



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, JUNE 21, 2018
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER
BOARD MEMBER ANNOUNCEMENTS
STAFF ANNOUNCEMENTS

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

- A-1 APPROVAL OF MAY 17, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

- A-2 APRIL 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

RECOMMENDATION: Receive and file.

- A-3 MAY 2018 MARKETING, PUBLIC RELATIONS UPDATE; (MARKETING COORDINATOR)

RECOMMENDATION: Receive and file.

B. BUSINESS ITEMS

B-1 PRESENTATION FROM GRANT AWARDEES' OF 2017-18 GRANTS

1. Morro Bay Car Show
2. Morro Bay High School Athletic Event Grants
3. Morro Bay Kite Festival

RECOMMENDATION: Receive and file

B-2 DISCUSSION AND PRESENTATION OF NEW REPORTING TECHNIQUES FOR 2018-19 BY MENTAL MARKETING

RECOMMENDATION: Board receive presentation and provide feedback.

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 ENSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – MAY 17, 2018
VETERAN’S MEMORIAL HALL – 9:00 A.M.

- | | | |
|------------------|--------------------|--|
| MEMBERS PRESENT: | Charlie Yates | Chair |
| | Steven Allen | Vice-Chair |
| | Maggie Juren | Member |
| | Taylor Newton | Member |
| | Sean Green | Member |
| | Kenn Clark | Member |
| STAFF PRESENT: | Jennifer Little | Tourism Manager |
| | Lori Kudzma | Deputy City Clerk |
| | Shannon McAllister | Marketing & Communications Coordinator |

ESTABLISH QUORUM AND CALL TO ORDER

https://youtu.be/wHWn_hv4RV4?t=40s

Chair Yates called the meeting to order at 9:03 a.m. and established a quorum, with six members present.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS – None.

PUBLIC COMMENT

https://youtu.be/wHWn_hv4RV4?t=1m16s

Sharon Bufo spoke in support of Mental Marketing and read a letter from Sandi Twist, also in support of Mental Marketing.

Paul Irving, Big, Big SLO Marketing, spoke in support of Mental Marketing and read a letter from Paul Van Beurden, also in support of Mental Marketing.

A. CONSENT AGENDA

https://youtu.be/wHWn_hv4RV4?t=7m8s

- A-1 APPROVAL OF APRIL 19, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES
RECOMMENDATION: Approve as submitted.
- A-2 MARCH 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.
- A-3 APRIL 2018 MARKETING, PUBLIC RELATIONS UPDATE; (MARKETING COORDINATOR)
RECOMMENDATION: Receive and file.

Chair Yates asked if there was a need to pull any of the consent items for discussion.

MOTION: Board Member Allen made a motion to approve. The motion was seconded by Board Member Clark and carried unanimously, 6-0.

B. BUSINESS ITEMS

B-1 PRESENTATIONS AND SELECTION OF AN AGENCY OF RECORD FOR MARKETING AND PUBLIC RELATIONS SERVICES TO RECOMMEND TO CITY COUNCIL

https://youtu.be/wHWn_hv4RV4?t=7m59s

Tourism Manager Little introduced the item and outlined the process for the presentations.

The following agencies made presentations and answered inquiries:

1. Abbi Agency, Reno NV
https://youtu.be/wHWn_hv4RV4?t=8m31s
2. Parker Sanpei, San Luis Obispo, CA
https://youtu.be/wHWn_hv4RV4?t=39m38s

The Board took a brief recess at 10:15 a.m. and reconvened at 10:23 a.m.

3. Verdin Marketing, San Luis Obispo, CA
https://youtu.be/wHWn_hv4RV4?t=1h15m23s
4. Creative Digital Agency, San Ramon, CA
https://youtu.be/wHWn_hv4RV4?t=1h43m51s

Tourism Manager Little announced copies of the RFPs from each presenting agency are in the back of the room.

Board Members Taylor and Juren stepped out of the meeting at 11:29 a.m. and returned at 11:31 a.m.

5. Mental Marketing, Atascadero, CA
https://youtu.be/wHWn_hv4RV4?t=2h24m17s

PUBLIC COMMENT: None

Board Member Allen stated he would need to leave the meeting at Noon and shared his thoughts with the Board prior to leaving the meeting.

There was Board discussion as to which agency to go with, whether the ideology is to stay the same or to make a change. There was also discussion about whether it is productive to go through the RFP process every two years or should there be a longer contract period.

Board Member Allen left the meeting at 12:04 p.m.

Chair Yates suggested a Marketing & PR committee be established to work with the chosen agency to provide more guidance.

MOTION: Board Member Newton made a motion to recommend to Council Mental Marketing for a 3-year contract and to form a sub-committee with two people to work with them to better the reporting and better the relation. The motion was seconded by Board Member Clark and failed 3-2, with Board Members Juren and Green voting no and Board Member Allen absent.

The Board continued their discussion.

Board Member Green stated he would like a 2-year contract that is vetted in the fall rather than spring. Mr. Green would like future contracts on-boarding in the fall. Mr. Green also reminded of his previous future agenda item regarding a calendar.

Tourism Manager reminded the Board the budget is fiscal year and any changes to timing would need to be discussed with the Finance Department.

Ms. Little suggested a six-month review be added to the recommendation.

MOTION: Board Member Newton amended his previous motion to a 2-year contract. The motion was seconded by Board Member Clark and passed 4-1, with Board Member Green voting no and Board Member Allen absent.

Chair Yates stated he is going to add a future agenda item regarding the suggested six-month review to work more closely with the agency.

MOTION: Board Member Green made a motion that rather than a 60-day review like we have had in the past, that we go with a 6-month review or 6-month out-clause. The motion was seconded by Board Member Newton and carried 5-0, with Board Member Allen absent.

C. DECLARATION OF FUTURE ITEMS

https://youtu.be/wHWn_hv4RV4?t=3h11m31s

Board Member Green would like to discuss the open letter to other advisory boards and staff from tourism. There was consensus to add this item to a future agenda.

D. ADJOURNMENT

https://youtu.be/wHWn_hv4RV4?t=3h12m4s

The meeting adjourned at 12:20 a.m. The next Regular Meeting will be held on Thursday, June 21, 2018.

