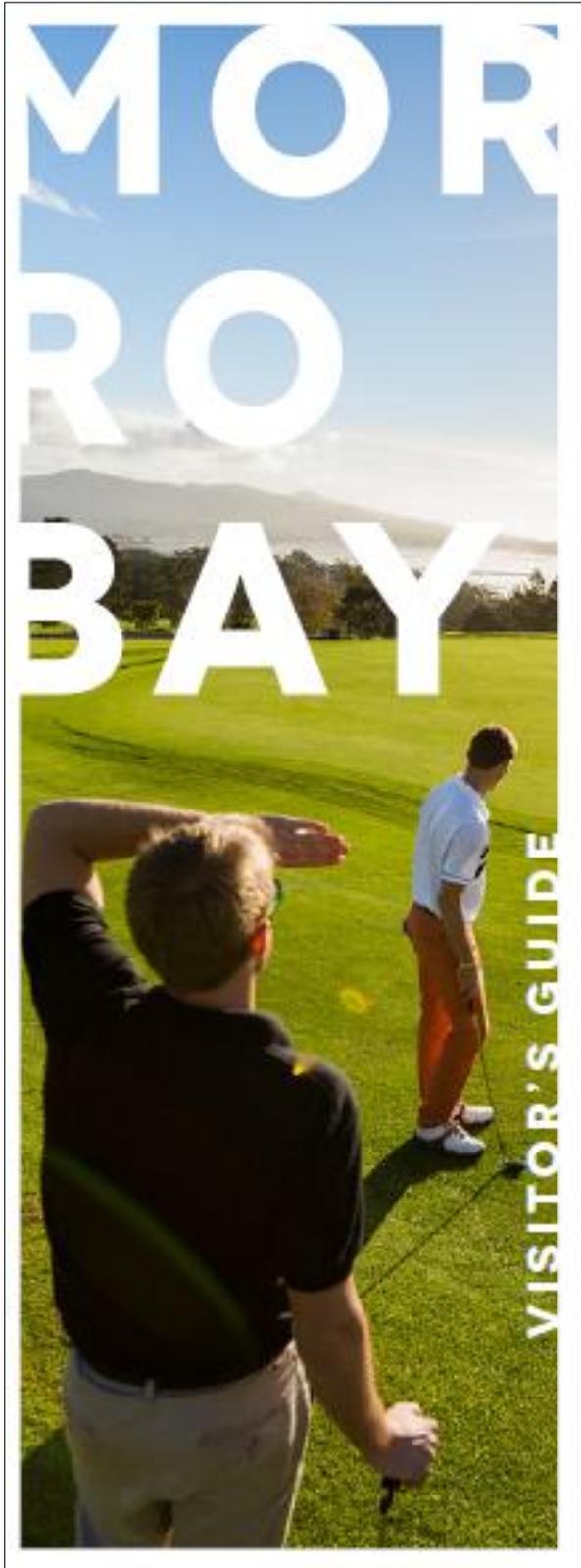


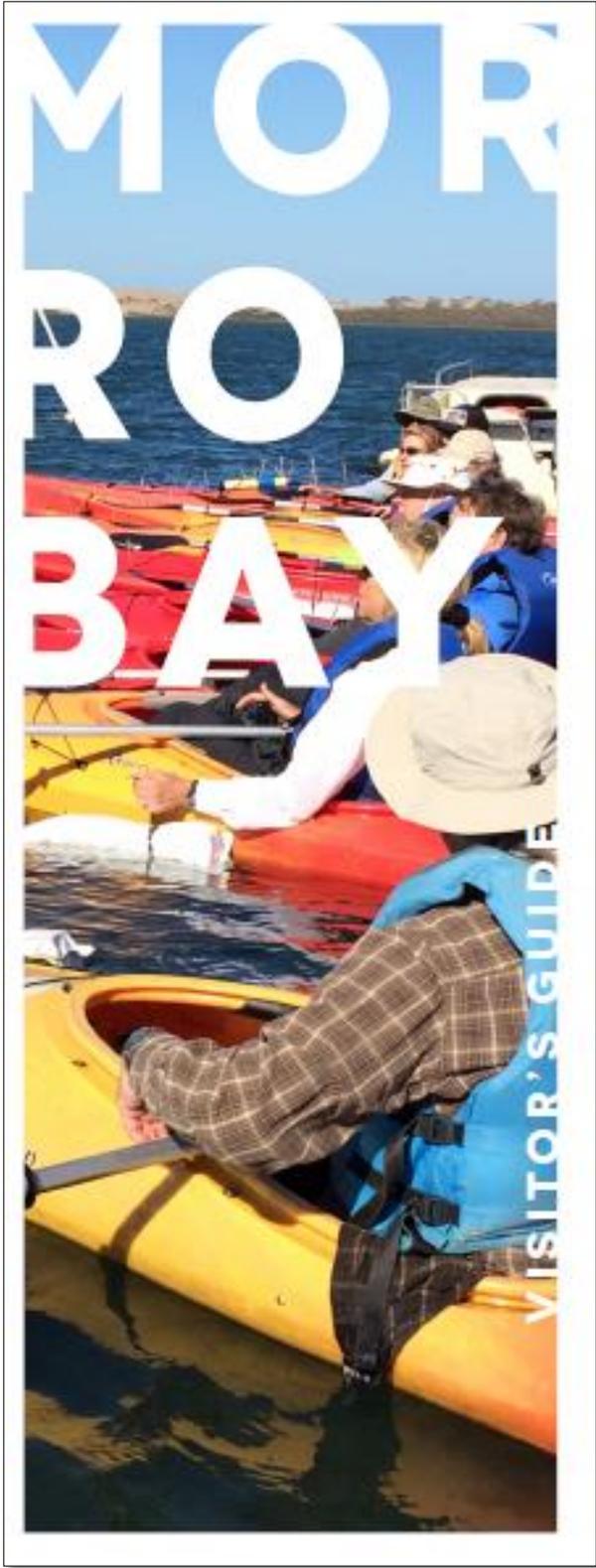
