

CITY OF MORRO BAY

Tourism Business Improvement District (TBID) Advisory Board

City Mission Statement

The City of Morro Bay provides essential public services and infrastructure to maintain a safe, clean and healthy place for residents and visitors to live, work and play.

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.

MEETING AGENDA

**THURSDAY, AUGUST 17, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

PUBLIC COMMENT PERIOD

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.

A. CONSENT AGENDA

Unless an item is pulled for separate discussion by the TBID Board, the following items are approved without discussion. The public will also be provided an opportunity to comment on consent agenda items.

- A-1 APPROVAL OF JUNE 22, 2017, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES
RECOMMENDATION: Approve as submitted.
- A-2 JUNE 2017 MARKETING, PUBLIC RELATIONS, UPDATE; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.
- A-3 JULY 2017 MARKETING, PUBLIC RELATIONS, UPDATE; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.

- A-4 MARKETING PLAN 2017-18 UPDATE (TOURISM MANAGER)
RECOMMENDATION: Receive and file.

- B. BUSINESS ITEMS

- B-1 PRESENTATION TO ACTION AND ADVENTURE PHOTO CONTEST SCHOLARSHIP
WINNER (CHAIRMAN GRAVES)

- B-2 MAY 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.

- B-3 JUNE 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.

- B-4 RECOMMENDATION TO CITY STAFF AND CITY COUNCIL FOR LOGO UPDATE
(TOURISM MANAGER)
**RECOMMENDATION: Select an updated logo design to recommend to City staff and
City Council for future approval as appropriate in conjunction with the tag line “Put Life
on Coast.”**

- B-5 REVIEW OF EVENT PLANNER PROPOSALS FOR THE LIGHTED BOAT PARADE AND 12-
DAYS OF CHRISTMAS (TOURISM MANAGER)
**RECOMMENDATION: Tourism Business Improvement District Board select one of the
responders to manage both the Lighted Boat Parade and the 12-Days of Christmas
events.**

- B-6 APPROVAL OF ADDITIONAL GRANT APPLICATIONS 2017-18 (TOURISM MANAGER)
**RECOMMENDATION: Tourism Business Improvement District Board approve grant
funding for Grays Harbor Historical Seaport in the amount of \$7,000 and Central Coast
Maritime Museum in the amount of \$3,000.**

- C. DECLARATION OF FUTURE ITEMS

- D. 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
SPECIAL MEETING – JUNE 22, 2017
VETERAN’S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Member
	Steven Allen	Member
	Sean Green	Member
	Taylor Newton	Member
ABSENT:	Maggie Juren	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Lori Kudzma	Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER
https://youtu.be/uA7_rq0zcg?t=46s
A quorum was established and the meeting was called to order at 9:04 a.m., with five members present.

II. PUBLIC COMMENT
https://youtu.be/uA7_rq0zcg?t=1m12s
The public comment period was opened. Seeing none, the public comment period was closed.

III. APPROVAL OF TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES
https://youtu.be/uA7_rq0zcg?t=1m31s

- a. MARCH 16, 2017 REGULAR MEETING
- b. APRIL 6, 2017 SPECIAL MEETING
- c. APRIL 20, 2017 REGULAR MEETING
- d. MAY 18, 2017 REGULAR MEETING

Public Comment: None.

MOTION: Board Member Yates made a motion to approve all minutes as written.
The motion was seconded by Board Member Newton and carried 5-0.

IV. APRIL 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
https://youtu.be/uA7_rq0zcg?t=2m49s
Tourism Manager Little gave the report and answered questions from the Board.

Public Comment: None

The Board received and filed this report.

V. MAY 2017 MARKETING, PUBLIC RELATIONS, UPDATE; (TOURISM MANAGER)
https://youtu.be/uA7_rq0zciq?t=5m43s

Tourism Manager Little gave the report and answered questions from the Board and stated the Amgen update will be brought to the July meeting.

There was a Board Member request to compare metrics to general internet traffic. Tourism Manager Little will look into getting this information.

Public Comment: None

The Board received and filed this report.

VI. 2017-2018 SPONSORSHIP OPPORTUNITIES

https://youtu.be/uA7_rq0zciq?t=13m52s

Public Comment:

Robert Davis asked for an explanation as to the difference between a sponsorship and grant.

Tourism Manager Little gave the report and answered questions from the Board, and addressed the difference between a sponsorship and a grant.

Three sponsorships were presented for Board approval: Avocado Margarita Festival, Dusk-to-Dawn Triathlon and Morro Bay Triathlon. There was discussion regarding each event.

Public Comment: Erica Crawford from the Chamber of Commerce gave data from the prior year's Avocado Margarita Festival.

MOTION: Board Member Newton made a motion to approve the three sponsorship opportunities at \$5,000 each for a total of \$15,000. The motion was seconded by Board Member Allen and carried 5-0.

VII. 2017-18 GRANT APPLICATION REVIEW AND APPROVAL/DENIAL

https://youtu.be/uA7_rq0zciq?t=29m34s

Public Comment: None

Tourism Manager Little explained that the grant funds are general funds provided by the City Council specifically for grants and emerging opportunities.

Tourism Manager Little presented each of the grants and answered questions from the Board.

1. Taste of the Grove

https://youtu.be/uA7_rq0zciq?t=32m38s

Public Comment:

Erica Crawford from the Chamber of Commerce spoke regarding the event.

MOTION: Board Member Yates made a motion to approve a \$3,000 grant. The motion was seconded by Board Member Newton and carried 5-0.

2. Avocado Margarita Festival Grant
https://youtu.be/uA7_rq0zcg?t=37m28s
Public Comment: None

MOTION: Board Member Newton made a motion not to approve for a grant as it was already approved for a sponsorship. The motion was seconded by Board Member Yates and carried 5-0.

3. Morro Bay High School Volleyball – requested \$1,525
https://youtu.be/uA7_rq0zcg?t=38m32s
Tourism Manager Little went over the event and the recommendation to approve what was requested.

Public Comment: None

MOTION: Board Member Yates made a motion to approve this grant. The motion was seconded by Board Member Newton and carried 5-0.

4. Surfboard Art Festival
https://youtu.be/uA7_rq0zcg?t=41m23s
Public Comment:
Erica Crawford, Chamber of Commerce, spoke regarding the Chamber's support of this event.

There was a discussion regarding offering an incentive for placement of surfboards in tasting rooms outside Morro Bay, including a possible call to action.

MOTION: Board Member Yates made a motion to approve \$2,500 grant funding for this event. Board Member Newton seconded the motion after asking for clarification that the motion included no incentive.

Board Member Yates amended his motion to approve \$2,500 grant funding and up to \$2,000 incentive for surfboard placement outside of Morro Bay with a call to action to book hotel rooms @ \$200/board.

Board Member Graves asked that it be considered to increase the incentive to an amount up to \$5,000 @ \$200/board.

Board Member Yates agreed to the increased incentive amount.

Board Member Green asked that the motion be amended to include a minimum of 20 boards be placed to be considered for the incentive.

Board Member Yates agreed to the amendment. The motion was seconded by Board Member Green and carried 4-1, with Board Member Newton voting no.

Board Member Allen requested that feedback be provided for next year.

5. Central Coast Writers Conference – recommendation is \$4,000 + \$1,000 towards transportation needs.

https://youtu.be/uA7_rq0zcig?t=1h6m47s

Public Comment: None

Tourism Manager Little presented the item.

MOTION: Board Member Newton made a motion to pass as recommended.
The motion was seconded by Board Member Allen and carried 5-0.

6. 100k Poets

https://youtu.be/uA7_rq0zcig?t=1h10m1s

Public Comment: None

Tourism Manager Little went over the event.

MOTION: Board Member Yates made a motion not to approve the grant. The motion was seconded by Board Member Newton and carried 5-0.

7. Harbor Festival

https://youtu.be/uA7_rq0zcig?t=1h11m7s

Public Comment:

Don Doubledee gave an overview and history of the event.

There was Board discussion about how to make this event successful, along with marketing strategies.

Board Member Graves asked Tourism Manager Little to state for the record who was on the Grants Review Committee. Tourism Manager Little stated Jack Smith, Liz Gilson, herself, Board Member Yates and two others but the names were escaping her at the moment.

Public Comment: Don Doubledee spoke again and stated that the existing marketing firm is willing to work with Mental Marketing as they are retiring.

MOTION: Board Member Yates made a motion to approve \$11,125 to be broken out as: \$5,000 toward Mental Marketing, \$5,000 to Harbor Festival to spend, and \$1,125 to cover City fees. The motion was seconded by Board Member Newton and carried 5-0.

Board Member Newton stepped out of the meeting at 10:44 a.m.

8. Dawn-to-Dusk Triathlon

https://youtu.be/uA7_rq0zcig?t=1h42m1s

MOTION: Board Member Green made a motion not to approve the grant. The motion was seconded by Board Member Yates and carried 4-0.

9. Morro Bay Triathlon

https://youtu.be/uA7_rq0zciq?t=1h42m25s

MOTION: Board Member Green made a motion not to approve the grant. The motion was seconded by Board Member Yates and carried 4-0.

10. Soupabration

https://youtu.be/uA7_rq0zciq?t=1h42m45s

Public Comment: None.

Tourism Manager Little went over the event.

Board Member Newton returned to the meeting at 10:47 a.m.

Tourism Manager Little went over the event and listed the two other sub-committee members were Homer Alexander and Ruth Ann Angus.

There was Board discussion regarding this event.

MOTION: Board Member Yates made a motion to approve the grant for \$3,800. The motion was seconded by Board Member Newton and carried 5-0.

11. Morro Bay High School Basketball – requested \$1,525

https://youtu.be/uA7_rq0zciq?t=1h46m12s

Public Comment: None

Tourism Manager Little went over the event.

MOTION: Board Member Newton made a motion to approve as recommended. The motion was seconded by Board Member Green and carried 5-0.

12. Lighted Boat Parade

https://youtu.be/uA7_rq0zciq?t=1h47m5s

Public Comment:

Don Doubledee spoke regarding this event.

Tourism Manager Little spoke regarding this event and recommended that an event planner be hired to assist with this event.

Public Comment:

Nancy Castle from AGP spoke in support of the event and spoke regarding AGP coverage of prior year's Lighted Boat Parades.

There was Board discussion about whether or not to grow this event.

Public Comment:

Don Doubledee spoke again, in support of the use of an event planner.

Erica Crawford from the Chamber spoke regarding finding a way to coordinate with the 12 Days of Christmas event.

There was continued Board discussion regarding the event and the process for selecting an event planner.

MOTION: Board Member Yates made a motion to award a grant of \$5,000 plus \$4,000 for an event planner as stated in the recommendation. The motion was seconded by Board Member Green and carried 5-0.

Chairman Graves checked in with Board Members regarding time constraints as it was after 11:00 a.m.

13. 12 Days of Christmas

https://youtu.be/uA7_rq0zcig?t=2h7m25s

Public Comment:

Erica Crawford from the Chamber spoke in support of the event.

Tourism Manager Little gave the report and recommends an event planner be used for this event. There was consensus to continue with the meeting.

MOTION: Board Member Allen made a motion to award \$4,000 for an event planner for the 12 Days of Christmas with an additional \$3,000 for a total of \$7,000t. The motion was seconded by Board Member Newton and carried 5-0.

14. Butterflies & Bubbles

https://youtu.be/uA7_rq0zcig?t=2h11m34s

Tourism Manager Little let the Board know that this application was withdrawn.

15. Winter Bird Festival

https://youtu.be/uA7_rq0zcig?t=2h11m56s

Tourism Manager Little went over the event and gave the recommendation of awarding \$4,000 grant plus \$2,000 toward permit fees.

MOTION: Board Member Newton made a motion to approve as recommended. The motion was seconded by Board Member Green and carried 5-0.

16. Morro Bay High School Wrestling

https://youtu.be/uA7_rq0zcig?t=2h13m57s

Public Comment: None

Tourism Manager Little went over the recommendation of awarding \$2,750.

MOTION: Board Member Green made a motion to approve as recommended. The motion was seconded by Board Member Newton and carried 5-0.

17. Annual Yard Sale

https://youtu.be/uA7_rq0zciq?t=2h15m8s

Tourism Manager Little went over the event and the recommendation to award \$3,500 towards expenses and fees.

MOTION: Board Member Newton made a motion to approve as recommended. The motion was seconded by Board Member Allen and carried 5-0.

18. Morro Bay Kite Festival

https://youtu.be/uA7_rq0zciq?t=2h16m17s

Public Comment: None

Tourism Manager Little went over the event and the recommendation to fund \$5,000 towards marketing and promotion plus \$4,000 for an event planner.

MOTION: Board Member Newton made a motion to approve as recommended. The motion was seconded by Board Member Yates and carried 5-0.

19. Morro Bay Car Show

https://youtu.be/uA7_rq0zciq?t=2h18m28s

Public Comment: None

Tourism Manager Little went over the event and the recommendation to award \$4,500 grant. This is an increase from last year to assist with covering City fees.

There was Board discussion about the event and ways to encourage use of local businesses.

MOTION: Board Member Green made a motion to approve as recommended with a conscious effort to market our local businesses for same weekend and month. The motion was seconded by Board Member Newton and carried 5-0.

20. Cuesta Fest

https://youtu.be/uA7_rq0zciq?t=2h24m5s

Public Comment: None

Tourism Manager went over the event and the recommendation not to fund.

There was Board discussion about the event.

MOTION: Board Member Yates made a motion not to fund. The motion was seconded by Board Member Newton and carried 5-0.

Tourism Manager Little gave an overview of where the Board is with grants after today's meeting.

VIII. RECOMMENDATION TO CITY STAFF AND CITY COUNCIL FOR LOGO UPDATE

https://youtu.be/uA7_rq0zciq?t=2h25m53s

There was Board consensus to postpone Item VIII to the next meeting.

IX. DECLARATION OF FUTURE ITEMS

https://youtu.be/uA7_rq0zciq?t=2h26m3s

There was a brief Board discussion about the pool of event planners and the RFPs being brought to the Board.

X. ADJOURNMENT

https://youtu.be/uA7_rq0zciq?t=2h26m44s

The meeting adjourned at 11:30 a.m. The next Regular Meeting will be held on Thursday, July 20, 2017.

Recorded by:

Lori M. Kudzma



**Morro Bay Tourism
June 2017 Marketing Report**

June 2017 Website, Advertising and Social Analytics

Morrobay.org Web Stats

- Website Unique Visitors: 26,056 (+10% Y/Y)
- Total Jack Rabbit Searches: 3,524 (+12% Y/Y)
- Jack Rabbit Referrals to Lodging: 2,485 (-9% Y/Y)

Paid Advertising Stats to Date

- Paid Digital Impressions: 34 M
- Clicks to Morrobay.org: 93,735
- CTR: .28% (industry average .1%)

Organic Social Media Stats

FB Fans: 54,184 (53,393 in May)

Engagement Type:

- Reactions = 33,150 (31,050 May)
- Shares = 3,572 (4,360 May)
- Comments = 2,810 (2,440 May)
- Post Engagements: 37,917 (43,433 May)
- Post Reach: 832,735

Instagram:

Followers: 11,075 (10,810 in May)

- Likes: 21,325 (20,126 in May)

Twitter:

- Followers: 1,955 (1,929 in May)

Marketing Campaigns

Campaign: Mid-Week Promotion May and June

Overview: This May June promotion that focuses on building mid-week high season business. We are targeting women and families with disposable income in target markets in greater Los Angeles including Orange County, Riverside County and Ventura County, as well as the San Joaquin Valley.

- **Offer:** Midweek lodging discounts and tourism partner offers
- **Launch Mid-April:** Hotels and on Social Media including Facebook, Google Adwords and Display
- **Launch first week of May:** Digital Media Outlets Adara, Ad Taxi and Trip Advisor

Results to Date:

- Impressions: 1.2 M



- Clicks: 13,427
- CTR: .11%
- Landing page clicks: 2,913
- **NOTE:** Two of our Ad Networks malfunctioned at some level for the May/June campaign. We've rectified the situation:
 - 1.3 m impressions were trafficked and linked incorrectly and so our May and June campaign did not produce the results we anticipated.
 - **Make Good:** The ad network is running ads for 2 months free of charge in July and August for their mistake. We tracked what was happening with them and they said they had corrected the mistake several times, but in the end, it was not corrected.
 - Almost 40% of June's budget did not fulfill due to the campaign set-up which was revised mid-month. Those impressions will roll over to July.



4th of July Outreach

With summer coming on fast, the highway 1 closure on our heels and the cancellation of fireworks, Tourism Manager Jennifer Little and Maryann Stansfield from Mental Marketing pulled together a game plan to drive bookings for the kick off of the summer: Morro Bay's 4th of July Celebration. Targeting the So Cal market, we purchased opt in emails geared towards families, millennials, profiles of similar audience segments who have visited Morro Bay using lifestyle market segments. Below is the media buy, results will be reported in the July report. The campaign also included social media campaigns.

Google Ads:

Impressions: 103,000

Clicks: 420

Facebook:

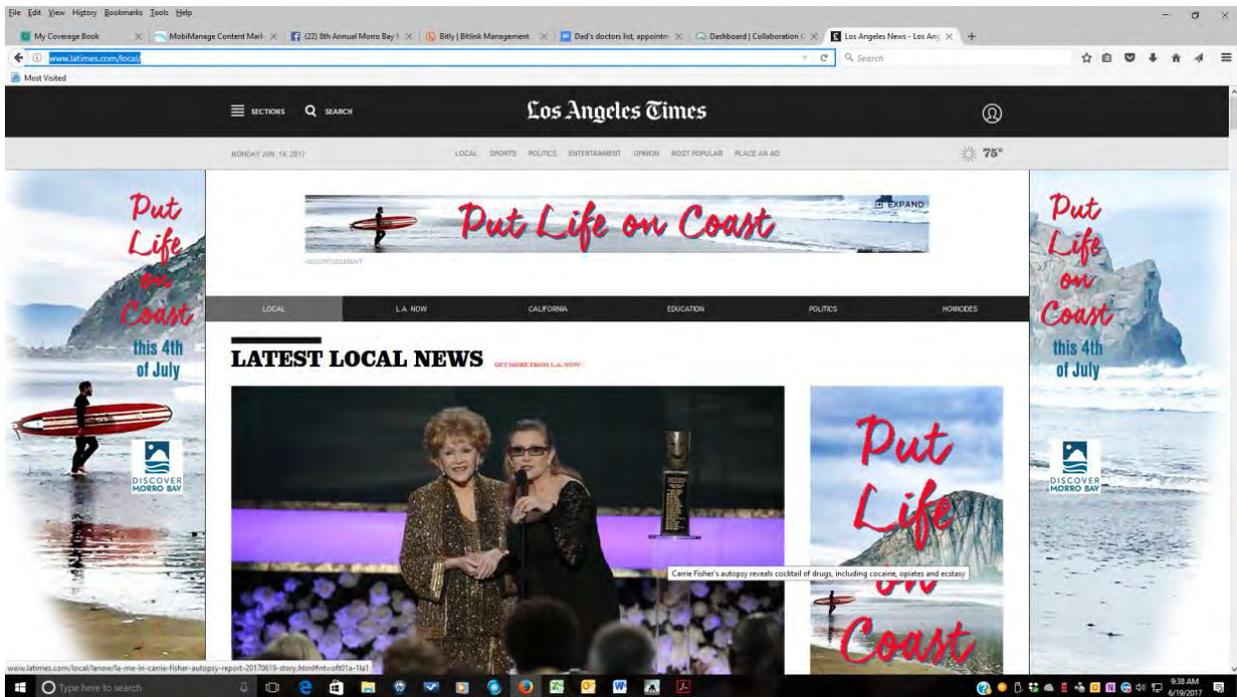
Impressions: 47,000

Clicks/Engagement: 6,000



Publication	Date	Impressions
LA Times		
Travel Pass	6/14/17	88,000
Escapes Deals Newsletter	6/20/17	16,010
Arts & Culture Newsletter	6/22/17	28,000
Local Takeover California Takeovers	6/19-20/17	74,000
LA Magazine		
Custom Email	6/15/17	20,000
Digest (food) Newsletter	6/21/17	20,000
Culture Newsletter	6/29/17	20,000
USC Trojan Family ENews Letter	6/27/17	160,000
BANG		
Ad Taxi Eblast Family, Millennial Los Angeles, San Juaquin Valley, Travel, beach and water activities, wine and dining, nature and relaxing, and shopping	6/16/17	60,000
V12 Eblast	6/15/17	160,000
TOTAL IMPRESSIONS		464,000





Los Angeles Times | TRAVEL PASS
View in browser

Put Life on Coast

**Put Life on Coast
this 4th of July**

Make Morro Bay Your Hub of Activity!

Avoid SoCal crowds and celebrate 4th of July in Morro Bay, a short drive from Los Angeles! Celebrate 4 nights and 5 days of fun! You won't want to miss out on our favorite summer activities like kayaking, boating and surfing not to mention the annual 4th of July Family Funday!

- Free Trolley for Hotel Guests Friday, June 30th – Tuesday, July 4th
- Sail or Motorboat to Cayucos to Watch the Fireworks!
- Family Funday on July 4th:
 - FREE Carnival with Bounce House and Dunk Tank
 - Skateboard Race
 - Bike Parade
 - Live Music

DISCOVER MORRO BAY

695 Harbor Street, Morro Bay, CA, 93442



June Public Relations Activities

- Wrote and distributed June Press Release: **Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 days of Fun**
- Wrote additional release to get media assistance in the fact that Morro Bay is open: **Will You Help Us Get The Word Out That Morro Bay is Open for Business and June is the Perfect Time To Visit The Seaside Town, Especially Mid-Week**
- Made additional media follow up calls to local press

PRESS RELEASES

Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration into 5 days of Fun

Proprietary Travel Media List: sent to 3875 media outlets on the Mental Marketing proprietary list

Top opens and follow up pitching to:

LA Parent	Edible Santa Barbara
Outside Magazine	TravelScope
Tolosa Press	LA Talk Radio
Go Nomad	San Jose Mercury News
Martha Stewart	Biz Bash
Outdoor Project	Tahoe This Week
Berkeley and Beyond	Ms. Fit
Fresno Bee	Foster Travel
OC Mom Blog	Fodors
Sacramento Magazine	Joan Jet Setter
LA Splash	Coastal View
Music Connection	TMZ
Dog Trekker	Animal Radio
Bird Watching Digest	Tee It Up Show
KSBY	International News Group
Central Coast Critic	The Tribune
John Hamilton	KDH News
Robb Report	Associated Press
Conde Nast	Wine Industry Network
Wine Country Getaways	Daily Tribune
OC Register	Bloomberg
LA Times	Seacrest Productions
San Francisco Examiner	Eric Allen Productions
San Francisco Magazine	CBS

Will You Help Us Get The Word Out That Morro Bay is Open for Business and June is the Perfect Time To Visit The Seaside Town, Especially Mid-Week *Visitors Can Book Rooms for Less, Avoid the Crowds and Beat the Traffic by Staying Mid-Week this Month*

Proprietary Travel Media List: sent to 1545 media outlets on the Mental Marketing proprietary list

Top opens and follow up pitching to:

NPR Tolosa Press



New Times, SLO
Santa Maria Times
KSBY
KEYT
KVEC
KCBX
SLO County
Los Angeles Times
Associated Press
Outward Magazine
Lonely Planet
NY Times
Bay Area Newsgroup
San Fran Magazine
SF Gate USA Today
OC Register
SF Examiner
SF Chronicle
San Jose Mercury News
Inside the Gate
North Bay Bridge

The Tribune
South Bay Biz
Bay Town Sun
Ventura County Star
Biz Journals
Buzz Feed
Post Bulletin
Montecito Journal
Central Coast Tourism
SLO Chamber
San Simeon Chamber
Solvang Chamber
VisitCA
OC Mom Blog
Fresno Bee
Sacramento Bee
Bakersfield Magazine
Bakercity Herald
Bindu Media
So Cal Thrills
LA Parent

PRO-ACTIVE MEDIA RELATIONS:

- KGO's John Hamilton interested in story about Morro Bay being open for business
- NPR's Tom Wilmer interested in story about Morro Bay being open for business
- In communication with IPA is a Global Communications Network on possible FAM
- Prepared VJ for Phillip Halleux from Voyage Moto Quebec then turned over to client
- Follow up with Keith Hamm, **SB Independent**
- Follow up with Elizabeth Bickford, **Trekaroo**, who visited June 7-9
- Contact JT Long from **Smart Meetings** end of July for inclusion in their Central Coast issue
- In discussion with freelancer Heidi Dvorak who is getting a story assignment with one of the many pubs she writes for
- Continued discussions with Margaret Swaine's, Travel, food, drink, spa & golf writer from Toronto. She writes for **USA Today** and **Toronto Star**. She is not available anytime in the near future.
- Working on getting new dates for the following
 - Working with editor of **Foodism Blog** to get editor to visit for food stories.
 - Get new dates for Polina Steier
 - Get new dates from Cassie Keifer
- Creating road trip itinerary for **Travel Agent Magazine**
- Considering FAM Trips
 - In communication with freelance writer Kimberly Lovato for possible visit and stories in **American Way, Virtuoso Life, Sunset, National Geographic, Delta Sky**, among others- Call back in August



- Working with Stephen Butler, Features Editor, **International News Group** on possible FAM visit.
- Benjamin Epstein, editor **Where Magazine** intends in visiting for a story.
- Jacqueline Harmon Butler, **Santa Rosa Press Democrat**, interested in visiting this year for a story.
- In conversations with Ed Walsh, Bay Area Reporter, **Frontiers, IN Magazine, Bay Windows, Seattle Gay News, HIM/HERE! Corp. Web sites, Edge Web sites** to get him to Redding soon.
- Working with Andrew McCredie on possible visit for stories in **Vancouver Sun** and **The Province**.
- Freelance writer Lizzy Menzies moved her possible visit but has not gotten back to me with info. She will be writing, shooting stills and video for several projects. Possibilities include:
 - The Santa Barbara Independent, LA Weekly, The Atlanta Journal & Constitution, Casa, Montecito Journal, SF Weekly, Creative Loafing, Several travel blogs, AARP, AAA
 - She is also a shooter for NBC.
 - She is also scouting-locations for a possible PSA to be shot between SLO & SB for the US military. Circulation varies from pub to pub-around 2M in all it depends. For print outlets, she writes for both online and print.
- Follow up with the following journalists
 - Cheryl Crabtree, **Fodors**
 - Sherel Purcell
 - Wendy Alschuler
- Vetted/Declined visits
 - Kara DeWitt, **Sisters Uncovered** blog
 - Waldana Helin Andruchechen, **Acontece no Vale** blog
- Following up with media met during New York Deskside Chats including:

○ Wine Spectator	○ Family Circle
○ Conde Nast Traveler	○ Country Living
○ Parents	○ Woman's Day
○ Afar	○ Travel + Leisure
○ USA Today	○ Orbitz
○ Organic Spa	○ Vogue

RE-ACTIVE MEDIA RELATIONS

- Submitted info to possible LiveStrong.com story
- Sent special, action-themed experiences to Central Coast Tourism Council

VISITING JOURNALISTS

- **June**
 - Shelly Rivoli, **Founder & Editor-in-Chief: TravelswithBaby.com & FamilyTravel411.com**
 - Keith Hamm, **SB Independent, June 11-15**
- **July**



- Matt Stabile, theexpeditioner.com July 5-6
- Tobey Grumet Segal, writes for Conde Nast Traveler, Douglas Ellman Magazine, and Today.com, scouting visit - July 31 - August 2
- **September**
 - Alexander Hafizi, Associate Publisher, **Elite Magazine**, September 22-24

PENDING COVERAGE

- | | |
|---------------------------|---------------------------|
| 1. Los Angeles Times | 10. Daily Meal |
| 2. Family Circle Magazine | 11. Red Tricycle |
| 3. USA Today 10 Best | 12. Military Press |
| 4. M Magazine | 13. Trekaroo |
| 5. 7X7 online | 14. Bindu Media |
| 6. IPA | 15. Valley Scene Magazine |
| 7. KTLA News | 16. SoCalThrills.com |
| 8. TravelswithBaby.com | 17. Fodors |
| 9. FamilyTravel411 | 18. KGO |





My Coverage Book

Press Release: Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 Days of Fun

216M

online readership:

190K

estimated coverage views:

1.22K

social shares:

17

links from coverage:

3.75M

publicity value:

1.25M

ad equivalency:

2.09K

organic web hits:

1.04K

media views:



FIVE CALIFORNIA SUP SANCTUARIES

June 01, 2017 By SUP Magazine [f](#) [@](#) [v](#) [Q](#)

Jun 1 2017



The California coastline is filled with prime paddling locations. Photo: Jonathan Kemnitz

FIVE CALIFORNIA SUP SANCTUARIES

By: Rebecca Parsons

California's coastline is famous for a reason. Take a drive along the famed Pacific Coast Highway and you'll be treated to stunning scenery, peeling waves, delicious dinners, and endless places to pull off for a quick paddle. While luxurious resorts and 5-star restaurants are nice, we're partial to dirt parking lots and coastal campgrounds. Based in San Diego, we know a thing or two about camping and paddling the California coastline. Here are five of our top picks.