Recorded by:

Lori M. Kudzma
Deputy City Clerk

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**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2017/18**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)			
						TRAILER PARK		VACATION RENTAL	VACATION RENTAL	TOTAL TAX	TMD	MBTBID
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TAX COLLECTED	RECEIPTS	TAX COLLECTED	COLLECTED	COLLECTED		
JULY	\$3,878,576.39	\$387,857.64	84%	915	\$293,088.87	\$29,308.89	\$824,571.77	\$82,457.18	\$499,623.70	\$49,910.12	\$116,357.29	
AUGUST	\$3,143,702.31	\$314,370.23	74%	915	\$248,379.37	\$24,837.94	\$633,710.98	\$63,371.10	\$402,579.27	\$40,257.93	\$94,311.07	
SEPTEMBER	\$2,691,866.18	\$269,186.62	73%	915	\$252,402.81	\$25,240.29	\$395,475.68	\$39,547.57	\$333,974.47	\$33,135.29	\$80,755.99	
OCTOBER	\$2,273,558.24	\$227,355.82	65%	917	\$210,006.01	\$21,000.60	\$364,344.10	\$37,349.61	\$285,706.04	\$28,195.48	\$68,206.75	
NOVEMBER	\$1,706,419.97	\$170,642.00	56%	918	\$172,278.19	\$17,227.81	\$334,432.51	\$32,931.77	\$220,801.58	\$21,883.97	\$51,192.60	
DECEMBER	\$1,680,480.80	\$168,048.08	52%	908	\$138,293.20	\$13,829.32	\$361,589.31	\$34,832.27	\$216,709.67	\$21,048.44	\$50,414.42	
JANUARY	\$1,188,259.84	\$118,825.98	46%	916	\$119,705.35	\$11,970.54	\$214,552.73	\$21,455.27	\$152,251.79	\$14,994.90	\$35,647.79	
FEBRUARY	\$1,469,645.76	\$146,964.58	55%	909	\$128,183.92	\$12,818.39	\$189,446.21	\$18,261.09	\$178,044.06	\$16,895.59	\$44,089.37	
MARCH	\$1,863,853.47	\$186,385.35	59%	917	\$167,243.12	\$16,724.31	\$282,058.63	\$28,205.86	\$231,315.52	\$23,129.93	\$55,915.60	
APRIL	\$1,983,398.49	\$198,339.85	61%	917	\$197,494.86	\$19,749.49	\$341,822.39	\$34,182.24	\$252,271.57	\$25,227.16	\$59,501.95	
MAY	\$0.00	\$0.00	0%	914	\$0.00	\$0.00	\$32,276.26	\$3,227.63	\$3,227.63	\$322.76	\$0.00	
JUNE	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
	\$21,879,761.45	\$2,187,976.15			\$1,927,075.70	\$192,707.57	\$3,974,280.57	\$395,821.59	\$2,776,505.30	\$275,001.56	\$656,392.84	

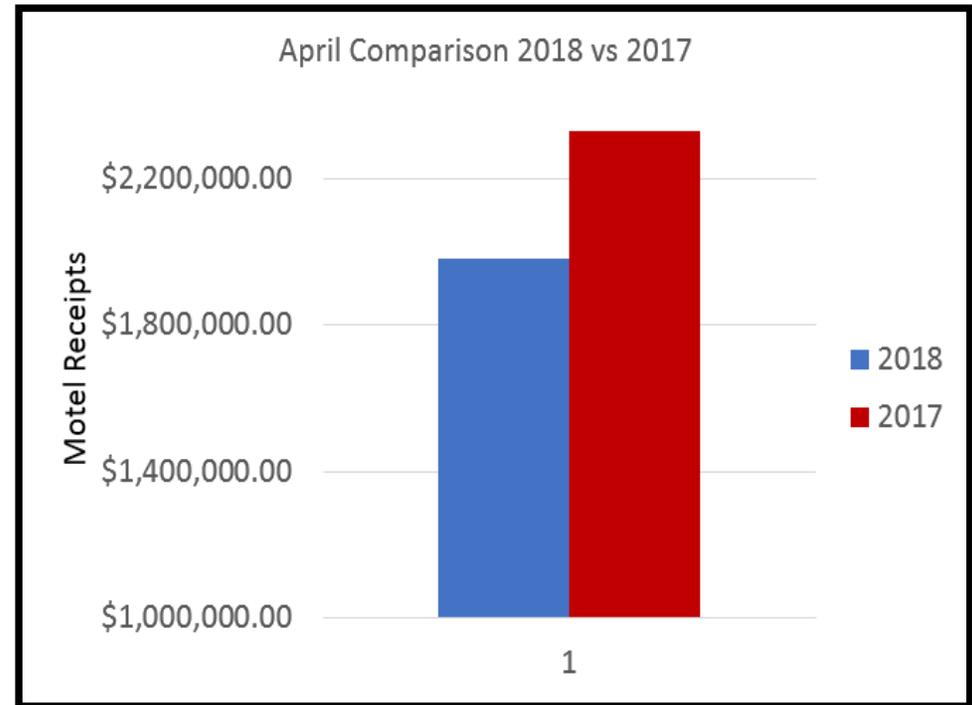
**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2016/17**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)			
						TRAILER PARK		VACATION RENTAL	VACATION RENTAL	TOTAL TAX	TMD	MBTBID
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TAX COLLECTED	RECEIPTS	TAX COLLECTED	COLLECTED	COLLECTED		
JULY	\$3,926,321.42	\$392,632.14	84%	915	\$315,307.77	\$31,530.78	\$719,406.59	\$71,940.66	\$496,103.58	\$49,610.36	\$117,789.64	
AUGUST	\$3,206,607.36	\$320,660.74	75%	917	\$234,691.15	\$23,469.12	\$514,431.72	\$51,443.17	\$395,573.02	\$39,557.30	\$96,198.22	
SEPTEMBER	\$2,650,471.82	\$265,047.18	71%	917	\$216,541.97	\$21,654.20	\$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%	917	\$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	\$581,725.22	\$58,172.52	\$370,018.02	\$37,001.80	\$85,783.32	
TOTFY16	\$26,757,401.66	\$2,675,740.18			\$2,259,546.48	\$225,954.65	\$4,216,193.70	\$421,620.14	\$3,323,314.95	\$332,313.31	\$802,722.54	