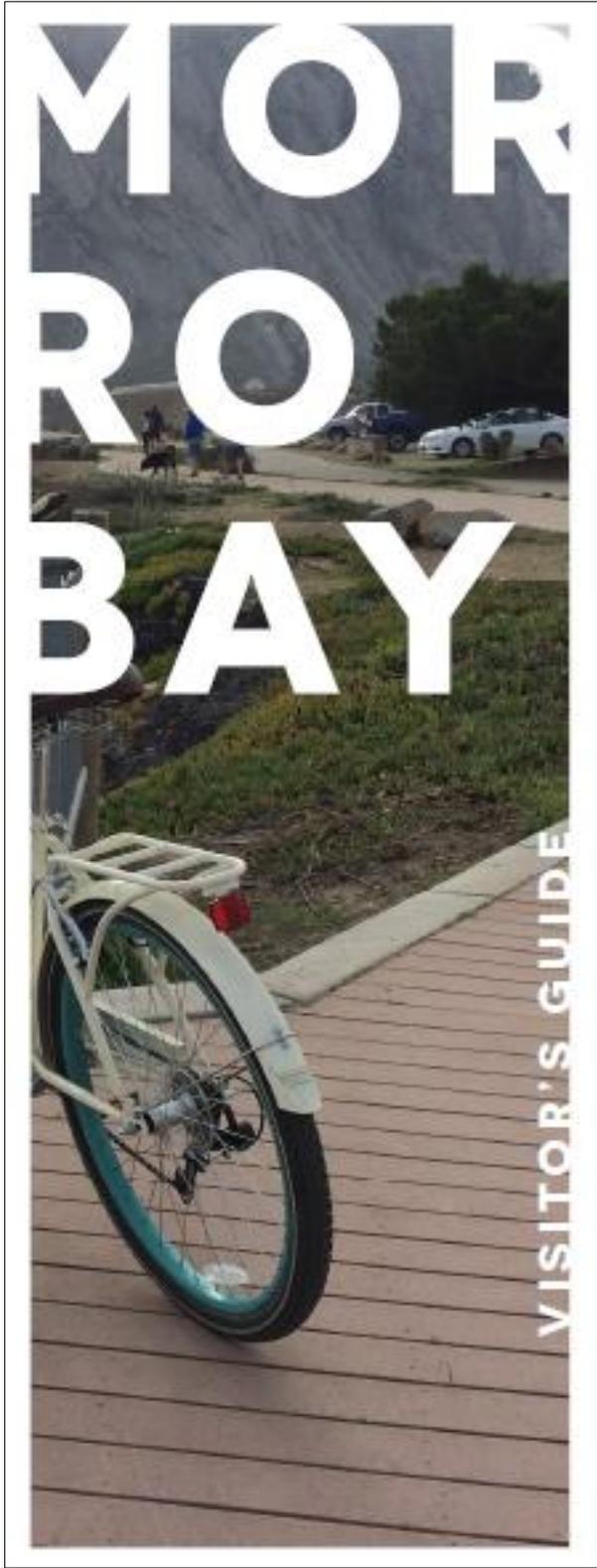