(est.) monthly visits: **96.7K**

(est.) coverage views: **663**

Lifestyle > Travel & Play

Morro Bay Weekend Getaway: Kayak through a birder's paradise



1 of 13
Sunset illuminates Morro Bay's famous rock profile. Morro Rock has been called the Gibraltar of the Pacific.
Christian Heeb/Visit California

By KAREN D'SOUZA | kdsouza@bayareanewsgroup.com | Bay Area News Group
PUBLISHED: June 11, 2017 at 8:00 am | UPDATED: June 11, 2017 at 8:01 am

As your kayak glides through the Morro Bay estuary, the morning fog playing peek-a-boo with the magnificent edifice of Morro Rock, you notice you are not alone.

Peregrine falcons circle the 576-foot volcanic rock known as the Gibraltar of the Pacific. Harbor seal pups pop up and down in the calm waves lapping around you, and double-crested cormorants flap their wings in your direction. In the distance, you can spot newborn sea lion pups sunbathing by a creek as a ghostly mist rises above the water.

Welcome to the fog-shrouded Morro Estuary Natural Preserve, a vast 800-acre wetland that is home to more than 250 species of animals, as well as a magnet for birdwatchers. Great blue herons and snowy egrets nest all year in the rookery, and this is a prime stopping point along some major bird migration routes. So keep your eyes peeled for all manner of endangered species, as well as the usual gulls and shorebirds.

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Bay Area Sports Insiders: Slow Kyrie Irving, win a title
San Jose, Calif.

(est.) monthly visits: 10.5M

(est.) coverage views: 18K

200



Lifestyle > Travel & Play

Inn-Escapable: Peek inside the serene Inn at Morro Bay



Looking at the Inn at Morro Bay from the water (Inn at Morro Bay)

By **KAREN D'SOUZA** | kdsouza@bayareanewsgroup.com | Bay Area News Group
PUBLISHED: June 11, 2017 at 9:00 am | UPDATED: June 11, 2017 at 9:08 am

Hidden away amid the serenity of Morro Bay State Park, the Inn at Morro Bay offers a tempting break from the touristy bustle of taffy stores and souvenir shops that mark this quaint little fishing village.

This is a family-friendly Cape Cod-style hotel with 98 rooms, some of which boast stunning views of the water, not to mention Morro Rock, the 576-foot stone monolith that dominates this placid bay. Consider it a relaxed home base for an affordable beach retreat on the waterfront. A recent \$2 million renovation framed the bay side of this laidback hotel with panoramic floor-to-ceiling windows and a charming deck from which to gaze at the ever-changing views.

Zzz's: Clean lines dominate these sunny rooms, which have an



TBID 0

Bay Area Sports Insiders: Slow
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(est.) monthly visits:

10.5M

(est.) coverage views:

18K

330

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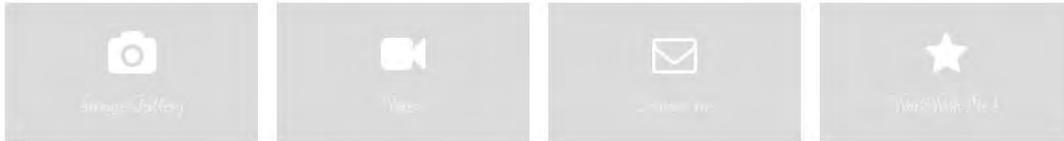
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Family of six traveling and homeschooling

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Camping in the place that you are wanting to explore is always a great idea because you can cover more ground and you have more time to really enjoy the park. Chances are that you have never heard of the ... Continued

Homegrown Adventures

Jun 9 2017

(est.) monthly visits: **193**

(est.) coverage views: **25**

23 8

JUN 6

Bike Friendly Morro Bay

Long Distance Cyclist Morro Bay City Councilmember Robert Davis talks about Amgen's 3rd stage at Morro Bay May 16th, and Morro Bay's recent designation as a Bike Friendly Community by the League of American Cyclists

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(est.) monthly visits:

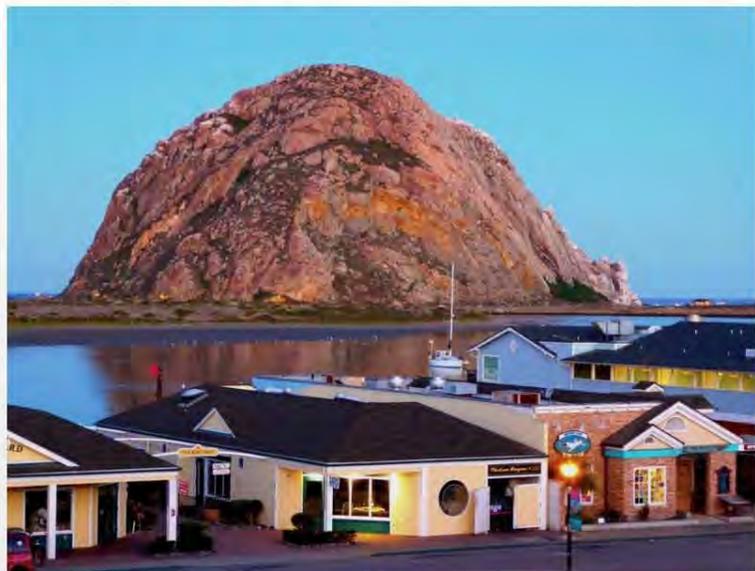
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(est.) coverage views:

50

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Essay: Someone to watch over me



PATRICIA HARRIS FOR THE BOSTON GLOBE

Morro Rock glows in the predawn light as the town of Morro Bay wakes to morning.

By Patricia Harris | GLOBE CORRESPONDENT JUNE 21, 2017

Morro Rock just stands there, but maybe that's why. From San Luis Obispo to the coast, I spotted the land's rounded hump of Morro Rock is far and away the easiest to ignore. Once I reached the town of Morro Bay, the lions that dozed on a float in the middle of the bay and the constant barks and grunts gave Morro Bay an air of mystery.

But the rock is the town's calling card. It's an extension of the coast that stretches along the Central California coast. Native American tribes consider Morro Rock to be a sacred place. The rock exudes a calming metaphysical force. But it wasn't until 1889 that Morro Rock was quarried on and off between 1889 and 1917 that was built by the Works Progress Administration.

Eventually I felt compelled to walk toward it, leaving behind the souvenir shops and heading past the commercial fishing fleet at one end of the harbor. It's only about a 30-minute stroll, even with stops to watch the otters float on their backs as they crunch on mollusks. The otters clasp their paws.

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(est.) monthly visits: 16M

(est.) coverage views: 23K

460

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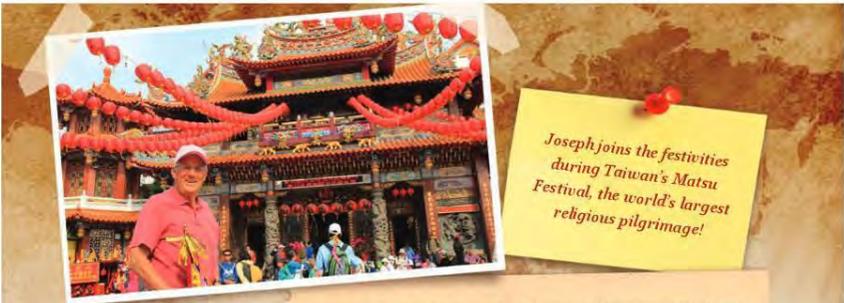
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Travelscope / Summer 2017



Greetings!

Travel is Fatal to Prejudice, Bigotry and Narrow-mindedness.
-Mark Twain

We've been busy. That's not necessarily news. We've been to Cambodia, Vietnam, Myanmar, Taiwan and France. The first three, particularly, opened up new horizons for us as they would for any traveler. Their history of trials and tribulations alone could make an entire season of Joseph Rosendo's Travelscope, not to mention all the natural and manmade treasures they have to offer the traveler. It was a challenge to feature each in a half-hour show. We believe we succeeded, even though we gave up in Cambodia and Vietnam and created two half hours from our experiences. All episodes will be coming to our PBS viewers as part

we're hoping to double your pleasure by adding the Loire and Burgundy to our French shows on the Rhone and Bordeaux regions.

Much of the material we glean from our travels makes its maiden appearance in the pages of our website as blogs, podcasts and news, tips and ideas featured in our eMagazine. If you combine our discoveries with the gems we glean from our editor, Barbara Beckley, and a host of guest writers you have a substantial helping of tasty travel morsels. Now in its 31st year in print and online and serving 50,000 readers, I believe that publication continues to offer

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- Destination Hotspot
Seeing Myanmar Onboard
the Scenic Aura Riverboat3
- Dateline: The World3
- Celebrating the Summer
of Love's 50th Anniversary4

travelscope.net

(est.) monthly visits: **2.46K**

(est.) coverage views: **195**



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411 DESTINATIONS

THE 411 ON MORRO BAY WITH KIDS

written by Shelly Rivoli | June 23, 2017



Harbor seals, sea otters, and egrets aplenty await where the land meets Morro Bay on California's scenic Central Coast. Just under 4 hours south of **San Francisco** or north of **Los Angeles** by car, what was once a remote fishing village offers families an ideal combination of nature and recreation, and without the crowds and exorbitant price tags that come with many California beach towns (shhhh). While the scenery is hard to top and dock-to-dish dining options abound, Morro Bay also registers high on my family-friendliness-ometer for some very practical reasons: available free street parking, abundant public restrooms, and great walkability. All together, it's what a great coastal family destination should be. When you get there, and I hope you do, here are 4 great ways to experience Morro Bay with kids, along with recommendations for 1 great place to eat and 1 great place to stay while you are there.

1. Get Your Bearings at Morro Bay Natural History Museum



WHERE IN THE WORLD WILL YOU GO?

- Alabama
 - Alabama's Northeast
 - Huntsville (3)
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- Belgium
 - Bruges
 - Brussels
- Bonaire
- California
 - Carlsbad
 - Catalina Island
 - Los Angeles
 - San Francisco (5)
 - Santa Rosa (2)
 - Sequoia National Park
 - South Lake Tahoe (3)
 - Yosemite National Park
- Canada
 - Newfoundland – St. Johns
 - Vancouver Island – Tofino
- Cuba
 - Havana
- Ecuador
 - Quito

(est.) monthly visits: **710**

(est.) coverage views: **142**

links from coverage: **2**

180 11



Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 Days of Fun

FREE Morro Bay Trolley to Hotel Guests, Skateboard Race, Bike Parade, FREE Carnival including Bounce House, Dunk Tank and Live Music on 4th of July, Book a Boat Cruise to Watch Cayucos Fireworks, Check Out Our Sample Itinerary!

NEWS PROVIDED BY
Morro Bay →
08:40 ET



MORRO BAY, Calif., June 22, 2017 /PRNewswire/ -- Beat the heat and city traffic and head to Morro Bay this 4th of July for five days of patriotic fun. Guests are welcomed with miles of pristine beaches to celebrate in this small fishing village located on California's Central Coast. Enjoy your favorite summer activities like kayaking, boating, hiking, biking, fishing and surfing, and celebrate independence day at the annual 4th of July Family Funday with FREE carnival games, a dunk tank and bounce house all located on the waterfront in Tidelands Park.

JULY 4TH: FREE FAMILY FUNDAY STARTS AT 10 AM

Morro Bay's annual 4th of July Family Funday starts with a [skateboard race](#) at Tidelands Park down the Embarcadero to the Morro Bay Maritime Museum. The annual 4th of July bike parade follows, starting at Morro Rock. Next up, enjoy a flag raising ceremony, a performance of the National Anthem and a reading of the Declaration of Independence preamble. The FREE family carnival takes place next at Tidelands Park with dunk tank, bounce house, games, food vendors, and live entertainment until 5pm. Visitors are encouraged to BYOP (Bring Your Own Picnic) and participate in this alcohol-free event. For more info [CLICK HERE](#).

TAKE A BOAT TO SEE THE CAYUCOS FIREWORKS SHOW

Sub Sea Tours: Evening cocktail cruise to Cayucos for fireworks. [Click here to make reservations](#) or call for more information at (805) 772-9463.

CYCLING, MOUNTAIN BIKING, BEACH CRUISING AND BMXing

Bring your bike or rent one from hotels or local bike shops to explore this bicycle friendly town, awarded as such by the League of American Bicyclists. Morro Bay offers cycling, mountain biking and beach cruising filled with coastal views and recently created the [Morro Bay Bike Map](#) to help enthusiasts find their way around. Morro Bay also offers the only [BMX Bike Park](#) in San Luis Obispo County, open from sunrise to sunset and free to riders of all ages.

MUSIC AND NIGHT LIFE

Morro Bay's night life has so much to offer with great live music venues, pool playing, wine bars, food and spirits supporting the



Be sure to bring your bikes for the annual 4th of July bike parade during Family FUNDAY. Photo credit Mike Baird



(est.) monthly visits: **7.19M**

(est.) coverage views: **11.3K**

links from coverage: **5**

2



Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 Days of Fun

PR Newswire June 22, 2017



FREE Morro Bay Trolley to Hotel Guests, Skateboard Race, Bike Parade, FREE Carnival including Bounce House, Dunk Tank and Live Music on 4th of July, Book a Boat Cruise to Watch Cayucos Fireworks, Check Out Our Sample Itinerary!

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FREE MORRO BAY TROLLEY FOR MORRO BAY HOTEL GUESTS!

The Morro Bay Trolley is free to all hotel guests Friday, June 30th through Tuesday, July 4th. Check [here for July 4th weekend hotel bookings](#).

Looking for fun filled days? Check out a [sample itinerary HERE](#).

MEDIA CONTACT:

Susan Hartzler
Public Relations Manager
[Mental Marketing](#)
818-585-8641
165442@email4pr.com

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/escape-the-heat-and-crowds-in-morro-bay-ca-and-turn-your-4th-of-july-celebration-into-5-days-of-fun-300478162.html>

Rates

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Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 Days of Fun

Jun 22 2017

(est.) monthly visits: **128M**

(est.) coverage views: **23.3K**

links from coverage: **5**

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Jun 22, 2017, 8:40am EDT

MORRO BAY, Calif., June 22, 2017 /PRNewswire/ -- Beat the heat and city traffic and head to Morro Bay this 4th of July for five days of patriotic fun. Guests are welcomed with miles of pristine beaches to celebrate in this small fishing village located on California's Central Coast. Enjoy your favorite summer activities like kayaking, boating, hiking, biking, fishing and surfing, and celebrate independence day at the annual 4th of July Family Funday with FREE carnival games, a dunk tank and bounce house all located on the waterfront in Tidelands Park.

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(est.) monthly visits: **12.2M**

(est.) coverage views: **15.8K**

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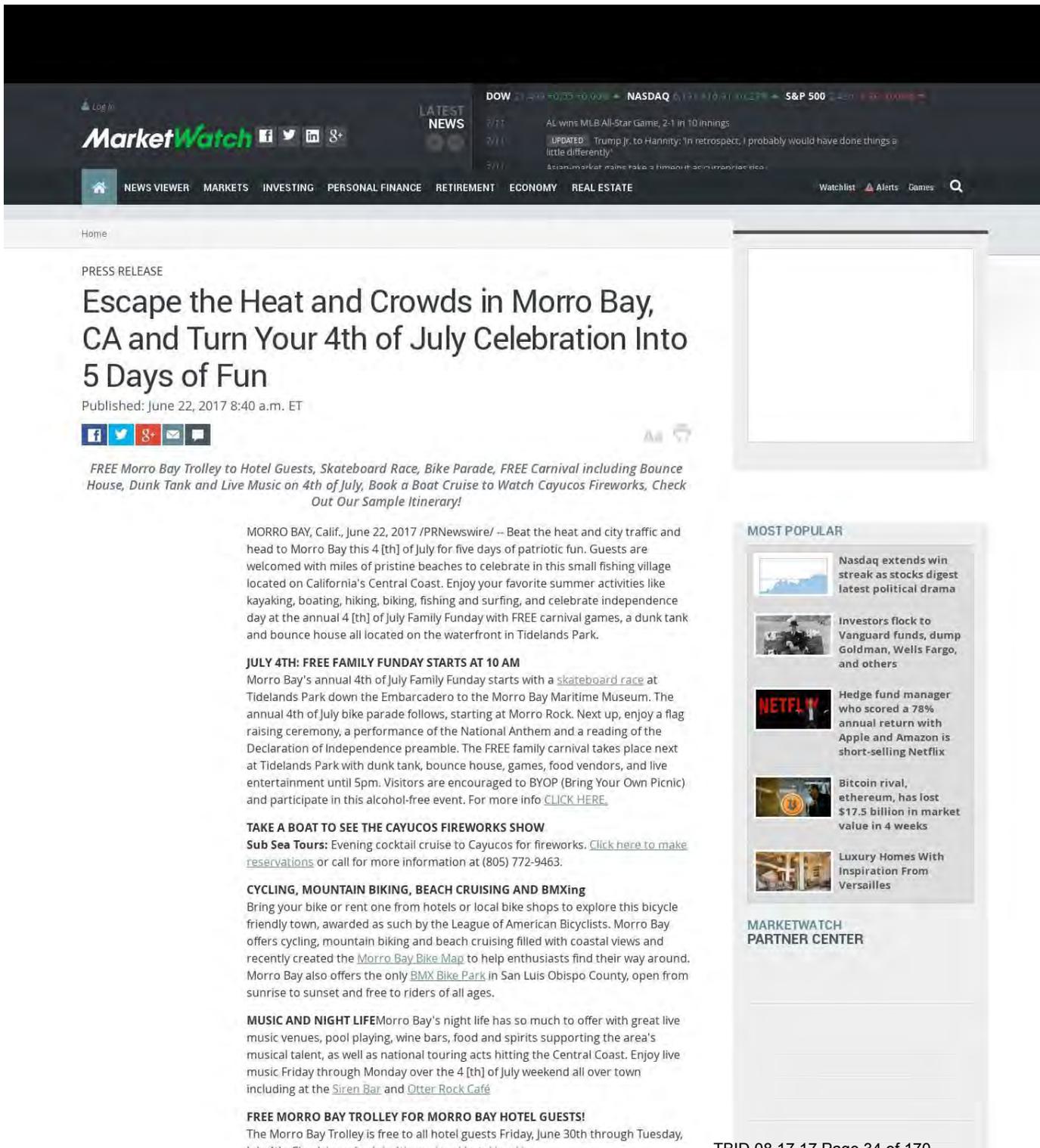


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(est.) monthly visits: **12.2M**

(est.) coverage views: **15.8K**



(est.) monthly visits: **41.5M**

(est.) coverage views: **47.9K**

links from coverage: **5**

Social Media Posts from Visiting Journalist Shelly Rivoli, Social Influencer for Travels with Baby

Family Travel 411 added 5 new photos.
June 23 at 8:34am

Harbor seals, otters, and egrets--oh my! See why you need to get the kids to California's Morro Bay and what to do when you get there in today's 411 - <http://www.familytravel411.com/411-morro-bay-with-kids/#familytravel> #California #MorroBay

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 **Shelly Rivoli**
June 20 at 3:40pm

Okay, my friends, here they are! There was a baby boom among the Morro Bay otters this spring, so I was crossing my fingers... And with some very lucky timing, we got to see loads of otters sleeping in the sun (rafting) including a couple of moms with babies--which looked a lot like artificial toys or stuffed animals, don't you think? #otterlove #MorroBay



©Shelly Rivoli/Morro Bay

15 Likes · 5 Comments

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 **Shelly Rivoli**
June 16 at 9:16am

Good morning, Morro Bay--this scene does not get old! 😊 The stunning view from 60 State Park Restaurant at Inn At Morro Bay... And breakfast is served! Thanks for a great stay, Inn at Morro Bay #MorroBay #California



23 Likes · 5 Comments

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 **Shelly Rivoli** added 2 new photos — at [Bayside Cafe](#)
June 15 at 5:37pm · Morro Bay, CA

When your whole family is so stuffed after an incredible lunch that they agree, well ... maybe we could share just one dessert? Chocolate Obsession. Est. 1 min 15 sec. Thanks for the delicious post-kayaking tostadas and fish and chips--& reminding us there's always room for dessert, Bayside Cafe! 😊 #MorroBay



13 Likes · 1 Comment

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 **Shelly Rivoli** was live.
June 14 at 4:58pm · 🌐

Live from The Rock! #MorroBay

126 Views

14 Likes · 3 Comments

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Family Travel 411
@FamilyTravel411

Follow

#MorroBay with kids! Get the 411 on this beautiful seaside town on #California's #CentralCoast - go.shr.lc/2sZUd3O #familytravel #ttot



Retweets
3

Likes
3



11:08 AM - 23 Jun 2017

Morro Bay, CA, NATJA, SLO CAL and 3 others

Reply 3 Retweet 3 Like 3

Twitter

Jun 23 2017



Shelly Rivoli

@travelswithbaby

Lowell Thomas Award-winning #author and #familytravel #blogger. FamilyTravel411.com + TravelswithBaby.com Also @FamilyTravel411

San Francisco Bay Area, CA

travelswithbaby.com

Joined November 2005



Shelly Rivoli

@travelswithbaby

Follow

Here they are! Mom and baby sea otters at #MorroBay #California for your #TravelTuesday inspiration! #worldoceansmonth #otters #wildlife



Retweets 22

Likes 31



3:58 PM - 20 Jun 2017 from Morro Bay, CA

Morro Bay, CA, SLO CAL, ca and CA_CentralCoast

1 22 31



Northwest Nomad @NWestNomad · Jun 20

Replying to @travelswithbaby @melodytravels and 4 others
Cutest damn animals on the planet. Irresistible.

1 2



Wherever I May Roam @melodytravels · Jun 21

I'm such a sucker for them. Cute and so playful!

3



Twitter

Jun 20 2017



Shelly Rivoli
@travelswithbaby

Follow

And this is how we started the day at
#MorroBay! **#CentralCoast** **#California**
#travel



Likes

4



11:49 AM - 15 Jun 2017



Shelly Rivoli

@travelswithbaby

Lowell Thomas Award-winning #author and
#familytravel #blogger FamilyTravel411.com
+ TravelswithBaby.com Also
@FamilyTravel411

San Francisco Bay Area, CA

travelswithbaby.com

Joined November 2008

Twitter

Jun 15 2017



Shelly Rivoli
@travelswithbaby

Follow

The evening is off to a fabulous start!
Thanks for the fabulous dinner and view
Dorn's #MorroBay #travel #California



Retweet 1 Like 1

8:20 PM - 14 Jun 2017

Reply 1 Retweet 1 Like 1

Twitter

Jun 14 2017



**Morro Bay Tourism
July 2017 Marketing Report**

July 2017 Website, Advertising and Social Analytics

Morrobay.org Web Stats

- Website Unique Visitors: 29,848(+16% Y/Y)
- Total Jack Rabbit Searches: 5011 (+46% Y/Y)
- Jack Rabbit Referrals to Lodging: 3,116 (+16% Y/Y)

Paid Advertising Stats to Date

- Paid Digital Impressions: 3.3 M
- Clicks to Morrobay.org: 66.2K
- CTR: 2% (industry average .1%)
- Conversions: 209,766
- Conversion Rate: 6.34%

Social Media Influence

- FB Fans: 56.6 K
- FB Video Views: 148.8K
- FB Video Minutes Viewed: 42.2K= 703 hours of video viewed in July
- Instagram Followers: 11.4K
- Twitter Followers: 2K
- Pinterest Followers: 300

Marketing Campaigns

4th of July Outreach Campaign

Overview: With summer coming on fast, the highway 1 closure on our heels and the cancellation of fireworks, Tourism Manager Jennifer Little and Maryann Stansfield from Mental Marketing pulled together a game plan to drive bookings for the kick off of the summer: Morro Bay's 4th of July Celebration. Targeting the So Cal market, we purchased opt in emails geared towards families, millennials, profiles of similar audience segments who have visited Morro Bay using lifestyle market segments. Below is the media buy, results will be reported in the July report. The campaign also included social media campaigns.



Clicks to MB.org from booking links: 4,364

Google Ads:

Impressions: 103,000

Clicks: 420

Facebook:

Impressions: 47,000

Clicks/Engagement: 6,000

LA Eblasts:

Impressions: 381,424

Clicks: 4,778

Opens: 83,144

Fall Shoulder Season Promotion: August – October 31

Overview: In an effort to increase booking for shoulder season we launched an integrated campaign offering a lodging specific call to action. Ads are targeting wine travelers and baby boomers with disposable income in target markets Los Angeles and the San Joaquin Valley. Seven hotels participating in this promotion.

Promotion Outreach: Digital ads are running on Adara, Ad Taxi, Trip Advisor, Google Ad Words, and Facebook and is being supported by public relations and social media.

Call to action: Stay 2 nights at participating properties from September 5 – October 31, get FREE bottle of wine



Additional Promotions and Upcoming Campaigns:

- **Avocado & Margarita Bookings Promotion**
Book 2 nights over event weekend, get one event ticket free
- **Eblasts going out Mid August promoting September Events**
Avo Marg Fest, Taste of Grove, Concerts on Bay, Art in the Park, Beer Yoga, Kayak and Dinner
- **Winter Shoulder Season Campaign to start running October 15, 2017**
Kids Get Free Stuff runs through December



JULY 2017 PR PROGRAMS

- Wrote and distributed **Morro Bay, CA Pacific Gold Oysters Farmed in Bay for Nearly a Century -Come Celebrate National Oyster Day August 5, 2017 With Us!**
Dine on Fresh Local Oysters at Morro Bay Restaurants, Paddleboard or Kayak out past the Morro Bay Oyster Farm, Celebrate Summer at Foodie Events like the Taste of Grove and the Avocado and Margarita Street Festival
- Followed up on June Press Release: **Escape the Heat and Crowds in Morro Bay, CA and Turn Your 4th of July Celebration Into 5 days of Fun**
FREE Morro Bay Trolley to Hotel Guests, Skateboard Race, Bike Parade, FREE Carnival including Bounce House, Dunk Tank and Live Music on 4th of July, Book a Boat Cruise to Watch Cayucos Fireworks, Check Out Our Sample Itinerary!
- Made additional media follow up calls to local press regarding the mud slide

PRESS RELEASES

Morro Bay, CA Pacific Gold Oysters Farmed in Bay for Nearly a Century - Come Celebrate National Oyster Day August 5, 2017 With Us!