TOT April 2018 - 2017 Year to Year Comparison



Monthly April Comparison	Occ %		ADR		RevPAR	
	2018	2017	2018	2017	2018	2017
	Atascadero, CA+	67.2	78.1	120.60	120.69	80.99
Cambria, CA+	70.1	75.6	172.35	175.00	120.80	132.34
Morro Bay, CA+	65.7	72.3	128.92	129.79	84.67	93.86
Paso Robles, CA+	72.1	78.6	140.06	142.31	101.03	111.83
Pismo Beach, CA+	69.9	76.7	173.59	173.02	121.43	132.70
San Luis Obispo, CA+	72.7	79.3	151.59	150.73	110.28	119.56
San Simeon, CA+	51.2	61.3	121.50	122.60	62.23	75.15
Five Cities+	69.2	75.9	164.25	165.21	113.60	125.43
North Coast+	61.8	69.4	151.70	152.21	93.80	105.63
North County+	70.8	78.5	135.16	136.60	95.71	107.17
South County+	70.8	77.5	158.25	158.22	112.07	122.66
San Luis Obispo County	69.0	76.0	149.73	150.01	103.25	114.02



* STR REPORT NUMBERS ARE NOT AN ACCURATE REPRESENTATION

2018	2017
61%	71%
OCC RATE	

2018	2017
\$118	\$120
ADR	

2018	2017
\$72	\$85
REV PAR	

TOTAL ROOMS IN APRIL 2018 - 917

TOTAL JACKRABBIT LEADS: 3,129

MARKET FACTORS FOR APRIL 2018

SPRING BREAK START END OF MARCH

EASTER 4/1

CITY WIDE YARD SALE 4/6 - 8

MORRO BAY KITE FESTIVAL 4/28 - 29

HWY 1 CLOSED

VALLEY WEATHER

DAYS OVER

5 - 90+

10 - 80+

11 - 70+

4 - 60+

MORRO BAY WEATHER

DAYS OVER

1 - 80+

2 - 70+

13 - 60+

14 - 50+

Morro Bay Tourism Agency Marketing Report May 2018

OWNED DIGITAL MEDIA

MorroBay.org

- Website Unique Visitors 21,219 (-8.4 % or -1955 visits Y/Y)*
 - Organic Sessions -7.7% (-1089 clicks)
 - Referral -36.2% (-1439 clicks)
 - Social Media +64.8% (+798 clicks)

- Total Jack Rabbit Searches 3,728 (+7.3% % or +255 searches Y/Y)
- Jack Rabbit Referrals to Lodging 1,902 (+5.7 % or +128 referrals Y/Y)

- Blog Pageviews
- Blog Sessions

- Top Content Viewed

1. Things to Do	4. Free Things to Do
2. Lodging	5. All Events
3. Events	6. Spring Promotions Page

Social Media Content

April Content & Stories

- Art in the Park
- Avocado Margarita Festival
- CC Writers Conference
- Mother's Day
- Spring Passport
- Branded content Put Life on Coast garnered most clicks

Upcoming Content

- Father's Day
- 4th of July Celebrations in Morro Bay
- Mid-Week Savings
- Sustainable Fishing
- National Wine & Cheese Day

Asset Development

- Collecting new photos through Chute asset management system to post up to 3-5 new Morro Bay images weekly
- Working with SLOCAL on possible co-op video content

- Working with Dark Horse to update professional :30 Morro Bay Video

Social Media Results

Facebook likes	59,016	+11/2% YOY
Facebook Engagement	43,394	+30% YOY
Twitter followers	2,271	+19.6% YOY
Instagram followers	14,131	+41.4% YOY
Instagram Engagement	29,626	+119% YOY

EARNED MEDIA

Recent Public Relations Efforts

- **Fred the Octopus story went VIRAL!**
 - Wrote and distributed press release and story was picked up nationwide Yahoo!, AP, LA Times, Huff Post, Fox News, SF Chronicle, USA Today and more
 - **55K shares over social media outlets domestic and international**
- Great response to **10 Coastal Biking Trails within 10 Miles of Morro Bay Celebrate National Bike Month with Ocean Views and Discounts on Dining, Lodging and Activities**
 - Sent bike images to **Vancouver Travel Courier**
- May press release: **5 Comforting Reasons to Visit Morro Bay Mid-Week**
 - *Top Reason: Tuesday, Wednesday and Thursday Hotel Rooms Cost Less!*
- Coordinated interview with MB Oyster Farm and **LA Times** writer
- **Upcoming Media Visits:** SJ Mercury News, Nationally syndicated CBSlocal.com,

Recent Media Visits

Newsweek, Sunset magazine, 425 Magazine, LA Times, Daily Meal, Forbes Travel Guide, SB Seasons Magazine, GenerationX

May Media Results

• Earned Media Impressions	372 M
• Ad Equivalency	\$1.1 M
• Publicity Value	\$3.3 M
• Press Release Pickup Impressions	2.4 B
• Social Media Shares	3,810
• Organic SEO Hits	

Pending Media Coverage

Santa Barbara Seasons, Canadian Geographic Traveler, New York Lifestyles, Canadian Geographic, Los Angeles Times, Aces Golf Magazine, Newsweek, Travel Courier in Vancouver (June special CA Edition)



PAID MEDIA Campaign Updates

1. MARCH-MAY SPRING CAMPAIGN RESULTS

Soar into Spring/Spring Break

Spend	\$55,144
Impressions	6,399,604
Clicks	23,098
CTR	.36%
CPC	\$2.39
Conversions	264,042
Cost Per CV	\$0.21
CVR	4.13%



- Digital Campaign: retargeted ads, social media ads
- Promoted lodging deals and Spring Passport
- LA Times, USC and LA Magazine Eblasts
- Landing Page: <http://morrobay.org/deals-promotions/added-value-for-any-hotel-stay->

2. MID-WEEK CAMPAIGN LAUNCHED JUNE 1

Morro Bay Rocks, Mid Week Deals Rock Even More

- Digital Campaign: retargeted ads, social media ads
- Promoting mid-week savings
- <http://morrobay.org/deals-promotions/top-reasons-to-visit-mid-week->