Mock up look #1 in a rack



Mock up look #2 “MORROBAY”: 4 different guide covers will be produced and photography will be shot to match the format. *Current photos are strictly for presentation only.*





Mock up look #2 in a rack



2017 MORRO BAY VISITOR GUIDE

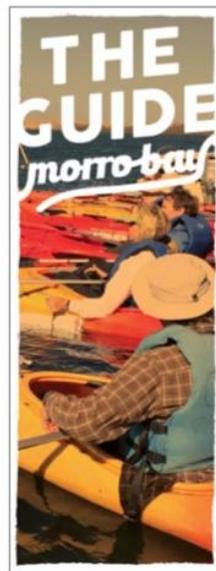


Four Covers to keep it fresh all year long!

Welcome to the new and improved Visitors Guide! The newly updated pocket friendly size with revolving cover photos to keep it fresh through out the year. This style will be well received with repeat visitors.

The **Morro Bay Tourism Office** is working on producing our main collateral piece for the 2017 season. We would love you to be a part of this sought after guide for incoming visitors and groups.

- **20,000 Copies** distributed through: Morro Bay Visitor Center, Hotels, Motels, Campgrounds, RV Parks, Tradeshows, Consumer Shows, Groups and mailed.
- Electronic and downloadable version on MorroBay.org, Travelinformation.com and other affiliated tourism websites.



25% OFF Rates for Morro Bay Hotels, Motels, Inns & B&Bs

Photos shown of covers are FPO for placement only. Actual photos will be shot to better fit the new size.

2017 AD RATES

AD SIZE	DIMENSIONS	REGULAR RATE	HOTEL/MOTEL RATE (Morro Bay)	Added Value
1/4 page	(4.25w X 2.25h)	\$250	\$187.50	
1/2 page	(4.25w X 5h)	\$500	\$375	+ 1 Free Electronic Ad
Full Page	(4.25w X 10h)	\$1000	\$750	+ 1 Free Electronic Ad
Premium Full page	(4.25w X 10h)	\$1200	\$1000	+ 1 Free Electronic Ad

Inside back cover, Inside front cover, back cover
Center spread (2 full-pages with bleed across the center \$1800).

Advertising space is limited with our new configuration so book quick!

QUESTIONS OR WANT TO ADVERTISE? Call Morro Bay Tourism at 805-225-7411 or email us at jlittle@morrobay.org –or– lgilson@morrobayca.gov with your commitment.

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