Dine on Fresh Local Oysters at Morro Bay Restaurants, Paddleboard or Kayak out past the Morro Bay Oyster Farm, Celebrate Summer at Foodie Events like the Taste of Grove and the Avocado and Margarita Street Festival

Proprietary Travel, Events, and Food Media Lists: sent to 3751 media outlets on the Mental Marketing proprietary list on July 14, 2017 at 9:07 am

Unique Opens: 521 Opens, 15.7%, with 22 clicks

Top opens and follow up pitching to:

USA Today
Robb Report
Conde Nast Traveler
AARP
New York Times
New York Post
San Diego Union Tribune
Time Inc
Los Angeles Times
OC Register
Ventura County Star
Inside the Gate
LA Parent
NPR
Bakers City Herald
Local Getaways
Bay Area Newsgroup
SF Gate
By Town Sun
Montecito Journal
Berkeley and Beyond
Fresno Bee
OC Mom Blog

Sacramento Magazine
LA Splash
John Hamilton
Ms Fitness
Conde Nast
Wine Country Getaways
Wine Industry Network
OC Register
LA Times
Edible Santa Barbara
San Francisco Examiner
San Francisco Magazine
Edible Santa Barbara
Foodism
TravelScope
LA Talk Radio
San Jose Mercury News
Tolosa Press
New Times SLO
Biz Bash
Tahoe This Week
International News Group
The Tribune News



KDH News
Associated Press
Wine Industry Network
Wine Business
Daily Tribune

VisitCA
Black Diamond UK
Fodors

PRO-ACTIVE MEDIA RELATIONS:

- Contacted Vaughn Lowery regarding Fuel Run
 - Discussed Fuel Run with event coordinator Aimee Shackelford
 - Got info about John Lennon Skateboard for **VisitCA UK** office
 - Sent info to **LA Parent** for possible inclusion in upcoming Travel Guide
 - Still in contact **with KGO's John Hamilton** to do a story about Morro Bay being open for business
 - Barbara Beckley is putting me in touch with her editor at **Alaska Airlines** to pitch a story based on the direct flights from that airline.
 - **NPR's Tom Wilmer** will do a story about Morro Bay being open for business, The Landing and the
 - Following up with **Budget Travel Editor**
Follow up with Keith Hamm, **SB Independent**
 - Follow up with Elizabeth Bickford, **Trekaroo**, who visited June 7-9
 - In contact with JT Long from **Smart Meetings** for inclusion in their Central Coast issue
 - Follow up with Cheryl Crabtree, **Fodors**
 - Follow up with Sherel Purcell, supplied images she requested
 - Follow up with Matt Stabile, **theexpeditioner.com**
 - Follow up with Tobey Grumet Segal, **writes for Conde Nast Traveler, Douglas Ellman Magazine, and Today.com**
 - In discussion with freelancer Heidi Dvorak who is getting a story assignment with one of the many pubs she writes for
 - Working on getting dates for the following
 - Shana Nys Dambrot (SND) who wants to visit for Whitehot Magazine for Contemporary Art blog which has 400+K UVPM Freelance writer Lizzy Menzies moved her possible visit but has not gotten back to me with info. She will be writing, shooting stills and video for several projects. Possibilities include:

The Santa Barbara Independent	Montecito Journal
LA Weekly	SF Weekly
The Atlanta Journal & Constitution	Creative Loafing
Casa	Several travel blogs
	AARP
	AAA
- She is a shooter for NBC and scouting-locations for a possible PSA to be shot between SLO & SB for the US military. Circulation varies from pub to pub-around 2M in all it depends. For print outlets, she writes for both online and print.
- Working with editor of **Foodism Blog** to get editor to visit for food stories.
 - Get new dates for Polina Steier
 - Get new dates from Cassie Keifer
- Creating road trip itinerary for **Travel Agent Magazine**
 - Media considering FAM Trips



- In communication with freelance writer Kimberly Lovato for possible visit and stories in **American Way, Virtuoso Life, Sunset, National Geographic, Delta Sky**, among others- Call back in August
- Working with Stephen Butler, Features Editor, **International News Group** on possible FAM visit.
- Benjamin Epstein, editor **Where Magazine** intends in visiting for a story.
- Jacqueline Harmon Butler, **Santa Rosa Press Democrat**, interested in visiting this year for a story.
- In conversations with Ed Walsh, Bay Area Reporter, **Frontiers, IN Magazine, Bay Windows, Seattle Gay News, HIM/HERE! Corp. Web sites, Edge Web sites** to get him to Redding soon.
- Working with Andrew McCredie on possible visit for stories in **Vancouver Sun** and **The Province**.
- Freelance writer Lizzy Menzies moved her possible visit but has not gotten back to me with info. She will be writing, shooting stills and video for several projects. Possibilities include: The Santa Barbara Independent, LA Weekly, The Atlanta Journal & Constitution, Casa, Montecito Journal, SF Weekly, Creative Loafing, Several travel blogs, AARP, AAA

RE-ACTIVE MEDIA RELATIONS

- Submitted Otters for Hidden Gem story to Central Coast Tourism Council
- Sent dining info to Travel Savvy News for September issue
- Coordinated trip for Budget Travel Editor

VISITING JOURNALISTS

- **July**
 - Tricia Janzen food critic and a radio and TV host, Let's Dine Out July 24-26.
 - Tobey Grumet Segal, **Conde Nast Traveler, Today.com**
- **August**
 - Tobey Grumet Segal, CondeNaste, Today.com, July 31 - August 2
 - Tom Wilmer, **NPR**, story about Highway 1 open for business
 - Vaughn Lowery, 360 Magazine, Aug 16
- **September**
 - Alexander Hafizi, Associate Publisher, **Elite Magazine, September 22-24**

PENDING COVERAGE

- | | |
|------------------------|--------------------|
| 1. Budget Travel | 9. Red Tricycle |
| 2. Los Angeles Times | 10. Bindu Media |
| 3. 7X7 online | 11. NPR |
| 4. KTLA News | 12. Fodors |
| 5. CondeNaste | 13. KGO |
| 6. Today.com | 14. USA Today |
| 7. TravelswithBaby.com | 15. Smart Meetings |
| 8. FamilyTravel411 | |





July 2017 Press Clips

Press Release: Morro Bay, CA Pacific Gold Oysters Farmed in Bay for Nearly a Century – Come Celebrate Summer Goodness and National Oyster Day August 5, 2017 With Us!

194M

online readership:

243K

estimated coverage views:

49

social shares:

22

links from coverage:

3.37M

publicity value:

1.12M

ad equivalency:

3.3K

organic web hits:

666

media views:



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© Keith Hamm

Low tide in the anchorage from 90 State Park, the restaurant at Inn at Morro Bay.

Nonstop Travel in Morro Bay

A Seaside Escape 100 Miles From Town

Thursday, July 20, 2017
By KEITH HAMM

My old man loves to tell about the time he boated into Morro Bay through a fog so soupy he never saw the 581-foot Morro Rock just a few hundred feet from the harbor entrance. Fortunately, just last month, June's gloom never made a showing while my family and I vacationed in the small Central Coast town. In fact, aside from a 25-knot northwesterly blowing through our first two afternoons, the weather was sunny and warm, the perfect backdrop for our full itinerary of outdoor activities and waterfront dining.

After the 100-mile drive from Santa Barbara, we unpacked at the **Inn at Morro Bay**, its Cape Cod architecture showcasing clean, quiet rooms, a pool and hot tub, and a restaurant and bar overlooking the bay. This would be our home base for the next five days as we set out on small adventures across the water, along the trails, up the coast, and, of course, to that towering rock. Here's our list of highlights.

Fun Stuff

Virginia Flaherty with **Central Coast Outdoors** was our intrepid — and ornithologically sharp — guide as we navigated kayaks across calm waters,

Photo Gallery

Nonstop Travel in Morro Bay



Article Tools

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BEST BETS

TUESDAY, AUGUST 8 8:00 PM

Chastity Belt
Velvet Jones

On the Verge Summer
Community Arts Wor...

WEDNESDAY, AUGUST 9 10:00 AM

Summer Kids Film Series
Paseo Nuevo

NEXT EVENTS >

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FLIP THRU THIS WEEK'S ISSUE

Most Commented Stories

Impeachment: The Constitution's Cure | 126 Comments

The Great Vacancy Rate Debate | 114 Comments

Trump Coup? | 91 Comments

Channel Islands Up for Federal Review | 39 Comments

(est.) monthly visits: **332K**

(est.) coverage views: **1.45K**

37

□ Keith Hamm, VJ hosted by Morro Bay

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Morro Bay and the sinking of the Montebello in WWII

By Howard Hian July 31, 2017 Featured Articles



On a recent travel writing assignment along California's Coastal Highway 1 Discovery Route, I was amazed to uncover a piece of little known history relating to California's role in World War II and, perhaps, a partial answer to a stain on FDR's presidential legacy.

World War II

In 1940, the Navy had already established a presence in Morro Bay with its amphibious training base. On Dec. 7, 1941, "A Day That Will Live in Infamy," Pearl Harbor was attacked. On Dec. 8, the U.S. declared war on Japan and, interestingly, the same day Japan declared war on America and the British Empire.

What is less well known, by mid-December, nine Japanese submarines were active, plying the Pacific Ocean and sea lanes off the coast of California near Los Angeles, San Francisco, San Diego, Mendocino, Monterey and San Luis Obispo in search of tankers. Eleven U.S. vessels carrying oil and lumber were attacked, but only one was sunk.

In the early morning of Dec. 23, 1941, Union Oil's 8,000-ton Montebello left Port San Luis heading for Vancouver, Canada. It was intercepted by a Japanese submarine in the early morning about four miles offshore and, although defensive steps were taken, it was struck by a torpedo and sunk in 20 minutes. Four lifeboats heading for shore were shelled and shot at, but luckily there were no casualties among the 36 sailors.

The tugboat Alma was one of the rescue vessels which picked up crew members in two of the lifeboats. The Alma is now part of the Morro Bay Maritime Association and displayed in town on the Embarcadero. Post Pearl Harbor and the sub attacks, Morro Bay and Rock was used by military recruits for ship boarding practice, beach landings and assault training.

Can it be a coincidence that, after this enemy activity in U.S. waters off the coast of California, FDR issued an executive order on Feb. 19, 1942, leading to the unfortunate internment of Japanese-Americans?

Morro Bay to do list



Morro Bay lies in the middle of California's Highway 1 Discovery Route's "101 miles of adventure." Stroll the Embarcadero and take in the museums, art galleries, curio shops, boutiques, charter/fishing boats, etc. Stop by the MCV tasting room, www.MCVwines.com, to sample their excellent wines. Follow the Embarcadero path out to Morro Rock, one of California's most photographed spots, a designated State Historical Landmark. An easy walk is the .6 mile Marina Peninsula Trail, which

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Great pic showing what's causing all those booms in North County!
Noise Advisory • July 20-27

TWITTER FOLLOW ON TWITTER

Military Press

Jul 31 2017

(est.) monthly visits: **500K**

(est.) coverage views: **67.6K**

Howard Hian, hosted WJ



BEST CAMPING CRUISES SAN FRANCISCO SKI THEME PARKS

Travel » Family Travel » Affordable Family Winter Vacation Packages

Affordable Family Winter Vacation Packages

By Laurie Jo Miller Farr
Professional Travel Writer

Settle in on your sofa, open your laptop or tablet, and scope out the best deals on a winter family vacation. While the variety of travel options can be quite overwhelming, it's much easier to narrow it down if you begin with a destination, a budget, and preferred activities in mind. Official tourism boards offer some terrific [vacation planning](#) resources too.



Trending in Travel

- Greyhound Ticket Prices
- Spa Vacation for One
- Myrtle Beach Vacation Planning Ideas
- Trip Mileage Calculator Options
- Visiting Laguna Beach

Travel Categories

- Air Travel
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- Museums
- New York Travel
- Spa Vacation Destinations
- Travel Deals
- Travel Mexico
- Travel Slideshows
- Travel Tips
- United States Travel
- World Travel Destinations

Good Deals to Great Britain

A visit to Great Britain in 2017 and 2018 is cheaper than it was the year before. A number of factors have combined to make it so, including a strong dollar, a weaker pound sterling, and several new airline routes. So, if you're tempted to take the family sightseeing in London, this may be an ideal moment to do it.

Harry Potter's London for Kids

With its pomp and circumstance, history, and the lure of Harry Potter stories, London provides a perfect mix for parents and kids. Winter is a good time for taking a ride on the [London Eye](#) high above the River Thames, viewing the Crown Jewels, and touring the Tower of London's spooky chambers with a Yeoman Warder, but without the crowds.



During the holidays, visit the free, festive [Hyde Park Winter Wonderland](#) and go ice skating at the Natural History Museum's rink. Remember, Britain's national museums are always admission-free. The official tourism bureau, [VisitLondon.com](#), has monthly highlights, children's activities, even [Harry Potter-themed](#) suggestions.

Cost for a Magical Family Vacation

[Virgin Vacations](#) has a 6-day "The Making of Harry Potter" package with flights, taxes, baggage, hotel, breakfast, and sightseeing to include a Warner Bros. Studio Tour and Harry Potter film locations tour from \$949 per person including air. Optional add-ons are airport transfers and more sightseeing.

The pound weakened 20 to 25 percent following the June 2016 referendum on EU membership, so American families benefit from favorable exchange rates.

The Beauty of California, Baby

(est.) monthly visits: **6M**

(est.) coverage views: **40.8K**

1

Media Relations pitch to include Morro Bay n story



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Jul 29 2017

Morro Bay and the Sinking of the Montebello

Posted on July 29, 2017 by admin

Introduction

On a recent travel writing assignment along California's Coastal Highway 1 Discovery Route, I was amazed to uncover a piece of little known history relating to California's role in WW II and, perhaps, a partial answer to a stain on FDR's presidential legacy.

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Where to Eat

The area is an agricultural cornucopia; farm to table dining, the freshest seafood imaginable, plus local vineyards and wineries galore. My restaurant recommendations are all conveniently clustered along the Embarcadero overlooking Morro Bay and the Rock.

Blue Sky Cafe - locals flock here for breakfast (served all day), lunch, and dinner...don't miss their daily desserts. www.BlueSkyCafe.com



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(est.) monthly visits: **5K**

(est.) coverage views: **1K**

Howard Hian, hosted WJ



Featured Celebrate National Oyster Day In Morro Bay



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CELEBRATE NATIONAL OYSTER DAY IN MORRO BAY

by Epaminondas Dimitriadis July 14, 2017 Featured

233 0

If you like oysters then Morro Bay is your destination. Farming and savoring fresh Pacific Gold oysters in Morro Bay has been part of this quaint seaside village's rich fishing history since 1923. Today the Morro Bay Oyster Company is still hard at work growing and harvesting Pacific Golds that can be found at restaurants and wine bars in Morro Bay, and throughout CA. Like all oysters, they're flavored by their home waters, and now the Grassy Bar Oyster Company has joined in on the tasty farming culture here in Morro Bay. Morro Bay has such a rich oyster history, is there a better place to indulge yourself this August 5 on National Oyster Day than in Morro Bay? Or, for that matter, all year round?

POPULAR RECENT COMMENT

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October 9, 2016
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Cheese Traveller

Jul 14 2017

(est.) monthly visits: 11.3K

(est.) coverage views: 2.45K

links from coverage: 5

4 1

Story based on press release for Jy





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Matador Network was live — at [Avila Beach](#).
July 8 at 1:59pm · Avila Beach, CA · [🌐](#)

Devin and Simon of Vagabond learn how to shuck oysters with Chef Jason Ryczek of Farallon at the Central Coast Oyster Festival

10K Views

76 Likes · 9 Comments · 11 Shares

[Share](#)

Matador Facebook Video at Oyster Fest

Jul 8 2017

□ Mental coordinated Devin and Simon of Vagabond to do a FB live interview on Matador Facebook at the Oyster Festival. They discussed Morro Bay Oysters and the region. This video earned over 11K organic earned media views.



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Dine on Fresh Local Oysters at Morro Bay Restaurants, Paddleboard or Kayak out past the Morro Bay Oyster Farm, Celebrate Summer at Foodie Events like the Taste of Grove and the Avocado and Margarita Street Festival

NEWS PROVIDED BY
Morro Bay →
Jul 14, 2017, 07:28 ET

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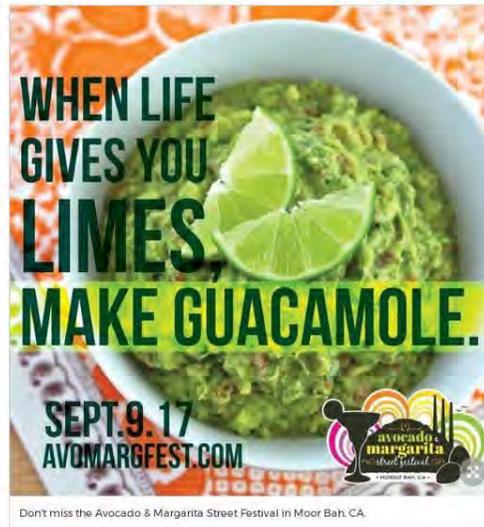
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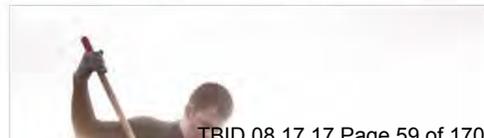
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Summer Fun: Foodie Events

Morro Bay offers one of the widest varieties of foodie events



Don't miss the Avocado & Margarita Street Festival in Moor Bah, CA.



TBID 08.17.17 Page 59 of 170

(est.) monthly visits: 6.54M

(est.) coverage views: 8.47K

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Associated Press Online

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

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September 8th from 6pm - 9pm
- **Avocado & Margarita Street Festival**
September 9 from 10am - 7pm

Lodging

The [variety of lodging options in Morro Bay](#) offers visitors the opportunity to stay in beach front vacation rentals, luxurious inns, leading brand hotels, reliable budget and specialty accommodations that fit any budget. For more information, visit [www.morrobay.org](#).

MEDIA CONTACT:

Susan Hartzler
Public Relations Manager
[Mental Marketing](#)
818-585-8641
168157@email4pr.com

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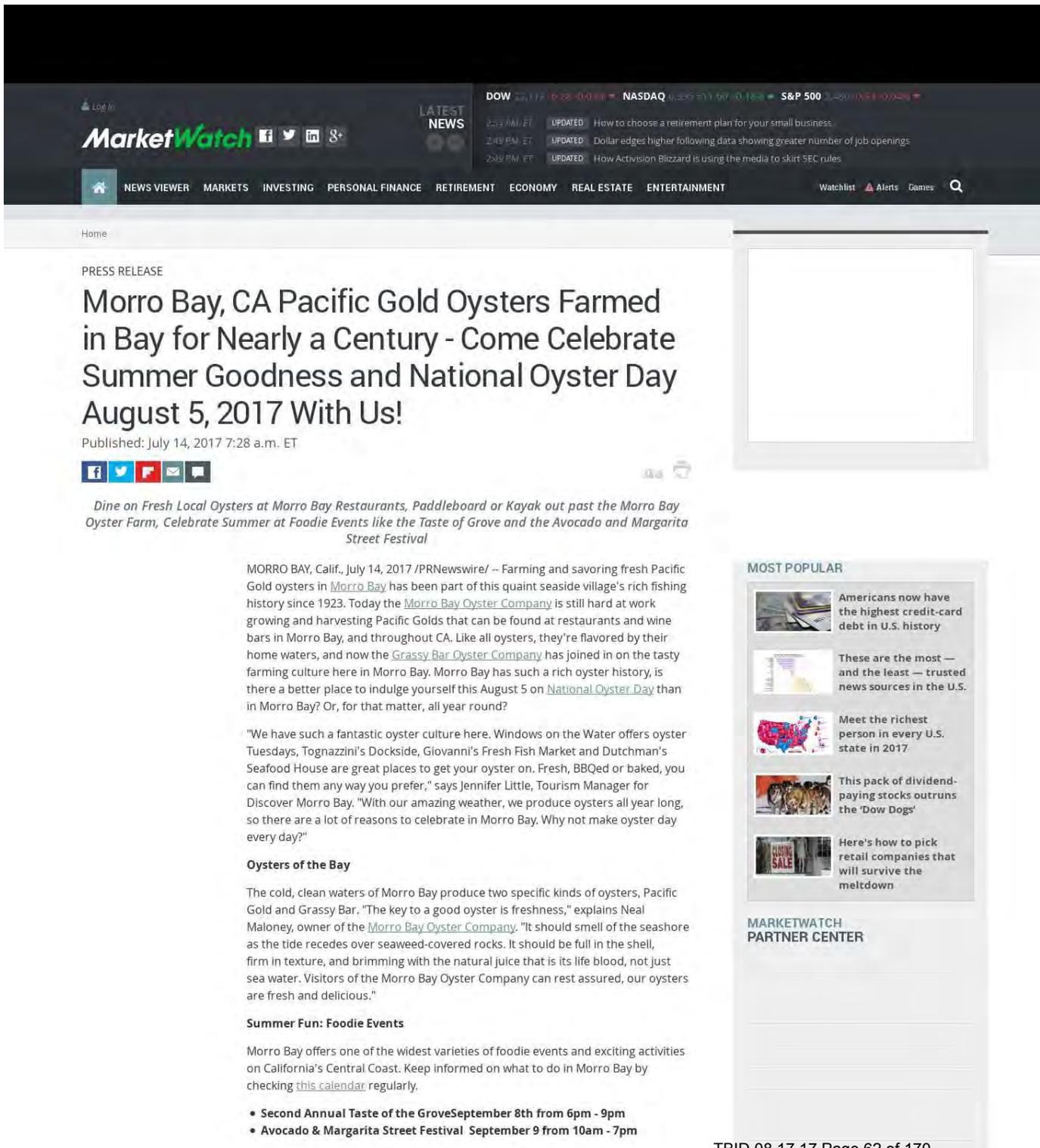
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AGENDA NO: A-4

MEETING DATE: August 17, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** August 8, 2017
FROM: Jennifer Little, City of Morro Bay, Tourism Manager
SUBJECT: Marketing Plan 2017-18 Update

RECOMMENDATION

Staff recommends the Tourism Business Improvement District Board (TBID) receive and file the Morro Bay Tourism Marketing Plan 2017-18.

BACKGROUND

The Morro Bay Tourism Marketing Plan was created between the Tourism Manager and Agency of Record Mental Marketing. A sub-committee had two strategic sessions to finalize and bring focus to the monthly events and promotions before taking the outline to TBID. The subcommittee included: Val Seymour, John Solu, Joan Solu, Jim Brey, Jayne Behman, Travis Ford, John Flaherty, Erica Crawford, Maryann Stansfield, Bill Stansfield and city staff Jennifer Little and Kirk Carmichael.

The marketing plan is based on the marketing overview that was presented to the Tourism Board Improvement District on March 16, 2017, and at the Annual Hotel Stakeholder meeting on April 6, 2017. There were some slight changes that were made since the marketing overview was presented. We are removing certain events that were initially proposed, but were not finalized or funded. The marketing plan is currently in use as of July 1, 2017.

ATTACHMENTS

1. Marketing Plan 2017-18
2. 2017-18 Promotions Calendar

Prepared By: ___JL___

Deputy City Manager Review: ___IT___



Morro Bay Tourism Marketing Plan Fiscal Year 2017-18



Put Life on Coast

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MORRO BAY MARKETING PLAN OVERVIEW

Marketing Approach for the 2017-18 Fiscal Year

To ensure Morro Bay achieves its growth awareness goals for the 2017-18 year, the Morro Bay Tourism Manager in conjunction with Mental Marketing conducted two interactive planning sessions with key Morro Bay tourism stakeholders who included hoteliers, retailers, City Recreation Department and outdoor activity companies. In addition, we researched current tourism trends, analyzed current fiscal year campaign results, database profiles, and key findings from a 2016 Visit SLOCAL awareness study Morro Bay Tourism commissioned that focused on where our visitor is coming from and what they spend their money on.

As a result new ideas were generated, and new approaches are being formulated for 2017–18 campaigns. We know that we have to remain nimble and stay up to date on market forces that can be a factor in decision making when implementing programs and tactics. For example, after Highways 41 and 1 were closed due to rain and mudslides our team quickly analyzed target audiences and refocus marketing outreach to best reflect Morro Bay’s accessibility. Our team is working hard to help grow existing events and foster new events in Morro Bay that generate overnight stays and help increase occupancy during mid-week and shoulder season. We are actively working with our tourism partner retail, restaurant and rental businesses to create added-value passports that incentivize travel during shoulder & mid-week, which helps increase sales and city sales tax during slower times.

Public Relations, Vetted Journalists and Tour & Travel Trade Shows.

Actively fostering relationships with journalists that hit the correct demographic is a priority. We have space for 25 vetted journalists to visit Morro Bay. Making sure that the dollars we spend on tour and travel trade shows draw the best results possible to increase group business and media awareness. 2016-17 we attended several travel & trade shows nationwide to help grow our press exposure. For 2017-18 we will focus on the two shows based in California and will alternate year over year doing the national shows.

OBJECTIVES & TARGET AUDIENCES

GOALS & OBJECTIVES

- a. Increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season
- b. Create opportunities to positively impact sales tax businesses & drive economic development in the City of Morro Bay
- c. Midweek – be more aggressive
- d. Extend the number of average hotel/motel room nights beyond 1.5
- e. Help incrementally increase the hotel/motel Average Daily Rate (ADR)
- f. Bring exposure to Morro Bay as a viable domestic and international destination for individuals and groups
- g. Assist with the development and growth of competitions and events that attract overnight guests
- h. Positively grow transient occupancy tax (TOT) for the City of Morro Bay

TARGET MARKET APPROACH 2017-2018

The goal to increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season was carried over from the previous fiscal year. With assessment dollars being stretched further, and the closure of Highway 1 in Big Sur, the expectation to influence more business during midweek and shoulder season is even stronger this fiscal versus last. By looking at the historical data and taking into consideration the differing travel trends, the tourism department found three key factors in its analysis and decided to move focus of targeted markets from all 3 – 4 hour CA drive markets to Santa Barbara and south into the Greater Los Angeles and surrounding area, San Juaquin Valley all the way south into Orange County and San Diego County. These key factors are:

1. How to best leverage MB marketing dollar and increase conversions
2. How to help mitigate an anticipated drop in international tourism from San Francisco Intl Airport by growing core markets
3. Tourism research commissioned through Visit SLO CAL and database profiles analysis that indicate these markets spend more and visit more

2017 TOURISM TRENDS TO LEVERAGE FOR MORRO BAY

1. FIT

- The growing segment of Foreign Independent Travelers is strong and they stay multiple days. With Hwy 1 being closed to the North we are focusing our tour and travel trade towards the FIT market out of LAX. SFP continues to be a good hub for us but with the closure the FIT travelers have dropped off and they need to grow from Los Angeles, Phoenix and Las Vegas.

2. Families are traveling throughout the year

- Morro Bay's # 1 lifestyle market: Traveling Families. Morro Bay has all there is to offer for families Targeting family travel with campaign messaging throughout the year

3. Multigenerational travel continues to grow

- Partnering with Vacation Rentals and bringing them into the TBID will expand marketing funds to leverage this travel trend

4. Target Millennials

- Fun, hip, unique adventures that they can't find anywhere else? Morro Bay speaks to the Millennial.

5. Mine Data and Analytics

- Continue SEO contract to help fine tune website analytics
- Track through web analytics exposure for VR/RV's through our marketing efforts
- Working on growing database to target higher income levels, more sophisticated traveler
- Knowing that segmentation is more sophisticated than ever for 2017, Mental understands that prospect email can be highly effective acquisition channels when fully integrated with all campaign strategies: geo/lifestyle cohort targeting, campaign creative, paid media, public relations, social media and existing database.
- Explore a new web platform to be introduced in 2018-19 with the inclusion of VR/RV.