MORRO BAY
PUT LIFE ON COAST

May 2018 Press Clips & Coverage Stats

Press Release: 5 Comforting Reasons to Visit Morro Bay Mid-Week

6.16B

ONLINE READERSHIP:

6.59M

ESTIMATED COVERAGE VIEWS:

55.6K

SOCIAL SHARES:

23

LINKS FROM COVERAGE:

92.4M

PUBLICITY VALUE:

30.8M

AD EQUIVALENCY:

1.77K

ORGANIC WEB HITS:





9 of 10 Hunter Kilpatrick Photography

Morro Bay, California

Let's go fly a kite! Seriously, it's breezy out, and we all could use a little respite of joy-filled kite flying, couldn't we? Combine that with a scenic beach town like [Morro Bay](#), and the serotonin levels will soar, especially the last weekend of April at the annual [Morro Bay Kite Festival](#). The kites here are next level, and the professional skills on display are too—but amateurs and happy observers abound as well. Some professional kite-flyers say the best kite-flying wind on earth is right here. There's also ocean-side golfing, sailing, kayaking, and biking in this seaside village on the Central Coast.

(EST.) MONTHLY VISITS: **831K**

(EST.) COVERAGE VIEWS: **3.85K**

LINKS FROM COVERAGE: **1**

f 2.3K t 9 p 33

15 Best Day Trips from Santa Barbara

13. Morro Bay



Source: Alexander Demyanenko / shutterstock

Morro Rock in Morro Bay

Morro Bay is a town that's famous for its rock.

It's an impressive boulder, and well worth the trip from Santa Barbara to witness.

Morro Rock, found at the entrance to the harbor in Morro Bay, overshadows the town completely.

It's a huge volcanic plug, connected to the mainland by a short causeway, and although climbing the rock is prohibited, it's still mind blowing to simply look at from the shorefront - it's that monstrous.

(EST.) MONTHLY VISITS: **2.27M**

(EST.) COVERAGE VIEWS: **14.6K**



5

Media Pitching

worth ^{THE} trip

OUR DAILY LOOK AT DEALS AND GETAWAYS

Happy World Otter Day: Aquariums to Visit in California

How will you honor the occasion? Donate to an otter-loving org or visit those Golden State places that otters adore.

By Alysia Gray Painter

Published at 9:34 PM PDT on May 29, 2018 | Updated 7 minutes ago



Getty Images

What are you doing on May 30? Be sure to wish your favorite otter a wonderful holiday. (Photo by David McNew/Getty Images)

WORLD OTTER DAY... doesn't inspire its own aisle of decorations down at the party store, nor is there a section lined with greeting cards at your favorite stationery shop.

And finding an otter-shaped banner to drape across the dining room table? A bit tricky, to be quite honest, for most banners say "Happy Birthday" and the like.

But we don't require greeting cards, nor banners, nor special meals at restaurants, nor songs written just for the holiday, to enjoy the water-sweet, roly-poly, whisker-rocking mammals of the not-so-deep.

You can, in fact, celebrate World Otter Day every day, but it happens to be on May 30, so best tell your favorite otter, if you have a favorite otter, that her important day has arrived. Looking for ways to help otterdom, to appreciate the claw-cute eaters of urchin and abalone, and to revel in all things to do with the populations seen off the California coast?

You can learn how to help otters via the...

INTERNATIONAL OTTER SURVIVAL FUND, an organization committed to providing information about otter conservation (and, yep, there's a [sweet shop](#), too) or at a state-based destination like the [Morro Bay National Estuary](#).

TRENDING STORIES

- 1 Body Found in SF Hospital Stairwell
- 2 Southwest Jet Out of SFO Makes Emergency Landing in San Jose
- 3 VIDEO Cal Basketball Coach Questioned at Airport Over Infant Son
- 4 PHOTOS At Least 17 Injured in Foggy Mountain Pass Crash
- SPONSORED South Tahoe's Only All-Suite, "All Things Tahoe" Resort
Promoted by Lake Tahoe Resort Hotel

WEATHER FORECAST

San Jose, CA

66° Few Clouds
Feels Like 66°



(EST.) MONTHLY VISITS: **1.66M**

(EST.) COVERAGE VIEWS: **5.16K**



220



27

GOLF +

WINING & DINING +

LODGING

LIFESTYLE +

WAGERING +

BLO

MORRO BAY GOLF COURSE - A DEAL ON THE WATER!

RECENT AND INTERESTING →



Morro Bay Golf Course – A deal on the water!

If you are traveling or staying around the Central Coast region of California and looking to play a little golf, do yourself a favor and play a round – or two – at the Morro Bay Golf Course.

The course was originally called the Cabrillo Country Club and was built in 1923, starting with 9 holes – the current back 9 – that were designed by Quintin Miller and E.W. Murphy.

The original clubhouse is now the parking lot for the Morro Bay Museum. In 1934 the State of California State Parks division purchased the property. Since that time the golf course has been managed by numerous entities, including the current manager – the County of San Luis Obispo.

(EST.) MONTHLY VISITS:

50K

(EST.) COVERAGE VIEWS:

12.8K

“ VJ Dennis Miller



The Inn at Morro Bay – A perfect seaside retreat!

There are usually a couple options when staying at a coastal lodging property.

One, stay down in the hub of activity, getting into the excitement of the area and all the hustle and bustle it brings with it.

Two, stay at a property away from the maddening rush, enjoying the peacefulness and tranquility the coast has to offer.

Both work and in the end, it comes down to personal preference. If you're looking for the latter, the Inn at Morro Bay is a perfect escape.

(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**



16

“ VJ Dennis Miller



Windows on the Water – A must in Morro Bay!

Owning a restaurant is a competitive business and being such, there are a variety of variables used to get people in the door.

Location is always a key and the name of an establishment is also vital. Get the catchy name and people will be intrigued. But getting them in the door is only half the battle.

You want them to come back, you better produce on the food level. Glitz is nice but make them happy with their meals and you have customers.

Windows on the Water in Morro Bay succeeds on all accounts.

(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**

LINKS FROM COVERAGE: **1**



1

GOLF +

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BLO

RECENT AND INTERESTING → **FRANKIE AND LOLA'S - A HIDDEN TREASURE IN MORRO BAY!**



Frankie and Lola's – A hidden treasure in Morro Bay!

Finding the hole-in-the-wall type dining establishment is like a treasure hunt.

These wonderful restaurants are out there, but seldom in the general traffic flow – automotive or foot – to find them, you have to make an effort.

Like treasure, when you finally find one, it's worth every bit of effort you put into the hunt.

Such was the case with Frankie and Lola's in Morro Bay.

(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**

LINKS FROM COVERAGE: **1**



1

“ VJ Dennis Miller

GOLF +

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WAGERING +

BL

RECENT AND INTERESTING → [FRANKIE AND LOLA'S - A HIDDEN TREASURE IN MORRO BAY!](#)



Morro Bay – Escape the heat and head to the coast!

One thing I love doing is exploring coastal towns up and down the California coast with my wife.

We have had the pleasure to enjoy many stretching from Mendocino to San Diego, but until recently one we had not checked off our list was Morro Bay. Mark that box off now and my first thought – why did it take us so long!

There is a vibe in coastal towns, one of relaxation, yet fun. Morro Bay has it in spades. Many of the coastal destinations have become somewhat pretentious, taking away from what makes heading to the coast so special.

In Morro Bay, you get the feeling of a true coastal town, not a corporate one.

(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**

LINKS FROM COVERAGE: **1**

“ VJ Dennis Miller

GOLF +

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RECENT AND INTERESTING → [FRANKIE AND LOLA'S - A HIDDEN TREASURE IN MORRO BAY!](#)



(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**

LINKS FROM COVERAGE: **1**

“ VJ Dennis Miller

Dorn's Breakers Cafe – Historic dining in Morro Bay!

The next time you are in Morro Bay and are looking for a place to grab breakfast, lunch or dinner, stop in at Dorn's Breakers Café for some quality food at a historic restaurant.

Dorn's was opened in 1942 as Breakers Café, with ownership changing six years later when Harry Amsel bought the business and made it a great, fresh seafood restaurant.

In 1996, Dan Dorn, a Cal Poly student who was working as a host in the restaurant, met and fell in love with Amsel's daughter Nancy and the two were eventually married.

The couple purchased the restaurant and Dorn's Breakers Café was born.



Cruise with Captain Stew on Morro Bay!

When visiting a coastal town there is always plenty to do from enjoying the local cuisine to spending time on the beach or having cocktails on the deck, watching the sun set.

There's also shopping, something my wife has turned into an art form.

One other thing to consider is taking a bay cruise to get out on the water, closer to the wild life that make up the area you are visiting.

Morro Bay offers such an experience and we had the pleasure to enjoy Captain Stew's Bay Cruise.

The 50-minute excursion takes you from one side of the bay to the other, showing the sights and the sea life in the area such as seals, sea lions, otters, birds, fish, occasionally dolphins.

(EST.) MONTHLY VISITS: **50K**

(EST.) COVERAGE VIEWS: **12.8K**

LINKS FROM COVERAGE: **1**

“ VJ Dennis Miller

Best Beach Towns for Low-Key Summer Fun

SLO CAL: San Luis Obispo County, CA

One of the most underrated beach vacation destinations sits between LA and San Francisco, on the central coast of California. With more than 80 miles of coastline (and charming beach towns), you'll be sure to find a stretch of sand to relish without being bombarded with hordes of other beachgoers.

What to do: Pismo Beach is a great start for your adventure. Here you'll find a long boardwalk to stroll and a pier that stretches over the water. You'll be able to check out the low-key surfing, go fishing, take a kayak on the water to explore the Dinosaur Cave or even play a round of sand volleyball. A short walk off the beach is where you'll find dining and shops—clam chowder is popular in many of the restaurants.

Go a little north, and you'll spot Avila Beach, perfect for families that want a quiet place to enjoy quality time. Parents can enjoy great wine and quaint boutique shopping along the waterfront, and everyone will enjoy the natural hot springs. Visit Morro Bay to see a traditional fishing village, kayak near playful seals, and see where sustainable fishing experts harvest oysters.

Where to stay: There are many lodging options available—from vacation rentals to camping to B & Bs' to vineyard stays to boutique hotels. Check slocal.com for more info.

Find out more: slocal.com

(EST.) MONTHLY VISITS: **744K**

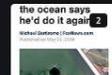
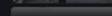
(EST.) COVERAGE VIEWS: **4.38K**

f
9

p
1

MOST VIRAL IMAGES

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-  the ocean says he'd do it again
-  Guy saves Hank from becoming suishi
-  A Call For Kindness
-  What's so great about dumb old Texas?
-  Sometimes life is better than a movie.

Guy saves Hank from becoming suishi
by Hellstorm99 via iPhone 15 hr

Verizon 7:27 PM 50%

FOX NEWS

Fishmonger who released 70-lb octopus back into the ocean says he'd do it again

Michael Bartiromo | FoxNews.com
Published on May 24, 2018



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(EST.) MONTHLY VISITS: 556M

(EST.) COVERAGE VIEWS: 488K

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Fred the 70-pound octopus was caught by a Morro Bay fisherman but released back into the ocean by Giovanni DeGarimore. Giovanni's Fish Market Facebook page

ENVIRONMENT

The owner of a SLO County fish market bought a 70-pound octopus — but not to sell it



BY ANDREW SHEELER
asheeler@thetribunenews.com



May 19, 2018 10:42 AM
Updated May 22, 2018 09:38 AM



It's a good thing octopuses have so many tentacles — Fred is going to need them to count his blessings.



That's the name given to the lucky 70-pound cephalopod who was spared a fate on the chopping block by Morro Bay's Giovanni DeGarimore, owner of Giovanni's Fish Market.

(EST.) MONTHLY VISITS:

1.03M

(EST.) COVERAGE VIEWS:

4.49K



2.9K



120



2

FOOD TRENDS · 19 hours ago

Fishmonger who released 70-lb octopus back into the ocean says he'd do it again

By Michael Bartiromo | Fox News



The fish market introduced the world to "Fred" last week. (Giovanni's Fish Market)

The folks at Giovanni's Fish Market in Morro Bay, which is owned by Giovanni "Gio" DeGarimore, announced last week that DeGarimore purchased an especially large octopus from a fisherman for the sole purpose of releasing it back into the sea — and now he tells Fox News he'd do it again.