6. Technology: mobile is king!

- Engage, engage, engage. Did we mention engage with your customer, no matter where they are? Mobile is king in the travel world and we partner with the most sophisticated digital ad networks

that use top analytical tools to find 1) What are the profiles of people visiting our website and ultimately booking a room? 2) What creative is working best? 3) How can we get more bookings for less?

7. Lifestyle Marketing with Emphasis on Experience Continues to Make Sense

- Lifestyle marketing is targeting different lifestyles that audiences are drawn to. Whether we target outdoor enthusiasts, health nuts, nature lovers, or foodies, this approach allows for targeted media buys and niche PR efforts based on these common interests. This approach targets different ages from millennials to baby boomers, and all ages in between based on their lifestyle, and brings them together for a common cause

8. Solo/Female Travel

- Wellness travel, mindful travel, yard sale aficionados. Women are traveling solo and in groups more than ever and Morro Bay has everything they are looking for. Let's make sure they get to know us.

9. Sharing Economy/co living

- According to Bjorn Hanson, clinical professor with the NYU Preston Robert Tisch Center for Hospitality and Tourism, "The amount of new (hotel) projects being launched is almost double what it was in 2014," so hotels are not going away, but how do we include the Airbnb's and VRBOs? Through PR we can show that Hotels/motels in Morro Bay can accommodate this type of guest.

10. Ecotourism

- Morro Bay has been an ecofriendly destination for decades, but as eco awareness gets to that tipping point of saturation in the marketplace, more and more people want to engage with the destinations they are traveling to. They want docent led tours about the cormorant rookery, they want coordinated beach clean ups, they want to set good examples of how to interact with nature for their children. Morro Bay will engage at a higher level through the city Parks and Rec department and work to include coordinated events and tours of this nature.

11. Virtual Reality Experiences for Travel – Rich content goes to the next level

- Video taken to the next level, the virtual reality of 360 degree video allows the visitor to feel what it's like to kayak in the harbor with the rock looming large over the water as the sun sets in the distance. First person video, what a fun idea.

INTEGRATED MARKETING PROGRAMS & STRATEGIES

As your full service marketing agency of record, we look forward to integrating all aspects of Morro Bay Tourism marketing efforts. Throughout this fiscal year, the agency team will manage a multi-layered destination brand marketing program that integrates paid, earned and social media strategies to accomplish the strategic goals for Morro Bay. The program sustains the most productive advertising channels that demonstrate lodging conversions and also tests new media channels to deliver midweek and shoulder season travelers more efficiently. The paid media plan identifies travelers by their interest and lifestyles and engages them throughout their travel planning cycle. To capture the attention of travelers in the early stages of awareness, the program maintains public relations efforts that place Morro Bay top of mind with priority travel and lifestyle media.

PROGRAM 1: CONVERSION FOCUS
DIGITAL/EVENT/SOCIAL MEDIA PLAN & PROMOTIONS CONCEPTS

OVERVIEW: Morro Bay is poised to take the digital outreach and results to the next level increasing impressions, conversions and other metrics using digital campaign strategies and tactics and adding in another level of event outreach through LA Times and LA Magazine. The digital universe offers a direct link to conversions tracking lifts in UVPMs, occupancy and an overall increase in TOT. All campaigns are audited post-run to insure all paid media placement was used correctly or credits are received back for missed runs.

STRATEGY: Develop strong seasonal campaigns using display, eblasts, text ads and native ads targeting lifestyle groups in geo-targeted southern and eastern CA markets to increase UVPMs, track bookings and conversions, and increase database of visitors.

TACTIC 1: MEDIA FOR MORRO BAY

For tourism and hospitality clients our media assignments have included strategic planning, negotiations and management of all media channels including outdoor, broadcast, print, pay per click, travel ad networks, TripAdvisor, streaming media, co-operative, native content, database-driven email programs, mobile ad networks, social media advertising and retargeting campaigns. Mental Marketing recommends using the following proven media outlets to get the best digital results for Morro Bay's seasonal tourism campaigns.

AD TAXI

AdTaxi's Marketing Campaigns are custom built to connect clients to their target audience through the most effective media channels based upon the client's campaign goals. AdTaxi is a Google Premier SMB (small business) Partner and purchases valuable inventory with industry leading brand safety and fraud prevention technology, eliminating bots. AdTaxi accesses robust 1st party and 3rd data to match each impression to the right audience. Instead of delivering a set number of impressions at a set CPM, this Magellan Performance Based program maximizes the budget dynamically across all ad groups. Magellan evaluates the price and performance of each impression against the metric that matters most to Morro Bay's campaign, and adjusts budgets accordingly to maximize booking conversions for the budget.



ADARA

Through Adara's 80+ partnerships with the world's largest travel companies including Delta, American Airlines, United Airlines, Hertz Rental Car, Wyndham, Best Western and RoomKey, ADARA has unparalleled access to Morro Bay's tourist target. When compared to the total internet audience, ADARA's custom traveler segment is 2.2x more likely to travel to California. Thanks to their contractual relationships with their partners, they have over 1 billion traveller profiles and they collect search, booking & itinerary views in **real time** directly from the source to track and report travel patterns to our client's destination.





TRIP ADVISOR

Trip Advisor is the world's largest travel site and the top planning resource for global travelers to plan and have the perfect trip. In more than 34 countries and 21 languages, the site offers travelers trusted advice from real travelers and seamless links to booking tools. The site generates more than 260 million unique monthly visits. Trip Advisor enables Morro Bay to reach predisposed audiences researching and planning a trip 46 days in advance. This year they're sponsorship includes the added value of content development, and page updates not offered before.

LOS ANGELES TIMES/LA MAGAZINE

From microsites and videos to infographics and articles, native content propels custom messaging. According to the LA Times, viewers of content marketing articles and executions are:

- 70% of people want to learn about products through content, rather than traditional advertising
- 61% of consumers say they feel better about a company that delivers custom content and are also more likely to buy from that company
- Digital newspaper content reaches 78% of (online) adults

FACEBOOK/INSTAGRAM

As more travelers are devoting more of their time on Facebook and Instagram, Morro Bay will leverage the precise targeting, competitive rates and excellent track record for central coast destinations. To target the self-employed traveler with flexible schedules, Mental will manage targeted Linked In campaigns with the midweek message.

YOUTUBE VIDEO SPOTS

YouTube is owned by Google and is the second largest search engine in the world. It has a variety of targeting options that help you reach the right customer for your business. You can target by age, gender, location, interests and more. Not only great for brand awareness, we've executed tourism campaigns with a CTR of 25% at a cost of .11 per click. We think Morro Bay is perfect for this medium.

GOOGLE ADWORDS

Google AdWords and Display enable Morro Bay to reach relevant visitors on relevant websites with the right message when it matters most. Google AdWords shows how many people notice the ads and what percentage click to visit MorroBay.org. With the tracking tools, you can even see the actual booking goals the website is generating as a direct result of ads. Morro Bay can test ads, try new search terms, pause shoulder season campaigns and re-start when desired. In addition, the Google Match program enables Morro Bay to serve specific digital ads to existing email subscribers and the travelers with the same matching profiles.



CHUTE

Chute's social posting tool works seamlessly with the Chute platform, ensuring alignment across Morro Bay's social media platforms. Whether searching for content using the most powerful visual search engine available, obtaining consent with Chute's industry-leading UGC rights management system, scheduling daily posts to our social channels, or even advertising on Instagram, Chute Social provides a simple solution. The first end-to-end user-generated content marketing solution that streamlines UGC search and discovery, curation, rights management, publishing, and brand insights. This new contract will allow us to grow our social media platform and exposure faster than before.

VISIT SLO CAL, CCTC, VISIT CA PRINT CO-OPS

VSLOC and CCTC offer website and email opportunities that are low hanging fruit on the tourism tree. These local and regional partners offer vetted digital leads to their partners as their websites and database models attract consumers looking to visit the Central Coast. Morro Bay can leverage this low cost opportunity to gain referrals and grow its database. Also, both of these organizations offer co-op print opportunities to leverage when the time is right and currently Visit CA is working with Time Inc. on a digital plan, which may offer some great opportunities.

TACTIC 2: DIGITAL PROMOTIONS TO LIFESTLYE & GEO TARGETS

1. MORRO BAY EVENT PROMOTIONS WITH TARGETED SOCIAL MEDIA CAMPAIGNS AND EBLASTS

In an effort to grow awareness not only of Morro Bay as a destination, we are planning strategic event promotions that will grow awareness of ongoing and new events specific to Morro Bay focusing on the ones that offer overnight booking opportunities. These event promotions will include booking calls to action and coincide with PR promotions and the seasonal digital and social media campaigns. This is the proposed timeline and events focus:

1. **August send to promote September:** Avocados & Margarita Fest, Taste of the Grove and Concerts on the Bay
2. **September send to promote October:** Maritime Month – Harbor Fest, Fishing Tournament, Surfboard Art Festival
3. **October send to promote Nov/Dec:** MB Triathlon, Dusk to Dawn Triathlon, Soupabration, Tall Ships, Boat Parade, 12-days of Christmas
4. **January send to promote winter:** Winter is for the birds
5. **March send to promote April:** Kite Festival, Soar events, Citywide Yard Sale
6. **April send to promote May and June:** Car Show, Memorial Day, Mid-week business

2. SEASONAL TARGETED DIGITAL CAMPAIGNS

These seasonal campaigns focus on growing bookings in the shoulder season and on growing mid-week business as the high season ramps up. These campaigns focus on Morro Bay as a great vacation destination and offer incentives (added-value) to book lodging and activities in Morro Bay. The following are the projected campaigns and timelines:

JULY 2017

- **Campaign:** Branded Digital Ads

AUGUST 2017 – OCTOBER 2017

- **Campaign:** Fall is Full of Fun in Morro Bay
- **Offer:** Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct

NOVEMBER 2017 – DECEMBER 2017

- **Campaign:** Kids Get Free Stuff campaign
- **Passport Offer:** Free Kids Related Goodies, Activities and Passes

JANUARY 2017 – FEBRUARY 2018

- **Campaign:** Winter is for Birds
- **Passport Offer:** Save on Restaurant Offerings

MARCH 2018 - APRIL 2018

- **Campaign:** Aaaaahhhhhhhh! Spring is Finally Here!
- **Passport Offer:** Save on Springtime Activities

MAY 2018 – JUNE 2018

- **Campaign:** Midweek Lodging and activity Specials to increase midweek bookings March - August
- **Passport:** Save Mid-Week with Restaurant and Activities Passport

PROGRAM 2: GROW BRAND AWARENESS AND ENGAGE PUBLIC RELATIONS & ORGANIC SOCIAL MEDIA

PUBLIC RELATIONS GROWS BRAND AWARENESS

Since April 2014 Mental Marketing has executed strategic public relations programs to increase awareness of Morro Bay as a visitor destination through third party endorsements from bloggers, travel writers and editors from California feeder markets and primary national audiences. The programs we used to raise awareness included media relations inviting niche lifestyle travel journalists to Morro Bay, developing itineraries showcasing activities targeted to their audiences in family fun, outdoor adventure, culinary, wine and beer, and getting back to nature. Over the past three years we have seen a tremendous growth in media awareness and demand for information and hosted visits to Morro Bay.

Results Matter: In fiscal 2016-17 Mental garnered over 4B in earned media coverage (feature stories, press clips and pickups), an increase of +66% YOY, and the ad value of that earned media was \$17.6M, an increase of +155% YOY. Things are looking really great regarding destination awareness growth for Morro Bay. Let's keep this momentum going!!

STRATEGY: Build brand awareness and keep Morro Bay top of mind in the travel, lifestyle media and daily news press by inviting approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories, coordinating top journalists FAM trips, acquiring press feature coverage, landing pickups



through PR Newswire media partners, which in turn increase SEO and search spider links back to MorroBay.org.

TACTICS:

1. **Research, Write and Distribute Press Releases:** Research newsworthy story ideas unique to Morro Bay to engage the media supporting ad programs, lodging packages, special events and happenings in Morro Bay. Monthly press releases are distributed to the core marketing firm’s proprietary list of over 3,000 travel writers, as well as over PR newswire to meet the above objectives.
2. **Visiting Journalist Program:** A highly effective component of the PR strategy is hosting top journalists on FAM trips. Throughout all the targeted outreach programs, Mental will continue to invite approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and invite the top media that will produce the best results and meet our strategic PR goals.
3. **Lifestyle Pitches to Niche Media:** Public relations helps grow brand awareness and allows for lifestyle targeted approached to our audience. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and pitch them story ideas based on their editorial calendar. Invite the top media that will produce the best results and meet our strategic PR goals.
4. **Out of Market Media Shows:** Visit California and other travel writer associations offer Media Events throughout the year where Mental attends on behalf of our clients. This is a proven tactic that provides us an opportunity to pitch the Morro Bay brand directly to travel and lifestyle media. Costs cover registration, travel expenses, media entertaining, and Mental’s time, including some desk side meetings at the Visit CA events.

West Coast Media Missions this fiscal year:

Month	Market	Cost
2017		
October	SATW National Convention	\$2,500
2018		
(TBD)	Visit CA - LA	\$2,500

5. **Partner Media Pitches:** Work closely with our Vet and respond to all media inquiries from Morro Bay, Visit SLO County, CCTC and their international offices, Visit CA, SLO Film Commission, SLO Wine and the Paso Robles Wine Country Alliance, among other sources. Respond to public relations queries initiated through the CTTC and their international offices, individual journalists and publications.

RELEASE CONCEPTS:

- **July:** August 5 is national oyster day, but it’s always oyster day in Morro Bay
 - **Events to include:** Water sports, Sailing Lessons, Taste of Grove, Avocado and Margarita Festival and hotel promotion
- **August:** New Concerts on the Bay starts during September Wine



- **Events to include:** Concerts on Bay, Siren Music, Avocado & Margarita Fest, Wine Month events
- **September:** Maritime Month Celebration
 - **Events to include:** Harbor Festival, Surfboard Art Festival, Virg's fishing tournament, Maritime Month events, Lighthouse Century
- **October:** Kids Get Stuff Free
 - **Events to include:** Morro Bay Triathlon, Dusk to Dawn Triathlon, Soupabration
- **November:** Tis the Season
 - **Events to include:** Tall Ships, Boat Parade, By the Sea Productions, 12-Days of Christmas, Holiday Events
- **December:** Winter is for birds
 - **Events/Activities to include:** Self-guided nature tours, butterfly habitats, where to bird watch, Bird Festival
- **January:** Winter is for Love Birds
 - **Events to include:** Oyster Tuesdays, Monday Mind Walks, MB Estuary Poetry Contest, Volunteer programs, Monarch Grove Tours, Bird Tours
- **February:** Spring Break
 - **Events to include:** MB Museum of Natural History Spring Fling, Wellness Events
- **March:** Soar into Spring in Morro Bay
 - **Events to include:** Events: Kite Fest, Kite Boarding, Paragliding, Land Sailing, City Wide Yard Sale
- **April:** All things cycling for bike month
 - **Events to include:** Locals favorite trails, where to rent bikes, what hotels have bikes, BMX track
- **May:** Best Morro Bay Midweek Vacation Ideas for families, guys, girls, and couples
 - **Events to include:** Events: Cruisin Morro Bay Car Show, Miracle Miles for Kids, Rock to Pier Half Marathon
- **June:** 4th of July in Morro Bay – what's new this summer
 - **Events to include:** Art in the Park, State Park Docent Tours, Rock to Pier Run & Half Marathon

SOCIAL MEDIA SOLUTIONS DESIGNED FOR ENGAGEMENT

Mental offers extensive experience developing integrated social media strategies to increase awareness, collaboration, engagement and conversion of your core visitors. Being a tourism focused marketer on social media is all about showing travelers the experience, and allowing them to envision themselves there. People want to know what is available to them for a better travel experience, in real time, but they don't want to be "sold" the information.

Great daily content through partnerships, visual impacts, and information about upcoming events and marketing promotions are great, but most importantly, sharing our fan's images, posts and more. NOTHING helps Social Media thrive more than letting Morro Bay's fan base know that they are important, we're paying attention to them, and we think what they're saying is important enough to share ourselves. **KEEPIN' IT REAL**

STRATEGY: 60% PULL AND 40% PUSH CONTENT

60%: Pull marketing “pulls” the consumer to engage through response, interest, inquiries, and transactions, through the use of actionable and experiential digital content i.e. social posts, blogs, e-newsletters.

40%: Push marketing “pushes” content to the user using persuasive calls to action to get them to respond through discounts, special offerings and ads.

TACTICS:

- Calendar content posts across all channels on monthly/quarterly basis, integrated with campaigns and outreach efforts
- Increase engagement, reach and frequency by increasing pull content, posting photos of real life in Morro Bay
- Develop strategic local social partners through other highly social active groups and organizations ie Central Coast Women for Fisheries, MB National Estuary Program, MB Harbor Dept/Coast Guard, Whale Watching
- Strategic sharing with group pages specific to upcoming events
- Partner with area photographers to feature the picturesque values of Morro Bay visitors love, and highly engage with
- Create a powerful social sharing initiative to make sure fresh, topical content about Morro Bay is regularly found and shared in the proper context
- Create integrated lodging specials and packages to promote on social media
- Promote Geo-fencing midweek during shoulder off Hwy 101 in SLO.

PROGRAM 3: REALIZE RESULTS TRACKING AND QUARTERLY REVIEWS

Mental will execute all assigned activities including creative, content development and production of all deliverables. Mental’s team executes all assigned activities including creative, content development and production of all deliverables. Mental’s team will work closely with the Morro Bay leadership on an ongoing basis including deadline management, weekly calls and campaign updates. Mental will be available for in person meetings as frequent as Morro Bay requires.

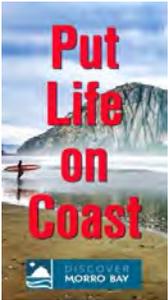
Our comprehensive monthly public relations reports include: press release distribution coverage, outreach activities, recent media coverage with links and metrics, visiting journalist status and pending coverage. To ensure budgets are carefully maintained, we provide an agency program budget worksheet in Excel, Mental Marketing will create an annual agency budget worksheet listing all scope of work deliverables that show expenses as they incur, as well as brief campaign status summaries with each monthly agency invoice.

Mid-year review: The mid-year review of programs allows for new promotions, emerging story angles and budget shifts to be identified and addressed accordingly.

BUDGET 2017 –18

Account Management, Coordination	\$36,000
Creative Services, Ad Creation, Website Campaign Updates	\$39,000
Social Media Planning, Execution, Reporting	\$24,000
Media Buys, Ad Placements	\$235,000
Public Relations Plan, Outreach and Reporting	\$66,000*
Total	\$400,000

** Hard Costs for Public Relations Trade Shows, and Media Hosting Not Included in Fees; Distribution Fees included*

Geo Target: Santa Barbara County South to Greater LA Basin, San Juaquin Valley							
Month	Promotion/Offer	Passport	Digital	Event Eblasts	PR: Awareness	Social Media Ads	Trip Advisor Blogs
July	Branding Ads: Put Life On Coast 	N/A	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor 	N/A	Morro Bay has history of Oyster Farming, best place to spend National Oyster Day - Home of the Pacific Gold and the Grassy Bar, August 5 – restaurants who offer oysters, list of summer events and activities, Book Avo&Marg Fest, get free ticket	Offer: Book hotel for Avo&Marg Fest, get free ticket <ul style="list-style-type: none"> • Facebook /Insta • Google Adwords • Google Display Network 	
August	Campaign: Fall is Full of Fun in Morro Bay Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct	N/A	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote September Events: Avocados, Margaritas, Taste of the Grove and Concerts on the Bay, Music at Siren and other night life <ul style="list-style-type: none"> • LA Magazine Eblasts • LA Times Eblasts 	New Concerts on the Bay starts during September Wine Events to include: Concerts on Bay, Siren Music, Avocado & Margarita Fest, Wine Month events	Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct <ul style="list-style-type: none"> • Facebook /Insta • Google Adwords • Google Display Network 	Seafood, restaurants, Wine Bars, and Craft Beers in Morro Bay
Sept	Campaign: Fall is Full of Fun in Morro Bay Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct	N/A	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote October Events: Maritime Month – Harbor Fest, Fishing Tournament, Surfboard Art Festival, Concerts on the Bay <ul style="list-style-type: none"> • LA Magazine Eblasts • LA Times Eblasts 	Maritime Month Celebration Events to include: Harbor Festival, Surfboard Art Festival, Virg's fishing tournament, Maritime Month events, Lighthouse Century	Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct <ul style="list-style-type: none"> • Facebook /Insta • Google Adwords • Youtube Video • Google Display Network • Youtube Video 	Family Fun Abounds in Morro Bay

Oct	Campaign: Fall is Full of Fun in Morro Bay Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct	N/A	<ul style="list-style-type: none"> • Ad Taxi • Ad Taxi e-blasts to Tier 2 test markets, Orange County & Riverside • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote Nov/Dec Events: MB Triathlon, Dusk to Dawn Triathlon, Soupabration, Tall Ships, Boat Parade, 12-days of Christmas • LA Magazine Eblasts • LA Times Eblasts	Kids Get Stuff Free Events to include: Morro Bay Triathlon, Dusk to Dawn Triathlon, Soupabration	Offer: Free Bottle of Wine w/2 night stay at Participating Hotels Sept - Oct • Facebook /Insta • Google Adwords • Google Display Network • Youtube Video	Sporting Events, Marathons and Triathlons in Morro Bay
Nov	Campaign: Kids Get Free Stuff campaign	Passport Offer: Free Kids Related Goodies, Activities and Passes	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	N/A	Tis the Season Events to include: Tall Ships, Boat Parade, By the Sea Productions, 12-Days of Christmas, Holiday Events	Passport Offer: Free Kids Related Goodies, Activities and Passes • Facebook /Insta • Google Adwords • Google Display Network • Youtube Video	Maritime History Abounds in Morro Bay
Dec	Campaign: Kids Get Free Stuff campaign	Passport Offer: Free Kids Related Goodies, Activities and Passes	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	N/A	Winter is for birds Events/Activities to include: Self-guided nature tours, butterfly habitats, where to bird watch, Bird Festival	Passport Offer: Free Kids Related Goodies, Activities and Passes • Facebook /Insta • Google Adwords • Google Display Network	Morro Bay is for Birding
Jan	Campaign: Winter is for Birds	Passport Offer: Save on Restaurant Offerings	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote Winter Events/Bookings: Winter is for the birds • LA Magazine Eblasts • LA Times Eblasts	Winter is for Love Birds Events to include: Oyster Tuesdays, Monday Mind Walks, MB Estuary Poetry Contest, Volun-tour programs, Monarch Grove Tours, Bird Tours	Passport Offer: Save on Restaurant Offerings • Facebook /Insta • Google Adwords • Google Display Network • Youtube Video	Butterflies, Birds and Wildlife
Feb	Campaign: Winter is for Birds	Passport Offer: Save on Restaurant Offerings	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	N/A	Spring Break Events to include: MB Museum of Natural History Spring Fling, Wellness Events	Passport Offer: Save on Restaurant Offerings • Facebook /Insta • Google Adwords • Google Display Network	Find fun on the water all year round in Morro Bay

March	Campaign: Aaaaahhhhhhh! Spring is Finally Here!	Passport Offer: Save on Springtime Outdoor Activities	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote April Events: Kite Festival, Soar events, City Yard Sale • LA Magazine Eblasts • LA Times Eblasts	Soar into Spring in Morro Bay Events to include: Events: Kite Fest, Kite Boarding, Paragliding, Land Sailing, City Wide Yard Sale	Passport Offer: Save on Springtime Outdoor Activities • Facebook /Insta • Google Adwords • Google Display Network • Youtube Video	Spring in Morro Bay
April	Campaign: Aaaaahhhhhhh! Spring is Finally Here!	Passport Offer: Save on Springtime Outdoor Activities	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	Promote May and June Events: Car Show, Memorial Day, Mid-week business • LA Magazine Eblasts • LA Times Eblasts	All things cycling for bike month Events to include: Locals favorite trails, where to rent bikes, what hotels have bikes, BMX track	Passport Offer: Save on Springtime Outdoor Activities • Facebook /Insta • Google Adwords • Google Display Network	Hiking and Biking in Morro Bay
May	Campaign: Midweek Lodging and activity Specials to increase midweek bookings March – August	Passport: Save Mid-Week with Restaurant and Activities Passport	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor - Mid Week Campaign • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	N/A	Best Morro Bay Midweek Vacation Ideas for families, guys, girls, and couples Events to include: Events: Cruisin Morro Bay Car Show, Miracle Miles for Kids, Rock to Pier Half Marathon	Passport: Save Mid-Week with Restaurant and Activities Passport • Facebook /Insta • Google Adwords • Google Display Network • Youtube Video	Mid Week Fun in Morro Bay
June	Campaign: Midweek Lodging and activity Specials to increase midweek bookings March – August	Passport: Save Mid-Week with Restaurant and Activities Passport	<ul style="list-style-type: none"> • Ad Taxi • Adara Network • Trip Advisor - Mid Week Campaign • Facebook/Instagram • Google Adwords • Google Display Network • YouTube Video 	N/A	4th of July in Morro Bay – what’s new this summer Events to include: Art in the Park, State Park Docent Tours, Rock to Pier Run & Half Marathon	Passport: Save Mid-Week with Restaurant and Activities Passport • Facebook /Insta • Google Adwords • Google Display Network	Summer Fun in Morro Bay

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
						TRAILER PARK	VACATION	VACATION	(B+E+G)		
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TAX COLLECTED	RENTAL RECEIPTS	RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	TMD	MBTBID
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	\$337,841.93	\$33,784.19	\$320,485.57	\$32,033.30	\$79,514.15
OCTOBER	\$2,248,453.60	\$224,845.36	65%	917	\$181,242.94	\$18,124.29	\$291,745.07	\$29,175.27	\$272,144.92	\$27,218.57	\$67,454.12
NOVEMBER	\$1,701,950.15	\$170,195.02	56%	917	\$159,043.80	\$15,904.38	\$285,475.91	\$28,547.59	\$214,646.99	\$21,464.70	\$51,058.50
DECEMBER	\$1,473,993.85	\$147,399.39	50%	916	\$135,896.12	\$13,589.61	\$261,068.06	\$26,106.81	\$187,095.80	\$18,709.58	\$44,219.82
JANUARY	\$1,156,345.40	\$115,634.54	44%	917	\$98,383.11	\$9,838.31	\$195,892.79	\$19,589.28	\$145,062.13	\$14,506.21	\$34,690.36
FEBRUARY	\$1,161,195.76	\$116,119.58	47%	898	\$102,456.32	\$10,245.63	\$151,922.97	\$15,192.30	\$141,557.51	\$14,149.75	\$34,835.87
MARCH	\$1,728,081.05	\$172,808.11	60%	912	\$169,497.26	\$16,949.73	\$187,617.49	\$18,761.75	\$208,519.58	\$20,850.96	\$51,842.43
APRIL	\$2,331,753.04	\$233,175.30	71%	916	\$194,358.12	\$19,435.81	\$359,584.25	\$35,958.43	\$288,569.54	\$28,856.95	\$69,952.59
MAY	\$2,312,784.08	\$231,278.41	64%	914	\$193,117.12	\$19,311.71	\$328,031.70	\$32,803.17	\$283,393.29	\$28,339.33	\$69,383.52
JUNE	\$0.00	\$0.00	0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$23,897,957.53	\$2,389,795.75			\$2,000,535.68	\$200,053.57	\$3,633,018.48	\$363,302.61	\$2,953,151.93	\$295,297.01	\$716,939.24

05/2017- One Motel all rooms were under repair and were not rented out

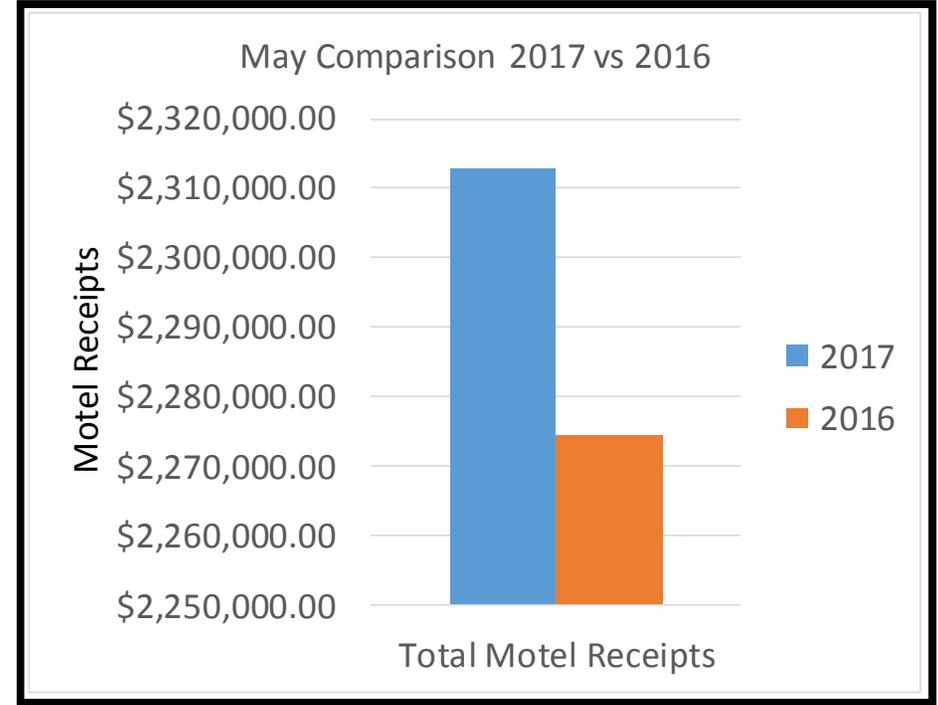
**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2015/16**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
						TRAILER PARK	VACATION	VACATION	(B+E+G)		
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TAX COLLECTED	RENTAL RECEIPTS	RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	TMD	MBTBID
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	\$2,274,370.70	\$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	\$25,934,528.31	\$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

TOT MAY 2017 - 2016 Year to Year Comparison



Monthly May Comparison	Occ %		ADR		RevPAR	
	2017	2016	2017	2016	2017	2016
	Atascadero, CA+	70.7	69.7	123.03	121.32	87.02
Cambria, CA+	69.0	72.6	174.88	177.38	120.71	128.69
Paso Robles, CA+	74.2	74.2	141.37	140.79	104.91	104.43
Pismo Beach, CA+	68.9	72.8	169.31	161.48	116.61	117.62
San Luis Obispo, CA+	72.0	70.7	147.70	145.58	106.33	102.92
San Simeon, CA+	55.7	64.2	128.38	127.38	71.57	81.75
Five Cities+	67.9	71.2	159.98	155.84	108.57	110.97
North Coast+	63.1	68.6	154.18	153.89	97.25	105.56
North County+	73.3	73.0	136.68	135.85	100.17	99.15
South County+	69.8	71.0	154.01	151.02	107.51	107.18
San Luis Obispo County	69.0	70.6	148.34	146.25	102.33	103.25



2017	2016
\$82	\$80
REV PAR	

2017	2016
\$128	\$128
ADR	

2017	2016
64%	63%
OCC RATE	

TOTAL ROOMS IN MAY 2017 - 914

TOTAL JACKRABBIT LEADS: 3,473

MARKET FACTORS FOR MAY 2017

TOTAL WEEKENDS - 4

MOTHER'S DAY WEEKEND 5/14

AMGEN RACE 5/16

MEMORIAL DAY WEEKEND 5/29

HWY 1 CLOSED

VALLEY WEATHER	MORRO BAY WEATHER
DAYS OVER	DAYS OVER
3 - 100+	0 - 70+
9 - 90+	16 - 60+
9 - 80+	15 - 50+
10 - 70+	

**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	TRAILER	PARK	VACATION	RENTAL	TOTAL TAX	TMD	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	TAX	RENTAL	TAX	COLLECTED		
		COLLECTED			RECEIPTS	COLLECTED	RECEIPTS	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	\$337,841.93	\$33,784.19	\$320,485.57	\$32,033.30	\$79,514.15
OCTOBER	\$2,248,453.60	\$224,845.36	65%	917	\$181,242.94	\$18,124.29	\$291,745.07	\$29,175.27	\$272,144.92	\$27,218.57	\$67,454.12
NOVEMBER	\$1,701,950.15	\$170,195.02	56%	917	\$159,043.80	\$15,904.38	\$285,475.91	\$28,547.59	\$214,646.99	\$21,464.70	\$51,058.50
DECEMBER	\$1,473,993.85	\$147,399.39	50%	916	\$135,896.12	\$13,589.61	\$261,068.06	\$26,106.81	\$187,095.80	\$18,709.58	\$44,219.82
JANUARY	\$1,156,345.40	\$115,634.54	44%	917	\$98,383.11	\$9,838.31	\$195,892.79	\$19,589.28	\$145,062.13	\$14,506.21	\$34,690.36
FEBRUARY	\$1,161,195.76	\$116,119.58	47%	898	\$102,456.32	\$10,245.63	\$151,922.97	\$15,192.30	\$141,557.51	\$14,149.75	\$34,835.87
MARCH	\$1,728,081.05	\$172,808.11	60%	912	\$169,497.26	\$16,949.73	\$187,617.49	\$18,761.75	\$208,519.58	\$20,850.96	\$51,842.43
APRIL	\$2,331,753.04	\$233,175.30	71%	916	\$194,358.12	\$19,435.81	\$361,034.25	\$36,103.43	\$288,714.54	\$28,871.45	\$69,952.59
MAY	\$2,312,784.08	\$231,278.41	64%	914	\$193,117.12	\$19,311.71	\$328,031.70	\$32,803.17	\$283,393.29	\$28,339.33	\$69,383.52
JUNE	\$2,859,444.13	\$285,944.41	74%	916	\$259,010.80	\$25,901.08	\$577,032.68	\$57,703.27	\$369,548.76	\$36,954.88	\$85,783.32
	<u>\$26,757,401.66</u>	<u>\$2,675,740.17</u>			<u>\$2,259,546.48</u>	<u>\$225,954.65</u>	<u>\$4,211,501.16</u>	<u>\$421,150.88</u>	<u>\$3,322,845.69</u>	<u>\$332,266.38</u>	<u>\$802,722.56</u>

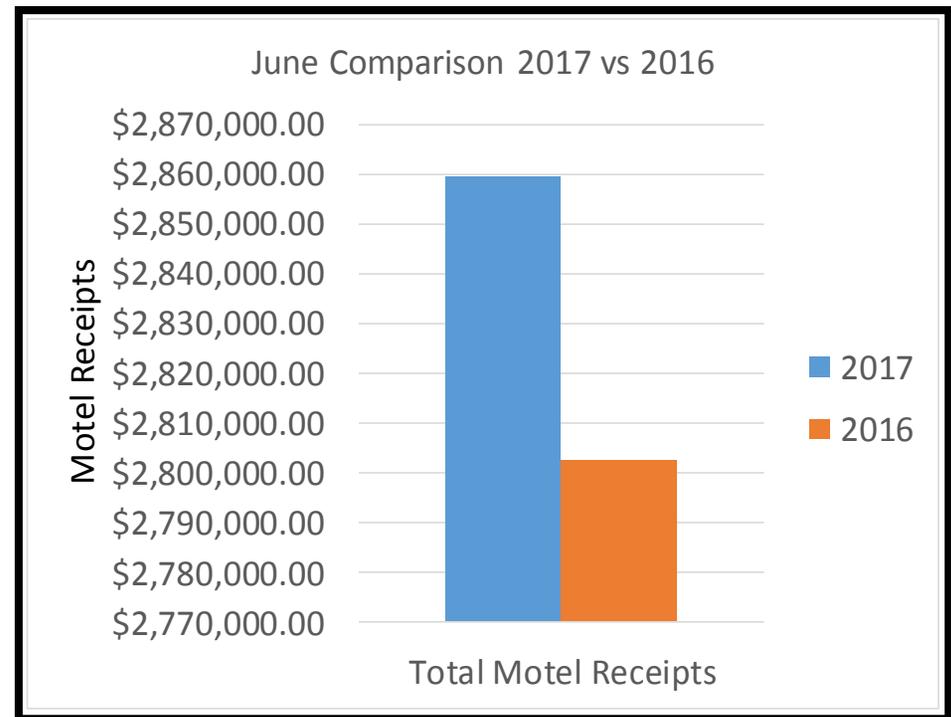
**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2015/16**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)			
					TRAILER		VACATION	(B+E+G)			
	MOTEL	MOTEL	OCC	MOTEL	TRAILER	PARK	VACATION	RENTAL	TOTAL TAX	TMD	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	TAX	RENTAL	TAX	COLLECTED		
		COLLECTED			RECEIPTS	COLLECTED	RECEIPTS	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
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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	<u>\$25,934,528.31</u>	<u>\$2,593,594.23</u>			<u>\$2,220,232.45</u>	<u>\$222,023.20</u>	<u>\$3,265,160.78</u>	<u>\$326,460.57</u>	<u>\$3,142,078.01</u>	<u>\$303,962.38</u>	<u>\$778,077.36</u>

TOT June 2017 - 2016 Year to Year Comparison



Monthly June Comparison	Occ %		ADR		RevPAR	
	2017	2016	2017	2016	2017	2016
	Atascadero, CA+	79.3	78.1	138.95	132.54	110.26
Cambria, CA+	77.3	82.8	192.73	195.71	149.02	162.07
Paso Robles, CA+	80.7	81.3	153.71	150.67	124.08	122.57
Pismo Beach, CA+	80.6	81.1	195.50	188.61	157.60	153.05
San Luis Obispo, CA+	79.0	78.9	164.33	160.81	129.90	126.92
San Simeon, CA+	61.8	72.5	142.52	139.07	88.09	100.87
Five Cities+	78.2	79.6	187.56	181.44	146.66	144.36
North Coast+	70.6	78.0	170.90	169.60	120.63	132.28
North County+	80.4	80.5	149.84	146.00	120.41	117.52
South County+	78.6	79.3	176.54	171.76	138.75	136.13
San Luis Obispo County	77.4	79.3	167.34	163.02	129.52	129.31



2017	2016
\$104	\$102
REV PAR	

2017	2016
\$141	\$136
ADR	

2017	2016
74%	75%
OCC RATE	

TOTAL ROOMS IN JUNE 2017 - 916

TOTAL JACKRABBIT LEADS: 3,524

MARKET FACTORS FOR JUNE 2017

TOTAL WEEKENDS - 4

CAL POLY GRADUATION

HWY 1 CLOSED

VALLEY WEATHER
DAYS OVER

10 - 100+
14 - 90+
3 - 80+
3 - 70+

MORRO BAY WEATHER
DAYS OVER

0 - 70+
12 - 60+
18 - 50+



AGENDA NO: B-4

MEETING DATE: August 17, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** June 7, 2017
FROM: Jennifer Little, Tourism Manager
SUBJECT: Recommendation to City Staff and City Council for Logo Update

RECOMMENDATION

Select an updated logo design to recommend to City staff and City Council for future approval as appropriate in conjunction with the tag line "Put Life on Coast".

BACKGROUND

Initial logo concepts were presented to the Morro Bay Tourism Business Improvement District (MBTBID) several meetings ago which came out of the Community Development updates on signage throughout Morro Bay. MBTBID was presented with an extreme departure from the current logo, which the Board was not in favor of. City and Tourism executive staff looked at the possibility of an update to the current logo along with the new tag line *Put Life on Coast*, and this is what our team came up with. *See attachment for refreshed logo concepts.*

Research into the Southern California area was done on three tag lines: Put Life on Coast, Discover Your Better nature and Eat. Play. Love. *Put Life on Coast* was preferred by 57% of the group. The research group was composed of 35 females and 15 males with a household income over \$100,000, Ages 35-75.

CONCLUSION

Select an updated logo design to recommend to City Staff and City Council for future for approval as appropriate to be used starting Fiscal Year 2017-18 in conjunction with the tag line *Put Life on Coast*.

ATTACHMENT

1. Logo package concepts

Prepared By: JL

Deputy City Manager Review: _____



A



B



A



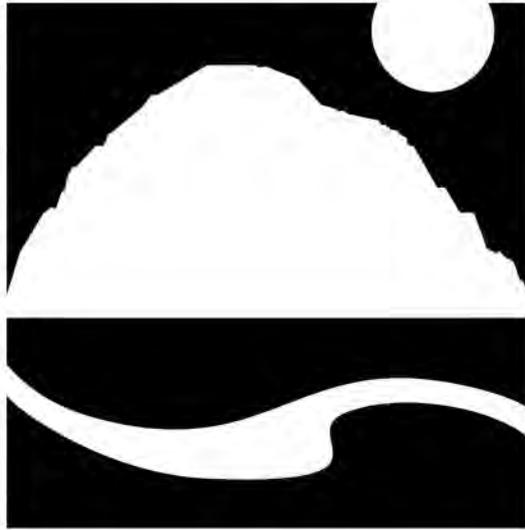
B



A



B



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 4 - B & W with TYPE4.19.17
©Artministry.com 310 890 6632



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 5 - B & W with TYPE Reductions 4.19.17
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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 5 - B & W with TYPE Reductions 4.19.17
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Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 7 - 3 Color 4.19.17
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Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 8 - 4 Color CMYK Print 4.19.17
©Artministry.com 310 890 6632



Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 9 - 4 Color Sea Foam Green
4.19.17
©Artministry.com 310 890 6632



Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 10 - 3 Color 4.19.17
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Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 11 - 4 Color 4.19.17
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Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 12 - 4 Color 4.19.17
©Artministry.com 310 890 6632



Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 13 - 4 Color 4.19.17
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Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 14 - 4 Color 4.19.17
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A



B





MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 17 - 4 Color with TYPE 4.19.17
©Artministry.com 310 890 6632



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh

Finished Logo Option A & B / R2

Comp 18 - Color with TYPE on Background 4.19.17

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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 19 - 2 Color Outlined with TYPE
4.19.17
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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh

Finished Logo Option A & B / R2

Comp 20 - Color with TYPE - Reductions 4.19.17

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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



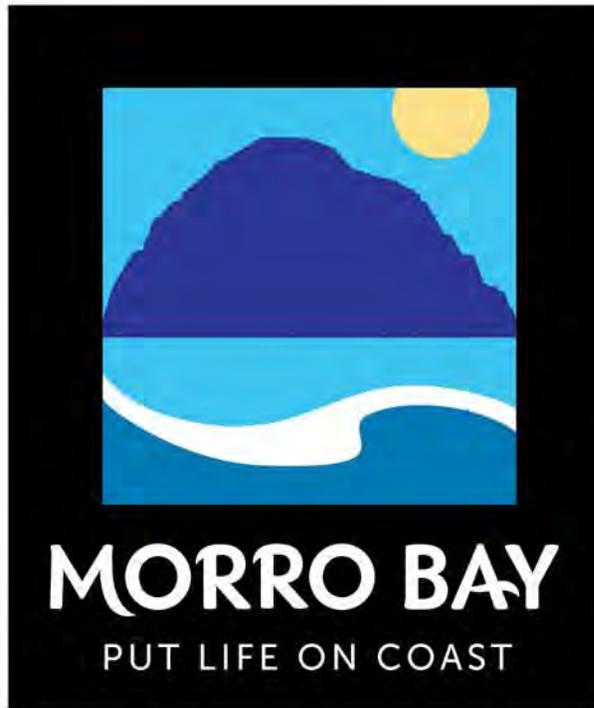
MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh

Finished Logo Option A & B / R2

Comp 21 - Color Outlined with TYPE Reductions 4.19.17

©Artministry.com 310 890 6632



Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 22 Color Boxed with TYPE 4.19.17
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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 23 - Color Squared with TYPE -Reductions

4.19.17

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MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST



MORRO BAY
PUT LIFE ON COAST

Morro Bay Logo Refresh
Finished Logo Option A & B / R2
Comp 24 - Color Rounded with TYPE Reductions 4.19.17
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AGENDA NO: B-5

MEETING DATE: August 17, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** August 10, 2017
FROM: Jennifer Little, City of Morro Bay, Tourism Manager
SUBJECT: Review of Event Planner Proposals for the Lighted Boat Parade and 12-Days of Christmas

RECOMMENDATION

Staff recommends the Tourism Business Improvement District (TBID) Board select one of the responders to manage both the Lighted Boat Parade and the 12-Days of Christmas events.

BACKGROUND

Staff posted a *Request for Proposal* (RFP) for an event planner to manage the Lighted Boat Parade and 12-Days of Christmas. RFP applications were posted on the City's website and shared on the City's Facebook page starting the 19th of July and closed the 8th of August. Three applications were received for each event. Upon receiving each application, they were forwarded to the Rotary Club, Friends of the Harbor Department, and constituents working with these groups. Staff has not received any negative feedback concerning the proposals. All responders have been advised of the TBID meeting and have been asked to be present for Board questions.

DISCUSSION

Possible questions to consider during the review process are:

- Could one event planner manage both events?
- Should we split the two events with different planners?
- Which planner stepped outside the box when addressing the questions in the RFP?

ATTACHMENTS

1. Request for Proposals
2. CJN Event Planning RFP's for Lighted Boat Parade and 12-Days of Christmas
3. Teri Bayus RFP's for Lighted Boat Parade and 12-Days of Christmas
4. D Plum Consulting RFP's for Lighted Boat Parade and 12-Days of Christmas

Prepared By: _____ JL _____

Deputy City Manager Review: _____ IT _____



Morro Bay's 2-Day Lighted Boat Parade 2017 RFP requested by Rotary Club of Morro Bay

RFP Release Date: July 19, 2017

Proposal Receipt Deadline: August 8, 2017

From: Jennifer Little, City of Morro Bay Tourism Manager & Rotary Club of Morro Bay

Invitation

You are invited to submit an event planning and execution proposal for our 2017 for the 2-Day Lighted Boat Parade. The Tourism of Morro Bay is seeking an experienced, passionate, creative, hard-working, cost-effective, and organized event planner to help grow this into a two-day event.

In the winter months, the City of Morro Bay becomes quiet and this is a main stay for locals and visitors in December. This year the local Rotary has been granted funds from the Morro Bay Tourism Business Improvement District to make this into a 2-day event. Day 1 – Non-motorized lighted parade made up of paddleboards, kayakers and any other self-propelled vessels Day 2 – motorized lighted boat parade. This grant allocation is contingent on it becoming a successful 2-day event. Promotion of event, including PR, advertising and media exposure, will be handled and managed by the Tourism Department.

Scope of Services

The City of Morro Bay is seeking to both improve the Annual Lighted Boat Parade and extend the event from a one-day to a two-day event, which has been a long-standing tradition in Morro Bay. To that end, the City is seeking an event planner that will creatively increase and double the quality, scope, and size of the current festival, at least double the number of participants, and enhance the experience of the event.

Morro Bay Tourism Business Improvement District (MBTBID) will provide no more than \$4,000 to the event planner for this endeavor and the Proposer will be expected to:

- A. Successfully transition the event from a one-day to a two-day event.
- B. At a minimum, double the number of lighted boat participants.
 - a. The Morro Bay Tourism Manager has already started helping with this endeavor with the following water front restaurants, which are open to sponsor a new boat therefore increasing the total number of participants: Window's on the Water, Blue Sky, The Galley, Dutchman's, Giovanni's, STAX, and Tognazzini's.
- C. Increase the quality entries and participants.
 - a. The prize monies have been allocated and will help increase the quality of entries.
- D. Increase the scope and size from the current festival.
- E. Coordinating of dates and designing a timeline for all communication, and committee meetings involving staff and board members.
- F. Preparing a budget and obtaining approval by Rotary Club of Morro Bay and the Recreation Dept.
- G. Securing sponsorships for the event.
- H. Providing and adhering to the event planning schedule, policies and guidelines.

- I. Organize facilities for parking, traffic control, hospitality, volunteers, and media.
- J. Recruit vendors as needed.
- K. Create online registration portal to facilitate registration.
- L. Manage and record parade entries, and primary contact for parade entries.
- M. Facilitate and staff issuing numbers for parade entries. Average being 30 per day.
- N. Ensure compliance with permits, insurance, legal, health and safety regulation.
- O. High attention to detail during planning, execution and post-event phases.
- P. Demonstrates strong budget controls, and is consistently conscious of budget.
- Q. Effectively facilitates, advises and collaborates with the board members, event volunteers, venue and event contractors (including catering, lights and sound crews, tree sponsors, graphic designers, etc.) and other identified groups.
- R. Has a team of professionals to support the project, including set-up, tear-down and event logistics.
- S. Coordinate marketing and PR with the Tourism office to promote the event.

Management Mediation – Rotary of Morro Bay will coordinate:

Finalizing cash and in-kind sponsors and acting as the fiscal agent for the event, including: collecting money for rider registration, retail purchases, collecting donations, managing raffle, managing budget, and managing accounts payable.

Proposal Review Timeline:

Proposal Deadline: *August 8th*

Proposal Evaluation and Award

Approved Event Planner will be selected, based on written proposals, as well as the results of the reference checks. The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements (incomplete responses may be rejected)
- Creativity of approach
- Demonstrated knowledge and experience with actual implementation with similar projects
- References

Review and approval: *August 17th*

Morro Bay Tourism office and the event committee will review all applications but final approval will be by MBTBID Morro Bay Tourism Business Improvement District Board. Board members include: Chairman Aaron Graves, Vice-Chairman Charlie Yates, Members: Steven Allen, Maggie Juren, Sean Green, and Taylor Newton.

MBTBID Advisory Board will review all applications but priority will be towards planners that also apply for both the Lighted Boat Parade RFP and the 12-days of Christmas RFP.

RFP REQUIREMENTS

Section I Letter of Interest

Including: name, title, address, telephone number, fax number, and email address of all individuals who will serve as contracted services for purposes of the RFP. The Proposer shall fully disclose details regarding its legal identity, such as corporation, partnership, limited liability company, sole proprietorship or other. If the Proposer is a partnership, then all partners must be named regardless of status, activeness, or percentage of ownership.

Section II Qualifications

Describe qualifications and experience in providing the work described in the RFP. Experience should include examples of performing similar or related projects.

Section III Work Plan

The proposal must contain:

- a. Scope of Services
- b. Explanation of the project approach including, proposed schedule as well as ability to meet anticipated timeline
- c. Preliminary Work Plan Outline

Section IIII Question

The City's Lighted Boat Parade (LBP) event has a natural problem that it takes place in the water, in the dark of the night and the audience is roughly 25 yards away. Traditionally, we have had large plastic numbers (12"x22") on each vessel as a way to identify the participant when they pass through the judging area. It is extremely difficult for the non-motorized vessels to carry the large number on a kayak or paddleboard. As the Event Planner of the 2017 LBP what would be your recommendation on improving identification of non-motorized vessels for the contestants and judges? Remember, the judges are on land looking out into the dark of the night trying to identify each participant.



12-Day of Christmas

RFP requested by Friends of the Morro Bay Harbor Dept.

RFP Release Date: July 19, 2017

Proposal Receipt Deadline: August 8, 2017

From: Jennifer Little, City of Morro Bay Tourism Manager & Sophia Tolle, Owner of Poppy's and La Vida Roca

Invitation

You are invited to submit an event planning and execution proposal for the 12 Days of Christmas, the 2nd Annual Christmas event for Morro Bay. The Tourism Office of Morro Bay is seeking an experienced, passionate, creative, hard-working, cost-effective, and organized event planner to deliver a festive and family-oriented event that we can grow year after year.

Event Introduction

In 2016 a group of local merchants started a tradition of celebrating the 12-days of Christmas. The 12 programmed days were mainly focused around freebies and in-store discounts. Morro Bay is looking to turn this into a full-fledged event for 2017. Celebrating the festive season with the Christmas Carnival and street decoration – a colorful event that draws for families, friends, and visitors looking for a spectacular way to ring in the holiday season to Morro Bay each December. Featuring food stalls, children's entertainment, and a family concert. It is also a way to promote local business. The Christmas activities will bring together residents and visitors to Morro Bay for live entertainment, food, prizes, and games in a true holiday spirit. Our goal is to bring together our community and its visitors to celebrate the holiday season, support local business, and enjoy our city. We are looking for an event planner to create this event from the ground up.

Friends of the Morro Bay Harbor Department is a 501 (c) (3) not-for-profit organization located in Morro Bay, CA and will be the facilitator of this new event in Morro Bay. The 12-Days of Christmas will be under the guidance of the original creator Sophia Tolle, a retail and restaurant owner on the Embarcadero.

Event Coordinator responsibility:

- A. Coordinating of dates and designing a time line for all communication, and committee meetings involving staff and board members.
- B. Preparing a budget and obtaining approval by the board of directors.
- C. Securing sponsorships for the event.
- D. Providing and adhering to the event planning schedule, polices and guidelines.
- E. Organize facilities for parking, traffic control, hospitality, volunteers, and media.
- F. Recruit food, beverages, and merchandise vendors as need.
- G. Manage equipment rental to venue and event contractors.
- H. Ensure compliance with permits, insurance, legal, health and safety regulation.
- I. Demonstrates strong design and decor skills.

- J. Ability to provide a unique, breathtaking, creative, functional design for the 12 days of Christmas event.
- K. Is able to conceptualize and implement a design that is enhanced with each event rather than changed, and implementing the ultimate “wow factor”.
- L. High attention to detail during planning, execution and post-event phases.
- M. Demonstrates strong budget controls, and is consistently conscious of budget.
- N. Effectively facilitates, advises and collaborates with the board members, event volunteers, venue and event contractors (including catering, lights and sound crews, tree sponsors, graphic designers, etc.) and other identified groups.
- O. Has a team of professionals to support the project, including set-up, tear-down and event logistics.
- P. Coordinate with marketing and PR to promote the event and prepare needed materials.

Creative Media:

The Morro Bay Tourism Office will coordinate and approve the final decision of the event planner, promote the event, including but not limited to facilitating graphic design, printing, advertising and media exposure.

Management:

Sophia Tolle & Friends of the Harbor Dept. will coordinate and finalize cash and in-kind sponsors, acting as the fiscal agent for the event, including: collecting money for rider registration and retail purchases, collecting donations, managing raffle, and manage budget and accounts payable.

RFP REQUIREMENTS

Section I Letter of Interest

Including: name, title, address, telephone number, fax number, and email address of all individuals who will serve as contracted services for purposes of the RFP. The Proposer shall fully disclose details regarding its legal identity, such as corporation, partnership, limited liability company, sole proprietorship or other. If the Proposer is a partnership, then all partners must be named regardless of status, activeness, or percentage of ownership.

Section II Qualifications

Describe qualifications and experience in providing the work described in the RFP. Experience should include examples of performing similar or related projects.

Submit three references from Central Coast Region events that you have managed over the last five years.

Section III Work Plan

The proposal must contain:

- a. Scope of Services
- b. Explanation of the project approach including proposed schedule as well as ability to meet anticipated timeline
- c. Preliminary Work Plan Outline

Section IIII Question

What would be your primary focus to bring this event together?