"I can't be a savior to everything, so I had to pick one thing and do what I can," DeGarimore tells Fox News.

MILLENNIALS CALL CHICK-FIL-A OVERHYPED, CAUSE STIR ON SOCIAL MEDIA

To that end, DeGarimore says he intended to release the 70-pound octopus into Morro Bay "without much fanfare," but an employee snapped a pic and shared the story to Facebook.

"Meet Fred," read the posted shared to the fish market's Facebook page, along with the picture of "Fred" in a basin of water.

Trending



Memorial Day: 5 things you didn't know about the holiday



'Bachelorette' viewing party essentials, from a 'Bachelor Nation' expert



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(EST.) MONTHLY VISITS: 305M

(EST.) COVERAGE VIEWS: 310K

2.6K 65 7

Fishmonger who released 70-lb octopus back into the ocean says he'd do it again

Fox News • May 24, 2018



Fishmonger who released 70-lb octopus back into the ocean says he'd do it again

The folks at Giovanni's Fish Market in Morro Bay, which is owned by Giovanni "Gio" DeGarimore, announced last week that DeGarimore purchased an especially large octopus from a fisherman for the sole purpose of releasing it back into the sea — and now he tells Fox News he'd do it again. "I can

(EST.) MONTHLY VISITS: **4.93B**

(EST.) COVERAGE VIEWS: **5.01M**

2.6K	1	1

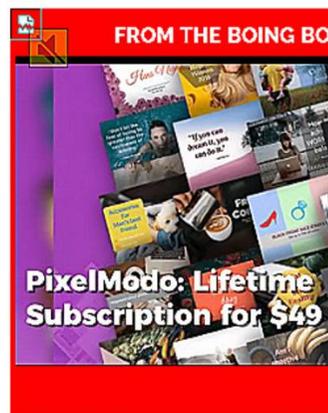
Fishmonger buys 70-pound octopus just to set it free



(EST.) MONTHLY VISITS: **8.61M**

(EST.) COVERAGE VIEWS: **11.1K**

f 440 t 59 p 1



This is Fred. Fred is free again.

They may not be [from space](#), but octopuses are still incredible, intelligent creatures. One California fishmonger in Morro Bay certainly thinks so.

Earlier this month, Giovanni "Gio" DeGarimore, owner of [Giovanni's Fish Market](#), bought a 70-pound octopus -- who has been named "Fred" -- for "a couple hundred dollars" just to release it back into the wild. And [he says](#) he'd

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Science / Animals

70-pound octopus bought from a fisherman, returned to the sea



Melissa Breyer
May 23, 2018

[MelissaBreyer](#)



© Giovanni's Fish Market/Facebook

Inspired by their unique intelligence, a California fishmonger stopped selling octopus ... and is now freeing them as well.

(EST.) MONTHLY VISITS: **3.36M**

(EST.) COVERAGE VIEWS: **4.82K**

760	28	8

Morro Bay man buys 70-pound octopus to set it free

 By Alix Martichoux, SF GATE



Octopus rescued SOURCE: Giovanni's Fish Market

MORRO BAY, Calif. — An octopus accidentally caught by a crab fisherman in San Luis Obispo County had an unexpected savior: the owner of a fish market.

Giovanni DeGarimore, owner of Giovanni's Fish Market, is usually in the business of selling fresh seafood to customers in Morro Bay. But this 70-pound, eight-legged creature (who he later named Fred) had a different fate.

(EST.) MONTHLY VISITS: **1.18M**

(EST.) COVERAGE VIEWS: **6.76K**


1.2K



HOME / CIVIC / BEST STATES / CALIFORNIA NEWS

California Fish Market Buys Big Octopus, Returns It to Ocean

Giovanni's Fish Market in Morro Bay, California, makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought a live 70-pound octopus _ and set it free.

May 25, 2018, at 5:23 p.m.



This undated photo provided by Giovanni's Fish Market shows a 70 lb. octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro bay, Calif. Giovanni's Fish Market makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought the live 70-pound octopus, and set it free. DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji. (Derik Stokes/Giovanni's Fish Market via AP) The Associated Press

AP

MORRO BAY, Calif. (AP) — Giovanni's Fish Market in Morro Bay, California, makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought a live 70-pound (32-kilogram) octopus — and set it free.

DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji.

So when his dock manager called last week to say a local fisherman was selling an octopus that had been caught in a crab trap, DeGarimore couldn't bear the thought of it being cut up.

He says he bought the octopus, named it Fred and temporarily kept it in a tank at his market, then released it.

(EST.) MONTHLY VISITS: 49.3M

(EST.) COVERAGE VIEWS: 57K



5



1

Best States

- #1 Iowa
- #2 Minnesota
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Fish Market Buys 70-Pound Octopus Just To Set It Free

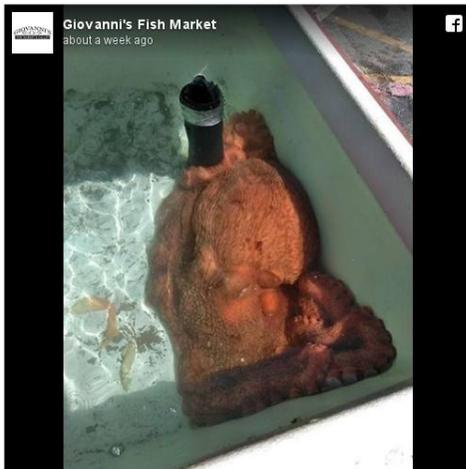
May 24, 2018 at 2:33 pm Filed Under: California, Chris Melore, fish market, Local TV, octopus, seafood, talkers



MORRO BAY, CA (CBS Local) - A massive 70-pound octopus lives to see another day after a California fish market decided to let the creature return to the ocean.

Fred, a mollusk caught in a crab trap, was brought to a dock manager at Giovanni's Fish Market. Unlike other fish markets, the owner of Giovanni's had a special place in his heart for the eight-armed delicacy. "It's just been a culmination of events through the last 10 years," Giovanni DeGarimore said, via *The Tribune*.

DeGarimore says his attitude about selling and eating octopus changed after an encounter with a sea creature near Fiji. "Essentially, we played a game of hide and seek for 15 minutes under the ocean." The fish market owner added that recent studies into the intelligence of the species has motivated him to take them off the menu.



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(EST.) MONTHLY VISITS: 162K

(EST.) COVERAGE VIEWS: 187

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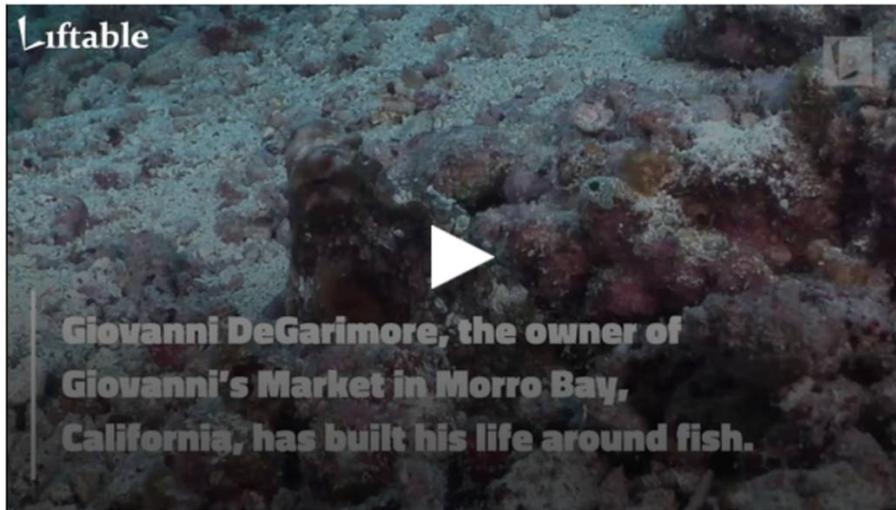
(EST.) MONTHLY VISITS: 6.24M

(EST.) COVERAGE VIEWS: 42K

ANIMALS



Fish Market Owner Purchases 70-Pound Octopus From Fisherman Just So He Can Set it Free



Giovanni DeGarimore, the owner of Giovanni's Market in Morro Bay, California, has built his life around fish.

By Kayla Kunkel
May 24, 2018 at 3:46pm

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Baby Rescued After Being Buried Alive Under Volcanic Ash

f 5.3K

t 13

California Fish Market Buys 70-Pound Octopus From Fisherman and Sets it Free

By NBC Bay Area Staff

Published at 11:27 AM EDT on May 25, 2018



Giovanni DeGarimore, owner of Giovanni's Fish Market in San Luis Obispo, bought a giant 70-pound octopus from a fisherman, but didn't end up selling it. Instead, he set it free.

Giovanni DeGarimore, owner of [Giovanni's Fish Market](#) in San Luis Obispo, California, bought a giant 70-pound octopus from a fisherman, but didn't end up selling it. Instead, he set it free.

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(EST.) MONTHLY VISITS: **409K**

(EST.) COVERAGE VIEWS: **2.69K**



2

News > Nation & World

Fish monger buy octopus, names it Fred, sets it free



By THE ASSOCIATED PRESS |

PUBLISHED: May 25, 2018 at 3:56 pm | UPDATED: May 25, 2018 at 3:57 pm

Associated Press

MORRO BAY — Giovanni's Fish Market in Morro Bay makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought a live 70-pound octopus — and set it free.

DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji.

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So when his dock manager called last week to say a local fisherman was selling an octopus that had been caught in a crab trap, DeGarimore couldn't bear the thought of it being cut up.

He says he bought the octopus, named it Fred and temporarily kept it in a tank at his market, then released it.



(EST.) MONTHLY VISITS: **15M**

(EST.) COVERAGE VIEWS: **19.4K**



7

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WEIRD NEWS 05/25/2018 03:07 pm ET | Updated 4 hours ago

Fish Market Buys Freedom For Fred The 70-Pound Octopus

The market owner won't sell octopus products after playing hide-and-seek with a friendly cephalopod.

By David Moyo



A 70-pound octopus named Fred not only has eight arms, but possibly nine lives.

Last week, a fish market in Morro Bay, California saved Fred from being served up for someone's supper,

Giovanni DeGarimore, owner of Giovanni's Fish Market, makes his living selling fish and other forms of seafood. But he recently decided against selling octopus products after learning about how intelligent the animals are.



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(EST.) MONTHLY VISITS:

150M

(EST.) COVERAGE VIEWS:

131K

f
13K

t
40

p
110

California fish market owner buys 70-pound octopus just to set it free

By **Alix Martichoux**, SFGATE Updated 6:50 am, Friday, May 25, 2018

✉ f t p r s+ 📄 63



Photo: Giovanni's Fish Market/Facebook

IMAGE 1 OF 64

Giovanni DeGarimore, the owner of a fish market in Morro Bay, Calif., purchased a 70-pound octopus "with the sole intention of releasing him back into the wild."

An octopus accidentally caught by a crab fisherman in San Luis Obispo County had an unexpected savior: the owner of a fish market.

Giovanni DeGarimore, owner of Giovanni's Fish Market, is usually in the business of selling fresh seafood to customers in Morro Bay. But this 70-pound, eight-legged creature (who he later named Fred) had a different fate.

"Gio bought [Fred] from a fisherman yesterday with the sole intention of releasing him back into the wild," reads a **post** on the business's Facebook

(EST.) MONTHLY VISITS: **43.6M**

(EST.) COVERAGE VIEWS: **50.4K**

f 13K t 180



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TRACKING TRENDING STORIES THAT HAVE THE BAY AREA TALKING

California Fish Market Buys 70-Pound Octopus From Fisherman and Sets it Free

By NBC Bay Area Staff

Published at 5:58 PM PDT on May 24, 2018 | Updated at 8:27 AM PDT on May 25, 2018



Giovanni's Fish Market/Facebook

Giovanni DeGarimore, owner of Giovanni's Fish Market in San Luis Obispo, bought a giant 70-pound octopus from a fisherman, but didn't end up selling it. Instead, he set it free.

Giovanni DeGarimore, owner of Giovanni's Fish Market in San Luis Obispo, California, bought a giant 70-pound octopus from a fisherman, but didn't end up selling it. Instead, he set it free.