Proposal Review Timeline:

Proposal Deadline: *August 8th*

Review and Approval: *August 17st*

Morro Bay Tourism office and the event committee will review all applications but final approval will be by MBTBID Morro Bay Tourism Business Improvement District Board. Board members include: Chairman Aaron Graves, Vice-Chairman Charlie Yates, Members: Steven Allen, Maggie Juren, Sean Green, and Taylor Newton.

MBTBID Advisory Board will review all applications but priority will be towards planners that also apply for both the 12-days of Christmas RFP and the Lighted Boat Parade RFP.

Event coordinator's previous experience level and track record with similar events

Demonstrated ability to enhance the overall and fiscal success of the event, especially in consideration of the cost of the event coordinator's proposed fees

Maximum funds available through MBTBID grant for this one-time event planner position \$4000.

Please email proposal and credentials to: jlittle@morrobayca.gov

CJN Event Planning's Proposal for Morro Bay's 2 Day Lighted Boat Parade 2017

Letter of Interest:

CJN Event Planning is owned and operated by Jamie Neutill.

www.cjneventplanning.com

Email Address: Jamie@cjneventplanning.com

Address: [REDACTED], Atascadero CA.

Office Phone: 805-462-9106

Cell Phone: [REDACTED]

Qualifications:

CJN Event Planning has been open and coordinating events since 2008

We have coordinated over 200 weddings: spanning from full coordination to month of coordination.

We have coordinated over 15 other events working with the following agencies and non-profits:

The Link of Atascadero and City of Atascadero coordinating Atascadero's Children's Day in the Park for the past 3 years. (2014, 2015, 2016)

North SLO County Boys and Girls Club coordinating their annual fundraising event with a sit-down dinner, silent and live Auction. Raising over \$150,000 (2016)& Upcoming event September 16th, 2017.

First Five of SLO County annual Hands on Hero's Awards Dinner (2015 & 2016)

Co-Chair of Morro Bay Kite Festival in 2016

We also worked with Sunset Savor the Central Coast for three years managing the Central Coast Pavilion Activation Area (2013, 2014, 2015)

Since 2014 we have served on the board of directors for Central Coast Wedding Professionals and coordinated their annual wedding faire event each January.

Work Plan:

Scope of Services will include all of the following:

1. Successfully transition the event from a one-day to a two-day event.
2. At a minimum, double the number of lighted boat participants.
3. Increase the quality entries and participants.
4. Increase the scope and size from the current festival.
5. Coordinating of dates and designing a timeline for all communication, and committee meetings involving staff and board members.
6. Preparing a budget and obtaining approval by Rotary Club of Morro Bay and the Recreation Dept.
7. Securing sponsorships for the event.
8. Providing and adhering to the event planning schedule, policies and guidelines.
9. Organize facilities for parking, traffic control, hospitality, volunteers, and media.
10. Recruit vendors as needed.
11. Create online registration portal to facilitate registration.
12. Manage and record parade entries, and primary contact for parade entries.
13. Facilitate and staff issuing numbers for parade entries. Average being 30 per day.
14. Ensure compliance with permits, insurance, legal, health and safety regulation.
15. High attention to detail during planning, execution and post-event phases.
16. Demonstrates strong budget controls, and is consistently conscious of budget.
17. Effectively facilitates, advises and collaborates with the board members, event volunteers, venue and event contractors (including catering, lights and sound crews, tree sponsors, graphic designers, etc.) and other identified groups.
18. Has a team of professionals to support the project, including set-up, teardown and event logistics.
19. Coordinate marketing and PR with the Tourism office to promote the event.

Our approach to this event would be to take each task and or objective and assign a time frame or deadline to it, creating a planning timeline that we can refer to, this will keep us on track with the event planning. Please see monthly task list below.

Monthly task list:

September:

*Begin to secure sponsorships for event.

*Prepare a budget to obtain approval by Rotary Club of Morro Bay and Recreation Dept.

*Create online registration portal for participants

October:

*Continue with securing sponsorships for the event.

*Start to advertise to possible boat participants, working to expanding to non motorized boaters, encouraging them to register for the event

*Open registration (Online Registration Portal) for lighted boat participants, working to double the participant number from past years.

*Recruit vendors as needed.

*Last week of October begin to promote and market the event coordinating efforts with Morro Bay Tourism Office.

November:

*Promotion continues, more heavily in the month of November.

*Recruit vendors as needed.

*Begin to recruit volunteers for needed day of event tasks.

*Ensure compliance with permits, insurance, legal, health and safety regulations

*Registration of participants continues

*Recruit and identify judges for event

December:

*Event Promotion continues

*Registration of participants continues

*Confirm Vendors

*Confirm volunteers

*Issue boat numbers, and guidelines to participants by end of the first week of December

**Timeline for meetings with staff and board members would need to be as follows: we would plan to meet once a month in the months of September, October and then move to 2 meetings a month in November and December.

Answer to question about lighted numbers on boats:

LED battery operated string lights shaped into numbers for each participant, place them on a piece of plywood or think foam core board.

Glow in the dark tape, on an article of clothing that is worn by a vessel operator; this would be for the non-motorized participants.

CJN Event Planning's Proposal for Morro Bay's 12 Days of Christmas

Letter of Interest:

CJN Event Planning is owned and operated by Jamie Neutill.

Email Address: Jamie@cjneventplanning.com

Address: [REDACTED], Atascadero CA.

Office Phone: 805-462-9106

Qualifications:

CJN Event Planning has been open and coordinating events since 2008

We have coordinated over 200 weddings: spanning from full coordination to month of coordination.

We have coordinated over 15 other events working with the following agencies and non-profits:

The Link of Atascadero and City of Atascadero coordinating Atascadero's Children's Day in the Park for the past 3 years. (2014, 2015, 2016)

North SLO County Boys and Girls Club coordinating their annual fundraising event with a sit-down dinner, silent and Live Auction Raising over \$150,000 in 2016 & upcoming event September 16th, 2017.

First Five of SLO County annual Hands on Hero's Awards Dinner (2015, 2016)

Co-Chair of Morro Bay Kite Festival in 2016

We also worked with Sunset Savor the Central Coast for three years managing the Central Coast Pavilion Activation Area (2013, 2014, 2015)

Since 2014 we have served on the board of directors for Central Coast Wedding Professionals and coordinated their annual wedding faire event each January.

References:

Lisa Frasier-The Link of Atascadero-Direct contact for Children's Day in the Park-North SLO County
lfraser@cfsslo.org

Kyle Beal Wommack-- Event Planner--Direct contact for Sunset Savor the Central Coast
kylebealwommack@gmail.com

Jessica McLoughlin-Wilshire- Direct contact for Central Coast Classique Bike Event
jmcloughlin@wilshirehes.org

Work Plan:

Scope of Services to include the following:

1. Coordinating of dates and designing a time line for all communication, and committee meetings involving staff and board members.
2. Preparing a budget and obtaining approval by the board of directors.
3. Securing sponsorships for the event.
4. Providing and adhering to the event planning schedule, polices and guidelines.
5. Organize facilities for parking, traffic control, hospitality, volunteers, and media.
6. Recruit food, beverages, and merchandise vendors as need.
7. Manage equipment rental to venue and event contractors.
8. Ensure compliance with permits, insurance, legal, health and safety regulation.
9. Demonstrates strong design and decor skills.

10. Ability to provide a unique, breathtaking, creative, functional design for the 12 days of Christmas event.
11. Is able to conceptualize and implement a design that is enhanced with each event rather than changed, and implementing the ultimate “wow factor”.
12. High attention to detail during planning, execution and post-event phases.
13. Demonstrates strong budget controls, and is consistently conscious of budget.
14. Effectively facilitates, advises and collaborates with the board members, event volunteers, venue and event contractors (including catering, lights and sound crews, tree sponsors, graphic designers, etc.) and other identified groups.
15. Has a team of professionals to support the project, including set-up, teardown and event logistics.
16. Coordinate with marketing and PR to promote the event and prepare needed materials.

Our approach to this event would be to take each task and or objective and assign a time frame or deadline to it, creating a planning timeline that we can refer to; this will keep us on track with the event planning. Please see monthly task list below.

Monthly task list:

September:

- *Begin to secure sponsorships for event.
- *Prepare a budget to obtain approval by Board of Directors
- *Brainstorm on Wow factor for event, design and create the 12 days of Christmas activities and festivities.

October:

- *Continue with securing sponsorships for the event.
- *Recruit food and other vendors as needed.
- *Organize facilities for parking, traffic control, hospitality, volunteers and media.
- *Recruit food, beverage and hospitality vendors.
- *Secure entertainment (Children’s entertainment and family concert)
- *Secure and coordinate equipment rental to venue and event contractors.
- *Last week of October begin to promote and market the event coordinating efforts with Morro Bay Tourism Office.

November:

- *Promotion continues, more heavily in the month of November.
- *Begin to recruit volunteers for needed day of event tasks.
- *Ensure compliance with permits, insurance, legal, health and safety regulations

December:

*Event Promotion continues (Heavy Promotion)

*Confirm Vendors

*Confirm volunteers

*Confirm entertainment and scheduled timeline for event day.

**Timeline for meetings with staff and board members would need to be as follows: we would plan to meet once a month in the months of September, October and then move to 2 meetings a month in November and December.

Question:

To bring this event together we plan to focus on making the activities and entertainment family friendly, so it gives families something to look forward to each year. We will also plan to work closely with Friends of Morro Bay Harbor Department and Sophia Tolle, to keep the business in Morro Bay excited about this new event and ensure their participation in the event year after year.



Letter of Interest for Morro Bay Lighted Boat Parade Event

July 29, 2017

What: Siafu Productions (Teri Bayus) will coordinate and oversee the Lighted Boat Parade turning it into a two-day event

When: December 1-2, 2017

Where: Morro Bay Harbor and Water Front

Why: By adding non-motorized watercraft and other floating parade events, Christmas activities and bringing it into the fold of 12 Days Of Christmas, this makes this weekend a full event driven happening to start the holiday season.

About Siafu:

Siafu is an event management team, headed by Teri Bayus that excels in helping nonprofits grow and reach maximum potential through event management. Our company plans special events and a convention, assist with marketing outreach, and develops new marketing techniques.

We are excited to be working with new partnerships bringing innovative opportunities to grow the membership, increase the educational opportunities and develop event systems to assist the members in increasing their bottom line. Our goal is to create an atmosphere and business platform that the Board of Directors and every member shall flourish using the vast knowledge the group has assimilated to ensure a successful event.

Siafu is a sole proprietorship lead by Teri Bayus that has hosted and created events for the last 25 years, including "The Taste of "events (Pismo, Nipomo), Pismo Beach Clam Festival, Central Coast Writer's Conference, SLO Film Festival Opening Night, Pismo Beach Preserve Fund, Central Coast Martini Shakedown, Coats for Kids, Environmental Defense Center Fundraisers and IJSBA Jet Ski Races and lifestyle events.

Siafu will engage as an independent contractor to perform those administrative, management and communications services as specified with an agreed upon contract.

References:

Wes Martin- Community Programs, Cuesta College

Phillip_martin@cuesta.edu (805) 546-3100 ext. 2103

Suellen Iness - Past President of Pismo Beach Chamber

suellen.iness@gmail.com (805) 481-5575

Marina Washburn- CEO of Dana Adobe

Marina@danaadobe.org (805) 929-5679

Wendy Eidson - Director SLO International Film Festival

wendy@slofilmfest.org (805) 235-1507

Pismo Beach, CA 93449
805.305.0579 Fax 805.773.5423
www.TeriBayus.com
LiveWell@TeriBayus.com



Scope of Services:

Siafu will engage as an independent contractor to perform those administrative, management and communications services as specified with an agreed upon contract. The services are generally described as providing all necessary management, administrative, communication, marketing, and coordination services for the event, including, but not limited to, management, implementation, and coordination. Siafu will perform the services in a manner commensurate with the highest professional standards of qualified and experienced personnel in the coordinator's field.

Key Duties/Responsibilities:

- Contracting with boat owners and other vendors as needed in a timely manner
- Provide event schedule and guidelines
- Publishing and distributing advertising, public relations and marketing materials
- Work with the community for sponsorships, and other media coverage
- Run event providing for everything necessary to its success

Siafu will provide:

- Public Relations for parades and activities
- Coordination of the parade(s) to at least double participants from last year
- Creation of Social Media Posts (Facebook Event, Instagram, Twitter, etc.)
- Creation and implication of the paper boat experience
- Work with established volunteers and community leaders
- Organization of parking, traffic control, hospitality and volunteers
- Online registration will be facilitated through Event Bright portal that will facilitate sponsors, vendors, and participants
- Provide and secure necessary permits, insurance riders, health and safety regulations
- Post event wrap up report including all media and thank you to sponsors
- Provide volunteer core for set up and clean up

Public Relations will include:

- Creation of dynamic press release
- Distribution of press release through at least 120 local, regional and national channels
- Coordination for interviews, live coverage etc. from media
- Creation and distribution of a :30-second video and audio PSA

Work Plan Outline:

- Meet with existing volunteers and planners
- Provide a detailed calendar of all planning and events
- Set up online registration portal
- Make and distribute sponsorship packages
- Create public relations, media calendar, and social media calendar
- Create work flow for parade including judging and viewing platforms
- Procure all permits and permissions

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LiveWell@TeriBayus.com



- Procure prizes and awards
- Distribute parade guidelines and load in instructions
- Secure all items needed (lights, sound, trash, restrooms, delineators, etc.)
- Set up and execute parades and all activities
- Clean up all items and return rentals
- Complete wrap-up report, P&L, and sponsorship thank yous

Event Overall Concept:

My plan is to integrate the Lighted Boat Parade as part of the Twelve Day's of Christmas and to have each event build upon the next to benefit Morro Bay community and the business merchants.

New to the event:

Taking the event from one to two days offers the challenge of making it attractive enough to make people come out multiple nights. Here are my thoughts:

Friday- December 1, 2017: Have the opening night be the non-motorized as this is new and will bring new participants and watchers. By using a high-powered Spot Light with numbered gels, we will be able to mark each participant from the shore.

For the family aspect, I would also add a paper boat display for the children. Kids will be able to make (at a table) a boat out of construction and other kinds of paper, popsicle sticks and glue. A small trough of water will be on hand for those that want to see if their boat will float. This will be free to the public.

Then the traditional Lighted Boat Parade can be on Saturday night with the addition of a hot chocolate bar that will include one free cup of cocoa and many different items to put into the cocoa including marshmallow, mints, whip cream, cookies, etc. This will be free to the public.

Agreement:

Siafu will require \$4,000 to coordinate these events. Upon engagement, the client will provide 50% of agreed upon fee, the balance to be paid at the end of the event.

I look forward to being of service to the Lighted Boat Parade. Thank you!
Live Well,

Teri Bayus
Siafu Productions
Direct: 805.305.0579
livewell@teribayus.com

[Redacted] Pismo Beach, CA 93449
805.305.0579 Fax 805.773.5423
www.TeriBayus.com
LiveWell@TeriBayus.com



Letter of Interest for Morro Bay Twelve Days of Christmas

July 29, 2017

What: Siafu Productions will coordinate and oversee the Twelve Days Of Christmas

When: December 1-12, 2017

Where: Morro Bay various locations

Why: The goal is to make the event an interactive one to benefit both local merchants and the community. There will be different levels for businesses to participate and an overall Platinum, Gold and Silver sponsorship to a non-local corporate business entity. With the creation of our “reverse advent calendar” promotion, wine and beer walks, and other sales force incentives, it will assist in attracting customers to visit business locations.

Event Overall Concept:

1. Each day all businesses will offer special discounts and incentives for the community.
2. Each day will have a Reverse Advent Calendar game being played along with a special Christmas activity.

The Reverse Advent Calendar game will have 12 businesses pay to participate. Each participant will be given a game board with the 12 days of Christmas on it (we will also display advertising for sponsors)

3. Each day a clue will be offered over social media and in a program created for both the online portal of The Guidebook and printed and available at the Morro Bay offices. The clue will lead participants to a business and the business will hand them a “gift”.
4. We will also offer a daily staged event that will draw participants to the main staging area that can be moved around to facilitate different areas of town.

Proposed Calendar of Events

Date	Event	Reverse Advent Calendar Event
Friday 12-1	Lighted Non Motorized Boat Parade	Chocolate giveaway
Saturday 12-2	Lighted Boat Parade	Toy boat giveaway
Sunday 12-3	Tree Decorating Contest and Demonstration	Ornament giveaway
Monday 12-4	Caroling Concert	MP3 music giveaway
Tuesday 12-5	Gingerbread Competition	GB cookie giveaway
Wednesday 12-6	Buy One Get On Free (Bogo)	Pair of small toys giveaway
Thursday 12-7	Beer Walk	Candy giveaway
Friday 12-8	Crab Boil	Sea toys giveaway
Saturday 12-9	Wine Walk	Toy giveaway
Sunday 12-10	Santa & Deep Discounts from Merchants	Candy giveaway
Monday 12-11	Elf On The Shelf Naughty Contest	Elf giveaway
Tuesday 12-12	Snow Play and Cookie Decorating Contest	Toy giveaway


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About Siafu:

Siafu is an event management team, headed by Teri Bayus that excels in helping nonprofits grow and reach maximum potential through event management. Our company plans special events and a convention, assist with marketing outreach, and develops new marketing techniques.

We are excited to be working with new partnerships bringing innovative opportunities to grow the membership, increase the educational opportunities and develop event systems to assist the members in increasing their bottom line. Our goal is to create an atmosphere and business platform that the Board of Directors and every member shall flourish using the vast knowledge the group has assimilated to ensure a successful event.

Siafu is a sole proprietorship lead by Teri Bayus that has hosted and created events for the last 25 years, including “The Taste of “events (Pismo, Nipomo), Pismo Beach Clam Festival, Central Coast Writer’s Conference, SLO Film Festival Opening Night, Pismo Beach Preserve Fund, Central Coast Martini Shakedown, Coats for Kids, Environmental Defense Center Fundraisers and IJSBA Jet Ski Races and lifestyle events.

Siafu will engage as an independent contractor to perform those administrative, management and communications services as specified with an agreed upon contract.

References:

Wes Martin- Community Programs, Cuesta College
Phillip_martin@cuesta.edu (805) 546-3100 ext. 2103

Suellen Iness - Past President of Pismo Beach Chamber
suellen.iness@gmail.com (805) 481-5575

Marina Washburn- CEO of Dana Adobe
Marina@danaadobe.org (805) 929-5679

Wendy Eidson - Director SLO International Film Festival
wendy@slofilmfest.org (805) 235-1507

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LiveWell@TeriBayus.com



Scope of Services:

Siafu will engage as an independent contractor to perform those administrative, management and communications services as specified with an agreed upon contract. The services are generally described as providing all necessary management, administrative, communication, marketing, and coordination services for the event, including, but not limited to, management, implementation, and coordination. Siafu will perform the services in a manner commensurate with the highest professional standards of qualified and experienced personnel in the coordinator's field.

Key Duties/Responsibilities:

- Contracting with businesses and other vendors as needed in a timely manner
- Provide event schedule and guidelines
- Publishing and distributing advertising, public relations and marketing materials
- Work with the community for sponsorships, and other media coverage
- Run event providing for everything necessary to its success

Siafu will provide:

- Prepare budget for 12-day event
- Public Relations for activities and Reverse Advent Calendar
- Secure food, drinks, and other items needed
- Creation of Social Media Posts (Facebook Event, Instagram, Twitter, etc.)
- Creation and implication of all 12 days experience
- Work with established volunteers and community leaders
- Organization of parking, traffic control, hospitality and volunteers
- Provide and secure necessary permits, insurance riders, health and safety regulations
- Post event wrap up report including all media and thank you to sponsors
- Provide volunteer core for set up and clean up

Public Relations will include:

- Creation of dynamic press release
- Distribution of press release through at least 120 local, regional and national channels
- Coordination for interviews, live coverage etc. from media
- Creation and distribution of a :30-second video and audio PSA

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www.TeriBayus.com
LiveWell@TeriBayus.com



Work Plan Outline:

- Meet with existing volunteers and planners
- Create sponsorship packages and levels with ROI implications
- Provide a detailed calendar of all planning and events
- Set up online Guidebook portal
- Make and distribute sponsorship packages
- Create public relations, media calendar, and social media calendar
- Create workflow for 12 days individual events
- Procure all permits and permissions
- Procure prizes and awards
- Distribute event guidelines and load in instructions
- Secure all items needed (lights, sound, trash, restrooms, delineators, etc.)
- Set up and execute all activities
- Clean up all items and return rentals
- Complete wrap-up report, P&L, and sponsorship thank yous

Agreement:

Siafu will require \$6,500 to coordinate these events. Upon engagement, the client will provide 50% of agreed upon fee, the balance to be paid at the end of the event.

I look forward to being of service to the Twelve Days Of Christmas. Thank you!

Live Well,

Teri Bayus
Siafu Productions
Director of Central Coast Writer's Conference
Food and Film Critic for Simply Clear Marketing
Taste Buds Events and TV

Direct: 805.305.0579
Fax: 805.773.5423
livewell@teribayus.com

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CITY OF MORRO BAY
PROFESSIONAL EVENT PLANNING SERVICES FOR MORRO BAY'S TWO-DAY LIGHTED BOAT PARADE 2017

PRESENTED BY
D. PLUMP CONSULTING
Public Relations | Marketing | Event Production
More than promises...undeniable results.



Daphne Plump | D. Plump Consulting
25876 The Old Road, Suite. 248 | Stevenson Ranch, CA 91381
Telephone: 805.283.9220 | Email: events@dplump.com | Web: www.dplump.com

SECTION 1. LETTER OF INTEREST

August 04, 2017

City of Morro Bay
Ms. Jennifer Little, Tourism Manager
695 Harbor Street
Morro Bay, CA 93442

Daphne Plump, CEO
D. Plump Consulting
25876 The Old Road, Suite 248
Stevenson Ranch, CA 91381

Dear Ms. Little,

I hope this letter finds you very well. Please accept this proposal for **Professional Event Planning** for the City of Morro Bay's **Two-Day Lighted Boat Parade, in December 2017**. A proposal for the 12 Days of Christmas is also enclosed.

I would like nothing better than to work with and for the City of Morro Bay and Rotary Club of Morro Bay to make this year's Lighted Boat Parade a huge success by expanding the number of parade participants, increase the quality of entries, enhance the overall experience of the event, and securing event sponsors while executing all aspects of the event logistics from the ground up.

D. Plump Consulting, a sole proprietorship, is composed of a group of dedicated, seasoned teammates with specialties in event production & management, marketing, and public relations. Established in 2005, **D. Plump Consulting** has produced literally hundreds of memorable events of all sizes and missions, in California and around the country. We have secured more than \$8 million in event sponsorship dollars, created marketing campaigns that sold our event registrations, and, through our public relations efforts, have placed our events and clients in the national, regional and local news.

We would meet your goals and aim to exceed them. We are passionate about doing work that excites and inspires others. We think outside the box (and the circle). We are poised under pressure, thrive under deadlines, and can manage multiple projects simultaneously. We pride ourselves in standing apart from others in the industry...we provide more than promises...we provide undeniable results.

Some of our most recent success includes the Annual Denim, Diamonds & Stars, Sea Shepherd Conservation Society's Fundraiser, ATMF Military 5K/10K Run & Family Festival, California Association of Food Banks 2017 State Conference with Facebook COO Sheryl Sandberg and much more.

The enclosed proposal details my experience and approach to the planning the 2017 Lighted Boat Parade.

Thank you for your consideration.

I look forward to receiving your response.

With Gratitude,



Daphne Plump
Chief Executive Officer
Telephone: 805.283.9220
Email: events@dplump.com | Web: www.dplump.com

SECTION II. QUALIFICATIONS

Daphne Plump, the sole proprietor of D. Plump Consulting, is no stranger to the Central Coast area as she once served as the morning live news reporter for KSBY TV. Daphne has more than 15 years experience producing events. Her skills at event production, marketing, public relations, and sponsorship procurement have earned her a stellar reputation of going above and beyond.

D. Plump Consulting has a long standing track record of working with communities and producing events that inspire and excite. We build events from “scratch” and make them memorable as well as sources of generated revenue. We are unique in that we are a “one-stop shop.” We understand the psychology behind events - whether it is to attract more tourism for a city, or bring much attention to a cause and build support. Our team has resources in Morro Bay and the surrounding cities from talent to businesses that know they can count on us when it comes to delivering their sponsorship marketing benefits. We are always available - weekdays and weekends, as we know the importance of keeping the communication lines open and showing our clients they are our priority. We do not just provide the necessary tools to produce a special event, as our clients say...we go above and beyond and exceed their goals.

D. Plump Consulting has produced literally hundreds of memorable events of all sizes and missions in California and around the country, since 2005. Some of our most recent success include the Annual Denim, Diamonds & Stars, Sea Shepherd Conservation Society’s Fundraiser, ATMF Military 5K/10K Run & Family Festival, California Association of Food Banks 2017 State Conference with Facebook COO Sheryl Sandberg and many more.

We provide the following services for the multi-day and single day events we produce, including:

Vision & Design	Sponsorship Procurement	Talent & Management	Audio/Visual Rentals
Venue Selection	Donor Procurement	Travel/Accommodation	Production Management
Timeline/Logistics/Permits	Exhibitor/Vendor Recruitment	Celebrity Recruitment	Registration/Ticket Sales
Budget Creation & Control	Vendor /Contractor Selection	Rental Equipment	PR/Marketing/Media

We produced a community event for the national Say NO Bullying program, in April 2017. The event was produced “from the ground up.” D. Plump Consulting accomplished the following:

1. Successfully transition the event from a half day to a full day.
2. Tripled the number of participants.
3. Significantly increased the number of sponsors and net profit of \$55,000.
4. Increased the quality speakers and vendors.
5. Increased the scope and size from the festival to more than 1,000 attendees.
6. Designed a timeline for all communication, and committee meetings involving staff and board members.
7. Prepared an approved budget.
8. Secured sponsorships for the event.
9. Provided and adhered to the event planning schedule, policies and guidelines.
10. Organized facilities for parking, traffic control, hospitality, volunteers, celebrities, performers and media.
11. Recruited vendors.
12. Created an online registration portal to facilitate registration.
13. Managed and recorded parade entries, and primary contact for parade entries.
14. Ensured compliance with permits, insurance, legal, health and safety regulation.
15. Maintained high attention to detail during planning, execution and post-event phases.
16. Demonstrated strong budget controls, and was consistently conscious of budget; thus made a net profit of \$55,000.
17. Effectively facilitated, advised and collaborated with the board members, event volunteers, venue and event contractors.
18. Has a team of professionals to support the project, including set-up, tear-down and event logistics.
19. Oversee marketing and public relations to promote the event.
20. Debriefed event with organization and sent thank you notes to all participants, sponsors, vendors, and donors.

REFERENCES

Mitchell Bolt
Ocean Conservation Fundraiser
Telephone: (541) 254-1000

Maricela Solorio Taylor
Denim, Diamonds & Stars
Telephone: (661) 900-2066

Mark Christopher Lawrence
Say NO Bullying Festival
Telephone: (619) 300-2808

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SECTION III. WORK PLAN

A. SCOPE OF SERVICES

D. Plump Consulting will provide the following scope of our services for The City of Morro Bay's 2017 Two-Day Lighted Boat Parade (LBP), though duties shall not be limited to the following tasks:

Vision & Design

Provide strategic counsel, layout & design, and plan development to successfully transition the one-day event to a two-day event. Participate in regular pre-event meetings with the City and Rotary staff as well as maintain accessibility via phone or in person at all times.

Event Logistics

Develop, manage, and execute master event logistical plan and event timeline for LBP. Coordinate dates. Create event timeline and timeline for all communication, and committee meetings involving staff and board members. Facilitate staff issuing numbers for parade entries. Ensure compliance with permits, insurance, legal, health and safety regulation. Report regularly to the City and Rotary staff. Coordinate with appropriately licensed vendors and City departments. Direct and manage onsite event set-up and clean up before, during, and after event (i.e. complete and track all permits and paperwork, complete site map, coordinate activities with City of Morro Bay and clean-up crews. Facilitate, advise, and collaborate with the board members, event volunteers, venue and event contractors. Organize facilities for parking, traffic control, hospitality, volunteers, and media.

Production Management

Provide and adhere to the event planning schedule, policies and guidelines. Manage and record parade entries, and primary contact for parade entries. Create online registration portal to facilitate registration. Provide well-trained event staff. Serve as primary contact for LBP for trouble shooting, inquiries, and other logistical needs. Direct and manage staff and volunteers, and activities before and during LBP. Manage relationships with existing vendors/sponsors and recruit new and diverse vendors/sponsors. Ensure stage, banners, tents, security, electrical, signs, waste disposal, vendors, donors, sponsors are in place. Manage the flow of events. Attend required meetings for status updates, and manage talent, entertainment, schedule. Manage and execute event debriefing and include survey analysis, recommended changes/improvements, and event highlights.

Budget Control

Create, manage, and reconcile event budget, expenses and timelines. Serve as a liaison for the City and contracted vendors. Complete and submit all expenditure requests, and other related vendor contracts to the City for approval. Adhere to project timelines and budgets. Attend meetings to review costs and monitor expenses.

Public Relations

Submit the special events to online event calendars, groups, and media (radio, television, magazines, newspapers). Write and distribute press releases to the local, regional and national media. Follow up with media outreach for pre-event, event day and post event coverage. Retrieve any and all media articles, video clips, etc for the City. Arrange for event photographers and videographers for the event. Retrieve all professional photos and videos for the City and post all to the social media pages.

Marketing

Coordinate marketing and PR with the Tourism office to promote the event. Advertise, promote, and market events through all channels including posters, online flyers, websites, etc. Post creative and motivational posts to existing social media accounts and event website. Create all marketing materials and coordinate informational brochures, rack card design and printing, ad design and placement, etc. Maintain online event presence through a with website or webpage to showcase event features, sponsors, vendors, etc. Design and create event day signage, etc. Ensure the City reviews all outgoing media information to be before release, to assure consistency with City policy.

Talent Selection & Management

Recruit and manage "celebrities" and musical talent.

Sponsorship Procurement

Create a sponsorship and vendor proposal package and use to secure LBP sponsorships and vendor support. Fulfill sponsorship marketing benefits including signage placement, booth space, speaking opportunities, social media, promotion, etc.

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SECTION III. WORK PLAN (CON'T)

B. PROJECT APPROACH

D. Plump Consulting will provide the following project approach including a proposed schedule, as well as ability to meet the anticipated timeline.

PICTURE THIS.

Community and tourists will come together for an evening of sights, sounds, and delight at the Embarcadero.

Pre-parade festivities will kick off at approximately 3:30 pm. Attendees, of all ages, will meet and greet/photo with Santa and Mrs. Claus, enjoy hot cocoa and apple cider, fresh baked cookies, delicious popcorn and listen to the wonderful sounds of Christmas Carolers around a bonfire as vendors offer all kinds of other goodies and visual delights.

At approximately 6:15 pm, a local news personality will join the Mayor in welcoming everyone to the annual Morro Bay Lighted Boat Parade with a special salute to the sponsors and donors who have made the event possible.

The parade will begin promptly at 6:30 pm.

The most creative, beautiful, and uniquely decorated Christmas non-motorized vehicles will pass the shore just once and in hopes winning the prize.

Following the parade, a local band will perform for an hour, or until 9:00 pm.

On day two, we will re-create the experience all over again with a parade for the motorized vehicles.



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SECTION III. WORK PLAN (CON'T)

B. PROJECT APPROACH (con't)

D. Plump Consulting will provide the following proposed schedule as well as ability to meet the anticipated timeline.

August 2017

Meet with City/Rotary Club/Committee

Create a budget and obtain approval by Rotary Club of Morro Bay and the Recreation Dept.

Create a sponsorship vendor proposal and begin solidation for event sponsors and vendors.

Obtain target list of registered boat owners

September 2017

Meet with City/Rotary Club/Committee

Coordinate marketing and PR with the Tourism office to promote the event.

Create the parade festivities and timeline.

Set an entry deadline and guidelines.

Create an entry form that includes their name or the business/organization's name, contact person's name, complete mailing address and telephone number, and what the entry is (motorized or non-motorized). Also ask for a brief description of the entry. Include the deadline on the entry form along with the names and numbers of people to call if the entrants have questions. Include the parade guidelines on this sheet.

Create online registration portal to facilitate registration.

Recruit sponsors and vendors

Recruit vendors, volunteers, etc as needed.

Manage and record parade entries, and primary contact for parade entries

October 2017

Meet with City/Rotary Club/Committee

Manage and record parade entries, and primary contact for parade entries.

Organize facilities for parking, traffic control, hospitality, volunteers, and media

Reach out to community for entertainment (Christmas Carolers around beach bonfire), local band, etc.

Secure sponsors and vendors

Outreach to talent Santa and Mrs. Claus, carolers, band, etc.

Market and PR with the Tourism office to promote the event

November 2017

Meet with City/Rotary Club/Committee

Ensure compliance with permits, insurance, legal, health and safety regulation.

Confirm all event contractors

Send out reminders to entrants that include arrival time, guidelines, etc.

Send event day signage to print

Secure sponsors and vendors and volunteers

Secure talent Santa and Mrs. Claus, carolers, band, etc.

Manage and record parade entries, and primary contact for parade entries

Market and PR with the Tourism office to promote the event

Hire a videographer and photographers

Final review of all entries

Facilitate staff issuing numbers for parade entries.

Finalize event script

Brief any/all hosts, greeters, volunteers about their event duties and timelines

Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media

December 2017

Train staff and volunteers

Event Set up

Pre-Parade Festivities

Parade Processional

Band Entertainment

Break Down Event

POST EVENT

Meet with City/Rotary Club/Committee

Debrief with the committee after the parade

Create an event video and upload to event website and social media pages.

Send thank you notes to participants and crew.

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SECTION III. WORK PLAN (CON'T)

C. PRELIMINARY WORK PLAN OUTLINE

The mission of the City of Morro Bay is to improve the Annual Lighted Boat Parade and extend the event from a one-day to a two-day event.

ORGANIZATION

Goal: D. Plump Consulting will creatively increase and double the quality, scope, and size of the current festival participants, and enhance the experience of the event.

Objectives:

-Increase communication with participants/entries

- *direct email
- *direct mailers
- *board walk-about
- *business after hours
- *monthly column /article in newspaper
- *maintain website with timely information

-Encourage more participation and involvement from community

- *actively seek out and invite businesses to become vendors
- *develop marketing and social media campaign (Facebook, Twitter, Instagram) using event highlights
- *develop volunteer database
- *monthly column /article in newspaper
- *maintain website with timely information

-Seek out monetary sponsors

- *create sponsorship proposal with marketing benefits
- *corporate sponsor and major property owner one-on-ones
- *maintain website with confirmed vendor and sponsors

-Increase communication with organizers

- *monthly reports to City/Committee
- *direct email
- *conference calls/direct calls (24/7 access)
- *accessible online project management reports



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SECTION III. ANSWER QUESTION

The City's Lighted Boat Parade (LBP) event has a natural problem – it takes place in the water, in the dark of the night and the audience is roughly 25 yards away. Traditionally, we have had large plastic numbers (12"x22") on each vessel as a way to identify the participant when they pass through the judging area. It is extremely difficult for the non-motorized vessels to carry the large numbers on a kayak or paddleboard. As the Event Planner of the 2017 LBP, what would be your recommendation on improving identification of the non-motorized vessels for the contestants and judges?

There are a few ways that D. Plump Consulting would recommend identifying the non-motorized vessels, including:

ONE:

Have each non-motorized craft have a non-paddling person hold the sign, which should be sized 24" x 324".

TWO:

Have each non-motorized craft decorate and illuminate the craft and place the identification sign, sized 24" x 24", on a pole, which is securely tied to the side of the craft facing the judges.

THREE:

Eliminate the identification number on non-motorized crafts and line up the crafts in a specific order given by the judges and enforced by staff at the lineup location.



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12 DAYS of Christmas!



CITY OF MORRO BAY
**PROFESSIONAL EVENT PLANNING
SERVICES FOR
MORRO BAY'S
12 DAYS OF CHRISTMAS**



Daphne Plump | D. Plump Consulting
25876 The Old Road, Suite. 248 | Stevenson Ranch, CA 91381
Telephone: 805.283.9220 | Email: events@dplump.com | Web: www.dplump.com

SECTION 1. LETTER OF INTEREST

August 04, 2017

City of Morro Bay
Ms. Jennifer Little, Tourism Manager
695 Harbor Street
Morro Bay, CA 93442

Daphne Plump, CEO
D. Plump Consulting
25876 The Old Road, Suite 248
Stevenson Ranch, CA 91381

Dear Ms. Little,

I hope this letter finds you very well. Please accept this proposal for **Professional Event Planning** for the City of Morro Bay's **12 Days of Christmas, in December 2017**. A proposal for the Two-Day Lighted Boat Parade is also enclosed.

I would like nothing better than to work with and for the City of Morro Bay Tourism Manager and Sophia Tölle to make this year's 12 Days of Christmas truly a celebration of the holiday season for families, friends, and visitors looking for a spectacular way to ring in the holiday season - while supporting local business, and enjoying Morro Bay.

D. Plump Consulting, a sole proprietorship, is composed of a group of dedicated, seasoned teammates with specialties in event production & management, marketing, and public relations. We build events from the ground up. Established in 2005, **D. Plump Consulting** has produced literally hundreds of memorable events of all sizes and missions, in California and around the country. We have secured more than \$8 million in event sponsorship dollars, created marketing campaigns that sold our event registrations, and, through our public relations efforts, have placed our events and clients in the national, regional and local news.

We would meet your goals and aim to exceed them. We are passionate about doing work that excites and inspires others. We think outside the box (and the circle). We are poised under pressure, thrive under deadlines, and can manage multiple projects simultaneously. We pride ourselves in standing apart from others in the industry...we provide more than promises...we provide undeniable results.

Some of our most recent success includes the annual Walk for Kids' Growth, annual Say NO Bullying Festival, annual Denim, Diamonds & Stars, Sea Shepherd Conservation Society's Fundraiser, ATMF Military 5K/10K Run & Family Festival, and much more.

The enclosed proposal details my experience and approach to the planning the 12 Days of Christmas.

Thank you for your consideration.

I look forward to receiving your response.

With Gratitude,



Daphne Plump
Chief Executive Officer
Telephone: 805.283.9220
Email: events@dplump.com | Web: www.dplump.com

SECTION II. QUALIFICATIONS

Daphne Plump, the sole proprietor of D. Plump Consulting, is no stranger to the Central Coast area as she once served as the morning live news reporter for KSBY TV. Daphne has more than 15 years experience producing events. Her skills at event production, marketing, public relations, and sponsorship procurement have earned her a stellar reputation of going above and beyond.

D. Plump Consulting has a long standing track record of working with communities and producing events that inspire and excite. We build events from “scratch” and make them memorable as well as sources of generated revenue. We are unique in that we are a “one-stop shop.” We understand the psychology behind events - whether it is to attract more tourism for a city, or bring much attention to a cause and build support. Our team has resources in Morro Bay and the surrounding cities from talent to businesses that know they can count on us when it comes to delivering their sponsorship marketing benefits. We are always available - weekdays and weekends, as we know the importance of keeping the communication lines open and showing our clients they are our priority. We do not just provide the necessary tools to produce a special event, as our clients say...we go above and beyond and exceed their goals.

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We provide the following services for the multi-day and single day events we produce, including:

Vision & Design	Sponsorship Procurement	Talent & Management	Audio/Visual Rentals
Venue Selection	Donor Procurement	Travel/Accommodation	Production Management
Timeline/Logistics/Permits	Exhibitor/Vendor Recruitment	Celebrity Recruitment	Registration/Ticket Sales
Budget Creation & Control	Vendor /Contractor Selection	Rental Equipment	PR/Marketing/Media

We produce the annual Say NO Bullying Festival, in April 2017. The event was produced “from the ground up.” D. Plump Consulting accomplished the following:

1. Successfully transition the event from a half day to a full day.
2. Tripled the number of participants.
3. Significantly increased the number of sponsors and net profit of \$55,000.
4. Increased the quality speakers and vendors.
5. Increased the scope and size from the festival to more than 1,000 attendees.
6. Designed a timeline for all communication, and committee meetings involving staff and board members.
7. Prepared an approved budget.
8. Secured sponsorships for the event.
9. Provided and adhered to the event planning schedule, policies and guidelines.
10. Organized facilities for parking, traffic control, hospitality, volunteers, celebrities, performers and media.
11. Recruited vendors.
12. Created an online registration portal to facilitate registration.
13. Managed and recorded parade entries, and primary contact for parade entries.
14. Ensured compliance with permits, insurance, legal, health and safety regulation.
15. Maintained high attention to detail during planning, execution and post-event phases.
16. Demonstrated strong budget controls, and was consistently conscious of budget; thus made a net profit of \$55,000.
17. Effectively facilitated, advised and collaborated with the board members, event volunteers, venue and event contractors.
18. Has a team of professionals to support the project, including set-up, tear-down and event logistics.
19. Oversee marketing and public relations to promote the event.
20. Debriefed event with organization and sent thank you notes to all participants, sponsors, vendors, and donors.

REFERENCES

Mitchell Bolt
Ocean Conservation Fundraiser
Telephone: (541) 254-1000

Maricela Solorio Taylor
Denim, Diamonds & Stars
Telephone: (661) 900-2066

Mark Christopher Lawrence
Say NO Bullying Festival
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SECTION III. WORK PLAN

A. SCOPE OF SERVICES

D. Plump Consulting will provide the following scope of our services for The City of Morro Bay's 12 Days of Christmas, though duties shall not be limited to the following tasks:

Vision & Design

Provide strategic counsel, layout & design, and plan development to successfully transition the one-day event to a two-day event. Participate in regular pre-event meetings with the City and Rotary staff as well as maintain accessibility via phone or in person at all times.

Event Logistics

Develop, manage, and execute master event logistical plan and event timeline for 12 Days of Christmas. Coordinate dates. Create event timeline and timeline for all communication, and committee meetings involving staff and board members. Facilitate staff issuing numbers for parade entries. Ensure compliance with permits, insurance, legal, health and safety regulation. Report regularly to the City and Sophia Tolle. Coordinate with appropriately licensed vendors and City departments. Direct and manage onsite event set-up and clean up before, during, and after event (i.e. complete and track all permits and paperwork, complete site map, coordinate activities with City of Morro Bay and clean-up crews. Facilitate, advise, and collaborate with the board members, event volunteers, venue and event contractors. Organize facilities for parking, traffic control, hospitality, volunteers, and media.

Production Management

Provide and adhere to the event planning schedule, policies and guidelines. Manage and record parade entries, and primary contact for parade entries. Create online registration portal to facilitate registration. Provide well-trained event staff. Serve as primary contact for 12 Days of Christmas for trouble shooting, inquiries, and other logistical needs. Direct and manage staff and volunteers, and activities before and during 12 Days of Christmas. Manage relationships with existing vendors/sponsors and recruit new and diverse vendors/sponsors. Ensure stage, banners, tents, security, electrical, signs, waste disposal, vendors, donors, sponsors are in place. Manage the flow of events. Attend required meetings for status updates, and manage talent, entertainment, schedule. Manage and execute event debriefing and include survey analysis, recommended changes/improvements, and event highlights.

Budget Control

Create, manage, and reconcile event budget, expenses and timelines. Serve as a liaison for the City and contracted vendors. Complete and submit all expenditure requests, and other related vendor contracts to the City for approval. Adhere to project timelines and budgets. Attend meetings to review costs and monitor expenses.

Public Relations

Submit the special events to online event calendars, groups, and media (radio, television, magazines, newspapers). Write and distribute press releases to the local, regional and national media. Follow up with media outreach for pre-event, event day and post event coverage. Retrieve any and all media articles, video clips, etc for the City. Arrange for event photographers and videographers for the event. Retrieve all professional photos and videos for the City and post all to the social media pages.

Marketing

Coordinate marketing and PR with the Tourism office to promote the event. Advertise, promote, and market events through all channels including posters, online flyers, websites, etc. Post creative and motivational posts to existing social media accounts and event website. Create all marketing materials and coordinate informational brochures, rack card design and printing, ad design and placement, etc. Maintain online event presence through a with website or webpage to showcase event features, sponsors, vendors, etc. Design and create event day signage, etc. Ensure the City reviews all outgoing media information to be before release, to assure consistency with City policy.

Talent Selection & Management

Recruit and manage "celebrities" and musical talent.

Sponsorship Procurement

Create a sponsorship and vendor proposal package and use to secure event sponsorships and vendor support. Fulfill sponsorship marketing benefits including signage placement, booth space, speaking opportunities, social media, promotion, etc.

SERVICE FEE (FLAT RATE):

\$4,000.00

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SECTION III. WORK PLAN (CON'T)

B. PROJECT APPROACH

D. Plump Consulting will provide the following project approach including a proposed schedule, as well as ability to meet the anticipated timeline.

PICTURE THIS.

Community and tourists will come together for 12 amazing days of Christmas. Local businesses would still have their holiday specials and hosted events going throughout the festivities. However, this year, the carnival would come to town in all of its majestic, festive, colorful, brights festiveness. In the center of the carnival would be a gorgeous christmas tree where the city would have the ceremonial lighting of the tree to kick off the series of events.

Santa and Mrs. Claus and their elves would be on hand each night to take photos and accept Christmas wishes.

Vendors would surround the carnival with their wares - from warm clothing to hot cider, family friendly booth souwl dbe on display. On the opposite side of Santa and so as not to distrub the meet and greet woudl be a stage with local bands performing to add to the excitement and joy of the holiday.

This colorful event would draw families, friends, and visitors looking for a spectacular way to ring in the holiday season to Morro Bay each December.

SECTION III. WORK PLAN (CON'T)

B. PROJECT APPROACH (con't)

D. Plump Consulting will provide the following proposed schedule as well as ability to meet the anticipated timeline. Note, this timeline is abbreviated and will be expanded considerably upon approval of event logistics and layout.

AUGUST 2017

Coordinating of dates and designing a time line for all communication, and committee meetings involving staff and board members.

Preparing a budget and obtaining approval by the board of director.

SEPTEMBER 2017

Securing sponsorships for the event.

Create an approved event planning schedule, polices and guidelines

Design the event and review with committee

Coordinate with marketing and PR to promote the event and prepare needed materials

OCTOBER 2017

Organize facilities for parking, traffic control, hospitality, volunteers, and media

Recruit food, beverages, and merchandise vendors as need.

Coordinate with marketing and PR to promote the event and prepare needed materials

NOVEMBER 2017

Secure equipment rental to venue and event contractors

Ensure compliance with permits, insurance, legal, health and safety regulations

Continue to secure sponsors and vendors

Recruit volunteers and event staff

Confirm event contractors (including catering, lights and sound crews, tree sponsors, etc.)

Coordinate with marketing and PR to promote the event and prepare needed materials

DECEMBER 2017

Train team of professionals to support the eventt, including characters, set-up, tear-down and event logistics

Coordinate with marketing and PR to promote the event and prepare needed materials

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SECTION III. WORK PLAN (CON'T)

C. PRELIMINARY WORK PLAN OUTLINE

The mission of the City of Morro Bay is to provide a festive and family-oriented event that the community and visitors attend and see grow year after year.Event

ORGANIZATION

Goal: D. Plump Consulting will creatively increase and double the quality, scope, and size of the current festival participants, and enhance the experience of the event.

Objectives:

-Increase communication with participants/entries

- *direct email
- *direct mailers
- *board walk-about
- *business after hours
- *monthly column /article in newspaper
- *maintain website with timely information

-Encourage more participation and involvement from community

- *actively seek out and invite businesses to become vendors
- *develop marketing and social media campaign (Facebook, Twitter, Instagram) using event highlights
- *develop volunteer database
- *monthly column /article in newspaper
- *maintain website with timely information

-Seek out monetary sponsors

- *create sponsorship proposal with marketing benefits
- *corporate sponsor (local, regional and national) and major property owner one-on-ones
- *maintain website with confirmed vendor and sponsors

-Increase communication with organizers

- *monthly reports to City/Committee
- *direct email
- *conference calls/direct calls (24/7 access)
- *accessible online project management reports

SECTION III. ANSWER QUESTION

What would be your primary focus to bring this event together?

"If you build it, they will come." This is such a great quote filled with possibilities. It is also something that D. Plump Consulting believes will happen with the 12 Days of Christmas event. D. Plump Consulting's primary focus to bring this event together is to create a celebration of the spirit of Christmas - one that draws families, friends, and visitors from all over the state (and country) to experience the sights, sounds, and support the local businesses while enjoying beautiful Morro Bay immensely. .

Our focus is to place the event on the national map so that the community and tourists are excited and look forward to it each year! Food, live entertainment, games, prizes, shopping deals and so much more...

D.Plump Consulting will build this event from the ground up with a strong foundation that will become a signature fixture for the City of Morro Bay, each year.



With D. Plump Consulting...
You get more than promises. You get undeniable RESULTS.
Telephone: 805.283.9220 | Email: events@dplump.com | Web: www.dplump.com



AGENDA NO: B-6

MEETING DATE: August 17, 2017

Staff Report

TO: Tourism Business Improvement District Board **DATE:** August 8, 2017

FROM: Jennifer Little, City of Morro Bay, Tourism Manager

SUBJECT: Approval of Additional Grant Applications 2017-18

RECOMMENDATION

Staff recommends the Tourism Business Improvement District (TBID) Board approve grant funding for Grays Harbor Historical Seaport in the amount of \$7,000 and Central Coast Maritime Museum in the amount of \$3,000.

BACKGROUND

TBID has available funds for additional grants in both community and emerging opportunities, \$5,775 for Community Grants and \$9,000 for Emerging Opportunities, totaling \$14,775.

The Grays Harbor Historical Seaport is requesting grant funding to cover traveling and operational expenses of having the Hawaiian Chieftain (tall ship) join the Lady Washington (tall ship) in an extended stay in our port. Historical Seaport is scheduled to bring Lady Washington to Morro Bay from November 23 to December 4. The grant funds will be used to extend the Lady Washington's stay until Dec 12th and bring the Hawaiian Chieftain to port. Having two tall ships in the harbor creates a dynamic attraction, makes it possible to reenact historic battle engagements, offers public sailing events, educational field trips. Staff will make participation in the Lighted Boat Parade by Lady Washington a requirement of the grant funding.

The Maritime Museum is requesting grant funding to help offset costs for their October event. The Museum is planning a "Discovery and Seafood Month" event, two weekends in October, the 13th through 15th and the 20th through 22nd. This event will create a passport with a \$30 fee for tourists and locals to sample a variety of seafood offerings by partnered eateries, including a tour of the historic ALMA, onsite fleet, and hearing about the WWII rescue story by the ALMA.

DISCUSSION

The attached Grant Chart shows all grants, sponsorships and emerging opportunities that have been awarded this year. The two additional events are outlined in yellow.

ATTACHMENTS

1. Grant Chart 2017-18
2. Grant Applications

Prepared By: JL

Deputy City Manager Review: IT

Event	2017-18 Grant	Emerging Opp	E.O. Event Planner	Total	Event Grant Committee Notes
Tall Ships		7000		7000	Extending the Lady Washington visit from Dec 4-12th and also bringing down the Hawaiian Cheiftian docking Dec 4-12th for battle cruises.
Maritime Museum	3000			3000	Central Coast Maritime Museum, Recommending a grant of \$5000 to help on the production cost of the passports.
Taste of the Grove	3000	N/A		3,000	APPROVED - Recommendation: \$3000 grant as requested
Avo Marg Festival				\$0.00	APPROVED - Recommendation: Subcommittee feels Avo-Marg would be better suited as a sponsorship of TBID -vs- a GF grant mainly due to the fact that this is a profitable event. Sponsorship to include 500 tickets for hotel guests into Avo-Mar. (See sponsorship letter in the Sponsorship Staff report)
MBHS Volleyball	1525	n/a		\$1,525.00	APPROVED - Recommendation: Fund the \$1525 towards food as requested allowing the boosters and student athletes earn the additional funds needed.
Surfboard Art Festival	2500	5000		\$7,500.00	APPROVED - \$2500 grant plus incentive bonus of \$200 per board max of \$5000 with a strong call of action on the boards for booking with a minimum of 20 boards outmarket. SAF has a new component with placing boards into wine tasting rooms up and down the SLO Coast wine region. With this new opportunity the recommendation is as follows: \$2500 Grant plus an incentive grant of \$200 per board placed in wine tasting rooms in SLO county wine tasting rooms. Must be out of the City of Morro Bay but in SLO County. Incentive is up to a total of \$5000 available allowing the opportunity for SAF to have up to \$7500 in total funds. Additionally, we would require a rack be attached to each board that has the SAF map which includes the morrobay.org site
CCWC	\$4,000	1000		\$5,000.00	Recommended Grant of \$4000 plus \$1000 towards transportation needs. Last year CCWC was hosted by Pismo beach even though it was held at Cuesta College. Staff & MB Hoteliers have been working hard to recruit CCWC to come back to Morro Bay. Total overnight conference attendees looks to be 350-450 for 3 night stay starting on a Thursday. Last year MBT was a sponsor of this event (not a grant for \$2000).
100k Poets	0	0	0	\$0.00	Committee does NOT recommend funding based on event outline
Harbor Festival	11125		N/A	\$11,125.00	APPROVED - \$11, 250, 5k towards HF and \$5 Mental plus \$1125 towards city permit fees.
Dawn to Dusk Triathlon	moved to sponsorship	-	-	-	NOT APPROVED - Recommendation: To not receive a grant since this is a for-profit business.
MB Triathlon	Moved to sponsorship	-	-	-	NOT APPROVED - Recommendation: To not receive a grant since this is a for-profit business.
Souppabration	3800			\$3,800.00	APPROVED \$3800 Recommendation: Subcommittee felt this does not warrant a grant but did recommend to pay for permit fee's. Staff recommendation is to add a grant for this event of \$2500 on top of the permit fee's grant
MBHS Basketball	1525			\$1,525.00	APPROVED AS IS Recommendation: Fund the \$1525 towards food as requested
Lighted Boat Parade	5000		4000	\$9,000.00	APPROVED - As is Recommendation: Grant is contingent upon changing this event as follows: MBT will hire an event planner to manage the conversion of this event from a 1-day to a 2-day event. Sponsorship of waterfront resaturants is required. By restaurants sponsoring "new boats" in the parade this will allow a larger fleet and allowing for two days of the parade. TBID will fund: the event planner \$4000, cash prizes \$2000 and \$3000 in advertising.
12-days of Christmas		\$3,000.00	4000	\$7,000.00	APPROVED - AS IS Committee feels this would be a great event but needs to be held under a 501c before funding. Poppy's either needs to form a 501c or join an existing 501c. If this can be done the recommendation is to fund: an event planner at \$4000, plus \$3000 for TBID to manage the advertising, marketing, creative and media to promote all 12-days not just Dec 9-10.
Butterfly's & Bubbles					Chamber has decided to not except this grant
Winter Bird Festival	6000			\$6,000.00	APPROVED - AS IS Recommended grant \$4000 plus \$2000 towards permit fee's. Staff recommends that WBF work closely with Rec Dept to establish a Conditions Letter for the City Fee's.
MBHS Wrestling	2750			\$2,750.00	APPROVED - AS IS This tourney being an individual sport we see a higher volumn of traffic in town over the event unlike the other two team-tournaments which is the reason for the higher recommend amount.
Annual Yard Sale	3500			\$3,500.00	APPROVED AS IS Recommendation: \$3500 grant towards expenses and fee's.
MB Kite Festival	5000		4000	\$9,000.00	event financial responsibilites to a 501C such as Friends of the Harbor Dept or Friends of the Fire Dept. Grant funds recommended as follows: \$5000 towards the marketing and promotion plus \$4000 towards an event planner and would be managed through the Tourism office.
MB Car Show	4500			\$4,500.00	APPROVED AS IS Recommendation: \$4500 grant towards expenses and fee's. Speaking with the group their permit fee's have gotten very large. This year they paid roughly 2k to police, 2k for city permit fee's plus \$500 application fee.
Cuesta Fest	-	-	-	\$0.00	NOT APPROVED Recommend to not fund but for MBT to look into a possible sponsorship.
	\$57,225.00	16,000	\$12,000.00	85,225	

	Community Grants
	Emerging Opportunities
	Unfunded moved to sponsorship
	Additional Grant



**2017-18 Event Grant Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events and sponsorships with in-kind marketing contributions for the 2017-18 fiscal year.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **Aug 7, 2017** at the Morro Bay Tourism office.

You may also submit them via email at jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. If you choose to email your application please follow up with a call to the Tourism office that is was received.

- All eligible requests will be reviewed by an anonymous volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay)
- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Advisory Board
- The Morro Bay Tourism Business District Advisory Board will review and approve funding requests at their August 2017 meeting
- Each event grants recipient will receive an award letter including the amount awarded, logo requirements, a Post Event Report Form, plus other applicable information before the end of August 2017
- Those events not receiving funding will be notified by mail before the end of August 2017

Schedule:

August 17th TBID meeting board to award grant funds

Request Form Checklist:

1. Completed & Signed Event Grants Funding Request Application
2. Event Budget
3. Marketing/Action Plan
4. Any Other Supporting Documentation

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



2017-18 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year 2017 -2018.
- Your event must be held within the city limits of Morro Bay, California.
- 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 on **Aug 7, 2017** at the Morro Bay Tourism office. You may submit them via email at Jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received, after 5pm on July 31, 2017 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.
- First priority for issuing grants is for increasing tourism into Morro Bay during off-season (October through May) and during midweek (Tu, Wed, Th) year round.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# EID 33-0646429

Organization Name: Maritime Museum of Morro Bay(MMMB)/Central Coast Maritime Museum Assoc.

Board Chair: Larry Newland Phone: (805) 550-4929

Main Contact: Judy Salamacha Role: Exe. Board: Secretary/Public Relations

Email: judysalamacha@gmail.com Phone: (805) 801-1422

Address: 1210 Embarcadero, Morro Bay, CA 93442 (Mailing; P.O. Box 1775 MB 93443)

Website: www.morrobaymaritime.org -- Facebook.com/Central Coast Maritime Museum Association

EVENT DETAILS

Event Grant Request: \$7,500.00

Event: MB Discovery Month 2017: A Seafood & Wine Tasting Passport (Draft Title) **New Event/Annual Event**

Description: Timing is perfect to launch Kelsey See Canyon Winery's inaugural series of reserve wines to benefit the Maritime Museum of Morro Bay plus support the continuation of 2016's Morro Bay City-Council proclamation for October, "Morro Bay Maritime Discovery Month and CA Seafood Month. This event will create a passport for 2 for a nominal fee of \$30 for tourists and locals to sample a variety of seafood offerings by Morro Bay's partnering eateries while tasting Kelsey's "The ALMA: 2015 Reserve Zinfandel" to showcase the historic ALMA, originally owned/operated by the Kelsey family, donated, restored and displayed at MMMB. Passports will be redeemable for two October weekends and include tours of MMMB's onsite fleet and hear the entire WWII rescue story by The ALMA.

Dates: October 13-15 & October 20-22, 2017 **Websites:** www.morrobaymaritime.org & morrobay.org

Location(s) MMMB site & Partnering Embarcadero Eateries, including Papagallo & Chablis

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



EVENT HISTORY & FUTURE PROJECTIONS

Please fill in any and all applicable information below. If not applicable, fill in "N/A".

	2013	2014	2015	2016	2017
Total Revenue	NA_____	__NA__	__NA__	__NA__	\$30,000.00
Total Expenditures	_____	_____	_____	_____	\$10,150.00
# Attendees	_____	_____	_____	_____	2000 (2-per)
# Vendors (if applicable)	_____	_____	_____	_____	8 (partners)
# Room Nights	_____	_____	_____	_____	150 (30% sales) <i>Please note that the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds</i>

EVENT BUDGET

Note: MMMB/CCMMA is an all-Volunteer non-profit partnering with the City of MB and community groups to build a museum & cultural center

Revenue—

---1000 Passports sold @\$30 for 2-person tasting @ 7 Embarcadero venues including tours of MMMB fleet w/children 12 under free w/adult \$ __\$30,000_____

---Collaboration with Kelsey wines on development, sales and promotion of annual signature wine series benefitting MMMB @ 30% per bottle to be purchased by eatery partners supporting the program \$ __\$840.00_____

OTHER FUNDING

___ We will receive other sponsorship dollars \$ _____

___ We will receive matching funds \$ _____

X We will receive in-kind donations \$ _____

Total Revenue \$ __\$30,840.00_____

Expenses

_7 Partners: Rebated \$2.50 per passport redeemed for food prep, supplies, etc. \$ __\$3,500.00_____

_MMMB: Rebated for passports redeemed for fleet tours \$ __\$500.00_____

_Hoteliers: First 20 hotels to partner receive 2 bonus passports for co-marketing

_Note: Inn at Morro Bay has already signed onto this opportunity \$ __\$1,200.00_____

_Passport design & production &/or Service fees for ticket sales \$ __\$750.00_____

_Site Prep: Port-a-potties, signage, banners, misc.. \$ __\$750.00_____

_____ \$ _____

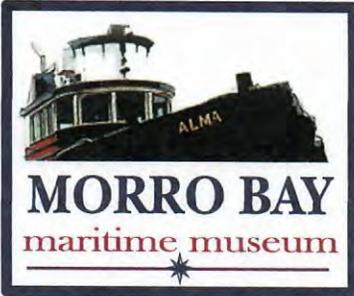
_ Advertising Budget: Direct Placement by Mental Marketing_____ \$ __\$3000.00_____

_ 15 Incentive Passports for media promotions, ie. Dave Congalton, et. \$ __\$450.00_____

_____ \$ _____

Total Expenses \$ __\$10,150_____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



The Board of Directors of the Maritime Museum of Morro Bay requests you consider funding a unique and collaborative 2-weekend waterfront activity in commemoration of the historic ALMA during October Maritime Discovery Month and California Seafood Month. We think you'll agree celebration of The ALMA is the perfect vessel to kick-off Kelsey See Canyon Vineyard's annual wine series benefitting the Maritime Museum of Morro Bay. And October Maritime Discovery Month is the perfect time to celebrate construction of the first structure of MMMB cultural preservation center. And California Seafood Month is a prime time to enjoy seafood and wine at a favorite eatery in Morro Bay.



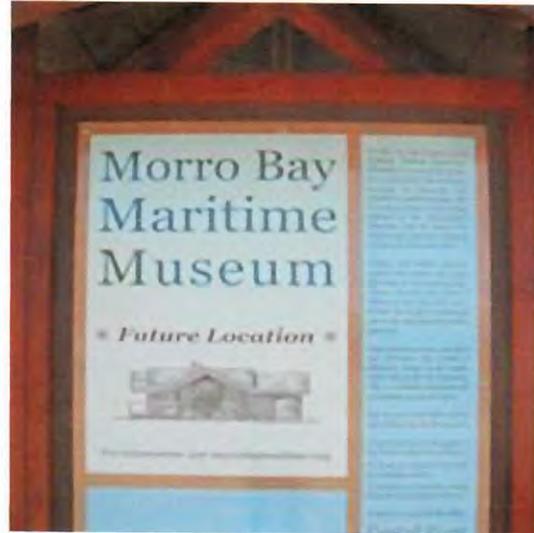
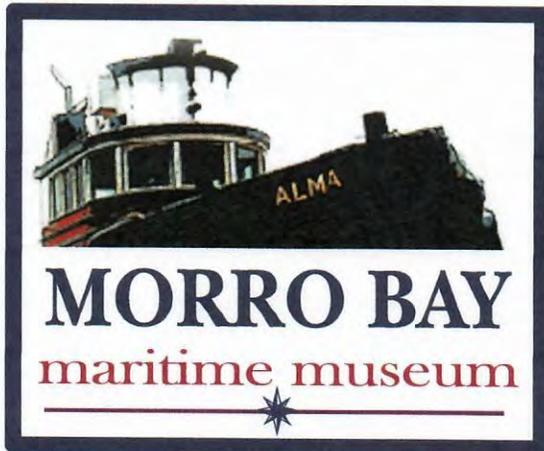
Have you hugged a tug today?

***Sincerely,
Larry Newland, President
Shawn Harris, 1st Vice-President
Jane Heath, 2nd Vice-President
Judy Salamacha, Secretary
Bob McKay, Treasurer***

***Directors: Judy Ann & Terry Cross,
Walter Heath, Penny Harris,
Charlie Yates, Jack Hunter &
Keith Kelsey***

Celebrating The Historic ALMA

Before the Kelsey family developed Kelsey See Canyon Vineyards, it was in the tugboat business as Sylvester's Tugboat Service. The Alma, once active in the fleet, was based at the pier formerly between Morro Bay and Cayucos. Eligible for listing on the U.S. Department of Interior's National Registry of Historic Places, the vessel is on public display at the Maritime Museum of Morro Bay and the icon has been currently adopted as the nonprofit's logo.



Built at San Francisco's Fisherman's Wharf in 1927, The Alma gained notoriety on the morning of December 23, 1941, when under the command of the late Merle Molinari of Cayucos, she headed north toward Piedras Blancas and rescued crewmembers of the Union Oil Tanker Montebello which had been torpedoed and sunk earlier that morning by a Japanese Submarine off the coast of Cambria.

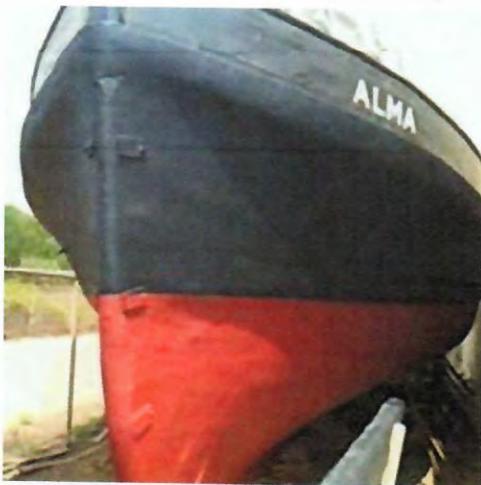
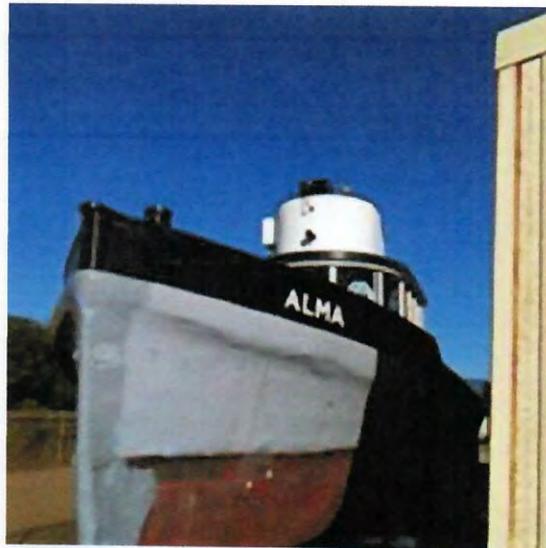
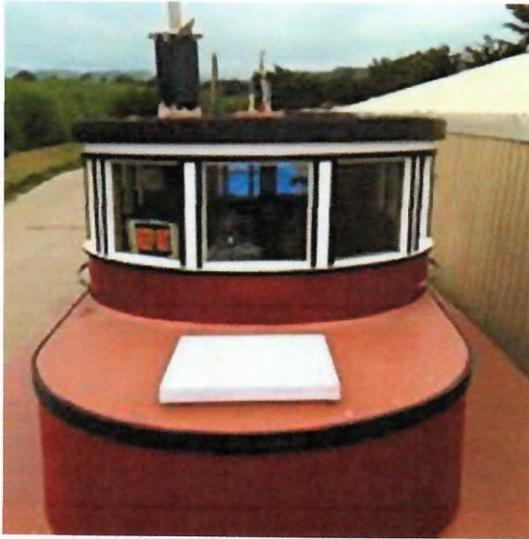


A Hind Foundation Grant Supported the Restoration of The ALMA

The Tugboat Alma was typical of the small wooden tugs and utility craft that worked in harbors along the west coast in the first half of the 20th century. Traditionally built of sawn oak frames and carvel planked with Port Orford Cedar, in 1974 the last owner operator coated her exterior with ferro cement.

In 1995 the Alma was donated for the proposed maritime museum by the Kelsey Family and after more than half century of service as a line boat, fishing vessel and harbor tug, she rested in Morro Bay's Harbor Department Yard while dedicated board members and volunteers diligently spruced her up for eventual presentation at Maritime Museum of Morro Bay.





June 2016 The ALMA was positioned for public viewing at 1210 Embarcadero, Morro Bay, CA -- the permanent home site partnered with the City of Morro Bay for the Maritime Museum of Morro Bay. A celebration barbecue supported by Mark Tognazzini kicked off public tours at the new location of the ALMA, the DSRV Avalon, and the U.S. Coast Guard Rescue Craft just in time for the inaugural visit of San Diego Maritime Museum's San Salvador.

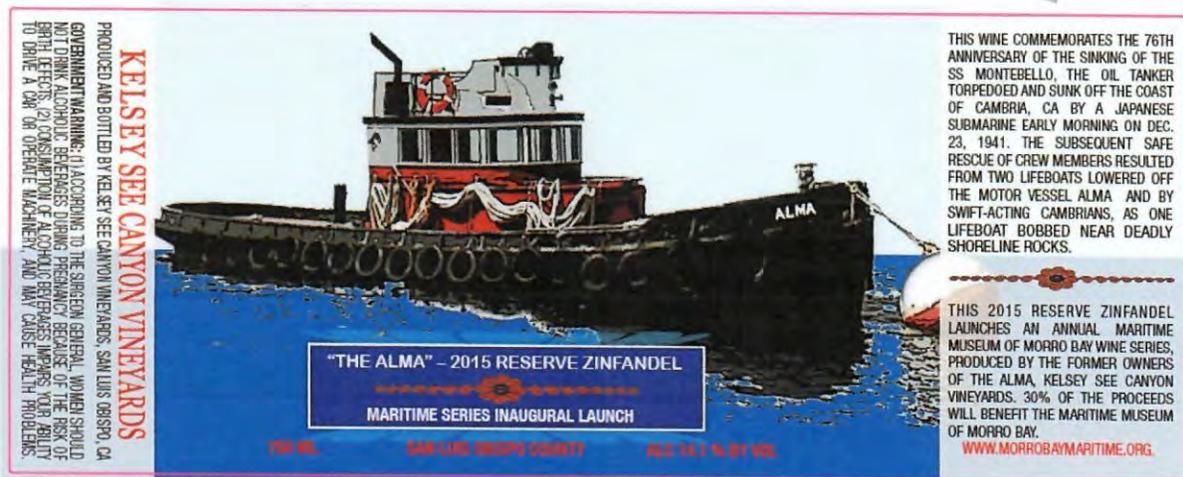


During 2017 multiple holidays and weekends were scheduled for public open house tours anticipating construction of MMMB's first structure to start by fall.



A UNIQUE PARTNERSHIP CONTINUES THE BOND BETWEEN THE KELSEY FAMILY AND THE DEVELOPMENT OF A MARITIME MUSEUM IN MORRO BAY.

October, 2017 The Alma will be commemorated by Kelsey See Canyon Vineyards, the former owner/operator of the historic vessel, by the production of a signature wine, The ALMA: 2015 Reserve Zinfandel, the first in an annual wine series to benefit the Maritime Museum of Morro Bay.



(Note: Draft Label)

After 22 years in restoration the Maritime Museum of Morro Bay thanks the Kelsey family for its continued support and hopes the Morro Bay Tourism Bureau will encourage our efforts to partner with our waterfront supporters in commemoration of The ALMA. We believe timing is perfect during CA Seafood Month to invite our community and visitors to toast a few during October Maritime Discovery Month, 2017.



**2017-18 Event Grant Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events and sponsorships with in-kind marketing contributions for the 2017-18 fiscal year.

The Process:

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Schedule:

August 17th TBID meeting board to award grant funds

Request Form Checklist:

- | | |
|--|-------|
| 1. Completed & Signed Event Grants Funding Request Application | _____ |
| 2. Event Budget | _____ |
| 3. Marketing/Action Plan | _____ |
| 4. Any Other Supporting Documentation | _____ |

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



2017-18 Event Grants Funding Request Application

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ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 91-1357638

Organization Name: Grays Harbor Historical Seaport Authority

Board Chair: Dave Douglass Phone: [REDACTED]

Main Contact: Brandi Bednarik Role: Executive Director

Email: bbednarik@historicalseaport.org Phone: [REDACTED]

Address: [REDACTED]

City/State/Zip: Aberdeen, WA 98520

Website: historicalseaport.org

EVENT DETAILS

Event Name Tall Ships visit Morro Bay Years in existence? 11 (since 2005)

Description Grays Harbor Historical Seaport is excited to bring the tall ship Lady Washington back to Morro Bay for another year of exciting public sailing events, educational field trips, and open tours for all ages. This year, Historical Seaport is seeking funding from Discover Morro Bay to support an extended stay in town, allowing the tall ship Hawaiian Chieftain to join Lady Washington in Morro Bay on her way down from Sacramento, and for both boats to then participate in the annual Lighted Boat Parade.

Date(s) Nov. 23, 2017 to Dec. 12, 2017

Location(s) Sub Sea Tours, 699 Embarcadero # 9, Morro Bay, CA 93442

Website http://www.subseatours.com/ www.historicalseaport.org

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EVENT HISTORY & FUTURE PROJECTIONS

Please fill in any and all applicable information below. If not applicable, fill in "N/A".

	2013	2014	2015	2016	2017
Total Revenue	\$41,580	\$17,813	\$14,562	\$12,011	N/A
Total Expenditures	\$30,872	\$4,404	\$7,848	\$27,414	
# Attendees	4539	3130	1928	1175	
# Vendors (if applicable)	N/A	N/A	N/A	N/A	
# Room Nights	12	4	6	10	

**Please note that the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds*

EVENT BUDGET

Please provide or attach up to a (1) one page outline of your event budget (please include any paid staff).

Revenue

Ticket Sales	\$ 15,000
Educational Programs	\$ 5,000
Retail Sales and Donations	\$ 1,500
Private Events	\$ 0
Donations	\$ 4,500
	\$

OTHER FUNDING

<input type="checkbox"/> We will receive other sponsorship dollars	\$
<input type="checkbox"/> We will receive matching funds	\$
<input type="checkbox"/> We will receive in-kind donations	\$
Total Revenue	\$ 26,000

Expenses

Moorage and Utilities	\$ 1,000
Wages and Benefits	\$ 16,000
Food	\$ 5,000
Fuel	\$ 2,320
Ammunition	\$ 594
Maintanance	\$ 10,286
	\$
	\$
	\$
Total Expenses	\$ 35,200

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event.

**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)

- One day event
- Two day event
- 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

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

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

- 10-49 hotel/motel rooms
- 50-99 hotel/motel rooms
- 100+ hotel/motel rooms

Groups (select only one)

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

Reservation Widget *** REQUIRED TO RECEIVE FUNDS***

- Inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- No admission or gate fee being charged
- Event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

95% What percentage of your marketing outreach is outside of San Luis Obispo County

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

If Yes, please explain how the funds were used _____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



MARKETING/ACTION PLAN

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

Historical Seaport will actively market its entire stay in Morro Bay with weekly social media postings on Facebook and/or Instagram, including tags and shout outs to local businesses that show their support to the tall ships. We will heavily promote the Lighted Boat Parade and market our Battle Sails between Lady Washington and Hawaiian Chieftain on our website and social media channels and offer daily programming information on the dock to local visitors.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Our tall ships bring visitors from hours away. Many of these guests will require accomodations and will look towards those close to our boats.
Sales Tax Businesses (restaurants, retail, etc) Most visitors to the tall ships look for a meal immediately after their program ends. For out of town guests, local restaurants within walking distance to the boat will get a boast daily.
City of Morro Bay Morro Bay will have two tall ships as featured attractions for the Lighted Boat Parade, local schools will have an additional week of available field trip dates, and twice as many visitors will get to participate in programs thanks to Hawaiian Chieftain's arrival in town.

VERIFICATION OF INFORMATION

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

Historical Seaport counts and records the number of visitors who come aboard for any kind of program or tour. For all ticketed events, guest information including name, email, address, and telephone number will be tracked for our records, providing a reliable account of the number of visitors to Morro Bay for tall ship programs and the distances they travelled to get there.

ca (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.*

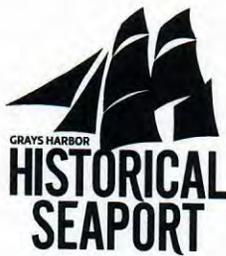
ca (please initial) *YES, I attest that the information provided in the Event Grants Funding Request Application is true, complete and accurate. I further agree that if my application is approved by the Morro Bay Tourism (TBID) Advisory Board that I will provide the "Post Event Report" to TBID in compliance 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: *Caitlin Stanton* Date: 8/7/17

This area is for the Event Grants Taskforce

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

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



GHHSA ONLINE ORGANIZATIONAL IDENTITY AND SOCIAL MEDIA 2018

OPPORTUNITY

Social media platforms are an integral part of all organizational, brand and lifestyle marketing - capitalizing on the trending shift towards candid narrative based campaigns. Successful brands generate unique content that engages a viewer to adopt the core values of the organization, and as a result, daily online community engagement.

Grays Harbor Historical Seaport Authority is a unique educational non-profit with a captivating narrative that is well positioned to showcase its specialized role in the maritime world. The Lady Washington and Hawaiian Chieftain are strong visual assets that will provide ideal content for the image driven campaigns that thrive on today's social media platforms.

An expanded online presence will serve as a tool to increase public awareness and participation in GHHS' onboard "Two Weeks Before The Mast" sail training, public sails and educational programs. Additionally, content generated for social media will cross support corresponding fundraising efforts and special events.

ASSIGNMENT

I will develop and implement a GHHSA Online Organizational Identity and Social Media presence for 2018. This will include the research, development and maintenance of GHHS' online visual aesthetic, organizational voice to be used in all online marketing communication, themed marketing campaigns, organic and paid social media presence (Facebook, Instagram and Twitter), online maritime community engagement, Shipboard Social Media Contributor roles, fundraising asset support and special project campaigns.

AREAS OF WORK AND DELIVERABLES

The following section outlines four distinct areas of work and associated deliverables.

- 1. Online Organizational Identity**
- 2. Quarterly Marketing Campaigns**
- 3. Asset Generation Trips**
- 4. Social Media and Community Engagement**

1) Online Organizational Identity

GHSA will require its own visual identity, keywords, and online brand throughout the year. To initiate the brand implementation I will be reviewing the current and past online presence of the organization, ships, crew, programs and events. Second, I will expand my research to compare and contextualize the techniques and engagement levels of other tall ship organizations both nonprofit and for profit, nationally and internationally. The third research component will be a review of non tall ship maritime online identities. Throughout the duration of my research I will be developing the core materials to guide GHSA's social media posting and community engagement throughout 2018. An outline for leveraging social media to increase participation in onboard programs will be created, and the outline of a revised Shipboard Social Media Contributor Program to serve as a direct link to the ships.

Deliverables

- Brand Development Guidelines for all 2018 visual and copy assets (document)
- Online Identity - palette, content, direction (document)
- Facilitate the GHSA rebranding development meetings (2 phone calls/optional on-site)
- Key messages (document)
- Shipboard Social Media Contributor Best Practices and Guidelines (document)
- Expanded Participant Growth Proposal (document)

2) Quarterly Campaigns

I will develop four distinct marketing themes to build social media campaigns around throughout the year. Themes will shift every 3-4 months, and build upon each other to

showcase specific maritime themes and GHSA sectors. Campaigns will be designed to support corresponding fundraising efforts and special events.

Deliverables

- 2018 Marketing Campaign Vision (document)
- Social Media Platform Posting Guidelines - aesthetic and copy themes (document)
- Coordination with Fundraising Team initiatives (quarterly meeting)

3) Asset Generation Trips

I will travel to the Lady Washington and Hawaiian Chieftain to take digital images, interview crew members, document education programs and public sails, capture port highlights and connect with the current Onboard Ambassadors. Optimally these trips will coincide with each of the quarterly campaigns to generate assets that will correlate with the following month's marketing focus.

Deliverables

- Travel to Lady Washington and Hawaiian Chieftain (4 visits up to 7 days per visit)
- Capture digital images to utilize across all social media platforms and fundraising
- Document current crew projects and focuses on each vessel
- Facilitate Onboard Ambassador trainings on asset generation Best Practices and Guidelines (on-site with continued phone support)

4) Social Media and Community Engagement

Leveraging Facebook, Instagram and Twitter I will continue to develop and facilitate the presentation of GHHS' Online Identity. Themes will be shifted to correlate with quarterly marketing campaigns. Online community engagement will be expanded through strategic social media connection.

Deliverables

- 2-3 Facebook and Instagram posts each week
- 4-6 Tweets each week
- Edited digital images for social media platforms to achieve high value posts
- Promote onboard program participation through "Call to Action" initiatives
- Community engagement including:
 - Comment and question interaction on social media platforms

- Outreach to potential followers and similar organizations to expand national exposure
- Reposts of relevant content from other sites

APPROACH

I believe that powerful social media blends specialized knowledge with curated aesthetic representation. You invite a viewer inside to appreciate and understand worlds to which they would otherwise have no access. Through consistent, themed and strategic social media posting the connection is developed past a “fly on the wall” shot, to the deeper perspective of an organizational insider. The use of candid, professional, warm and informative copy to contextualize themed images increases the buy in from the community and primes them for future Call to Actions. Each post not only highlights, but educates, and prepares followers to shift into the next phase of brand adoption - live time interactions.

TIMELINE & COSTS

The timeline for this work is for the 2018 calendar year. Below is a timeline illustrating the areas of work outlined above. Additional details will be developed during the planning phase.

Phase/Service	Date/Hours
Online Identity Development and 2018 Social Media Strategy	January - February - 40 hours total
Quarterly Campaign Development	January - February - 20 hours total
Quarterly Campaign Implementation	Quarterly - 20 hours total
Image Curation and Editing	Weekly - 2 hours a week
Online Community Engagement	Weekly - 3 hours a week
Onboard Ambassador Communication	Weekly - 1 hour a week
Special Awareness Campaigns	Monthly - 4 hours a month
Travel to LW & HC	Quarterly - Four 7 day trips

ABOUT

Hali Boyd - Online Branding and Social Media Strategist / USCG Merchant Mariner

I am driven by creating accessible paths into specialized fields. Drawing on my academic background in social research and grassroots marketing, I specialize in leveraging social media platforms to cultivate authentic organizational voices. Prior to my current position as a Marketing Manager in Portland, Oregon I worked as a professional mariner in a variety of roles including captain, mate, engineer, bosun, education coordinator and deckhand. I hold an undergraduate degree in Social Anthropology from University of California, Berkeley and a USCG 100 Ton Masters License.



Hawaiian Chieftain



Lady Washington