"Meet Fred. He's a 70 Pound Octopus that Gio bought from a fisherman yesterday with the sole intention of releasing him back into the wild," the fish market said in a Facebook post, which has received accolades from the Bay Area and beyond. "As you may or may not know, Gio has taken a moral position to no longer support the sales of ANY Octopus products. While it might seem strange, we think it's actually pretty cool. Stay tuned to follow Fred's released back into the wild."

The San Luis Obispo Tribune reports that the sale cost DeGarimore "a couple hundred dollars."

The fisherman caught the octopus in a crab trap earlier this month. Thanks to DeGarimore its now back in the wild.

INVESTIGATIVE Risky Food Handling Practices Threaten Public Health



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63° Overcast
Feels Like 63°



(EST.) MONTHLY VISITS:

1.66M

(EST.) COVERAGE VIEWS:

5.16K

f 230

t 4

PETS & ANIMALS

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California fish market owner buys 70-pound octopus, sets it free



Friday, May 25, 2018 01:11PM

MORRO BAY, Calif. (KABC) -- Giovanni's Fish Market in Morro Bay makes money by selling seafood, but its owner made news this month when he bought a live 70-pound octopus - only to set it free.

Giovanni Degarimore told The Tribune of San Luis Obispo that he had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji.

It was last week that his dock manager called him about a local fisherman selling an octopus caught in a crab trap.

Degarimore couldn't bear the thought of it being cut up. So he bought it, named it Fred and kept it in a tank for a few days before releasing it back into the ocean.

The Associated Press contributed to this report.

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(EST.) COVERAGE VIEWS: **28.4K**

 **8.5K**  **78**  **1**



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AP

California fish market buys big octopus, returns it to ocean

May 25, 2018 Updated 2 hrs ago 0



This undated photo provided by Giovanni's Fish Market shows a 70 lb. octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro bay, Calif. Giovanni's Fish Market makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought the live 70-pound octopus, and set it free. DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji. (Denik Stokes/Giovanni's Fish Market via AP)

Derek Stokes



MORRO BAY, Calif. (AP) — Giovanni's Fish Market in Morro Bay, California, makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought a live 70-pound (32-kilogram) octopus — and set it free.

DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji.

So when his desk manager called last week to say a local fisherman was selling an octopus that had been

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US / OCTOPUS

Fish Seller Buys Octopus for Unexpected Reason

Giovanni DeGarimore feels a connection with the creature



By Neal Colgrass, Newser Staff
Posted May 28, 2018 2:30 PM CDT



15 comments



This undated photo provided by Giovanni's Fish Market shows a 70 lb. octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro Bay, Calif. (Derik Stokes/Giovanni's Fish Market via AP)

(EST.) MONTHLY VISITS: 6.14M

(EST.) COVERAGE VIEWS: 19.9K



77



7

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L.A. NOW LOCAL

California fish market buys big octopus but returns it to ocean

By ASSOCIATED PRESS MAY 25, 2018 | 6:10 PM | MORRO BAY, CALIF.



A 70-pound octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro Bay, Calif. Owner Giovanni DeGarimore bought the octopus and set it free. (Derek Stokes / Associated Press)



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(EST.) MONTHLY VISITS: **58K**

(EST.) COVERAGE VIEWS: **1.34K**

f 1.5K t 230



BUSINESS

California fish market buys 70-pound octopus, names it Fred, sets it free



By THE ASSOCIATED PRESS |

PUBLISHED: May 25, 2018 at 2:33 pm | UPDATED: May 25, 2018 at 2:34 pm



MORRO BAY — Giovanni's Fish Market in Morro Bay, California, makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought a live 70-pound (32-kilogram) octopus — and set it free.

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So when his dock manager called last week to say a local fisherman was selling an octopus that had been caught in a crab trap, DeGarimore couldn't bear the thought of it being cut up.

He says he bought the octopus, named it Fred and temporarily kept it in a tank at his market, then released it.

For more, head over to The Tribune at sanluisobispo.com



A 70-pound octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro Bay. (Derik Stokes/Giovanni's Fish Market via AP)

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(EST.) MONTHLY VISITS:

4.23M

(EST.) COVERAGE VIEWS:

6.65K



78



News

Fish shop owner buys 70 pound octopus just to set it free

By: Rachel DeYoung

Posted: May 28, 2018 10:47 AM PDT Updated: May 28, 2018 10:47 AM PDT



Morro Bay, Calif. - An octopus that was accidentally caught by a crab fisherman in California had an unexpected savior - the owner of a fish market.

Giovanni DeGarimore, owner of Giovanni's Fish Market, is usually the one selling fresh seafood to customers in Morro Bay. But a 70-pound, eight-legged sea creature - who was later named Fred - had a different fate.

"Gio bought [Fred] from a fisherman yesterday with the sole intention of releasing him back into the wild," reads a post on the business's Facebook page.

The purchase cost DeGarimore, "a couple hundred dollars," according to The Tribune. He says he released the octopus back into the water the following day.

DeGarimore told The Tribune that he used to sell octopus, but could not bring himself to do it anymore after a close encounter with one of the creatures while diving in Fiji.

Fred's story has been shared on Facebook hundreds of times.

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2.4K



26



18

AP

California fish market buys big octopus, returns it to ocean

May 25, 2018

f t e



This undated photo provided by Giovanni's Fish Market shows a 70 lb. octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro bay, Calif. Giovanni's Fish Market makes its money by selling seafood, but owner Giovanni DeGarimore made news this month when he bought the live 70-pound octopus, and set it free. DeGarimore tells The Tribune of San Luis Obispo he's had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji. (Derek Stokes/Giovanni's Fish Market via AP)

Derek Stokes

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He says he bought the octopus, named it Fred and temporarily kept it in a tank at his market, then released it.

DATA CENTER



Over the years, Richmond.com has published several data projects using public information.

Here's a sampling of some of those projects.

- Our annual **database of state employee salaries** was recently updated with 2016-17 data.
- Our **salary database of local government employees** was updated recently with the 2016-17 data.



LOCAL COLUMNISTS



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California fish market buys big octopus, returns it to ocean

May 25, 2018 0



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Fish Market Buys 70-Pound Octopus Just To Set It Free

May 24, 2018 at 11:33 am Filed Under: california, Chris Melore, Fish Market, Local TV, Octopus, Seafood, talkers



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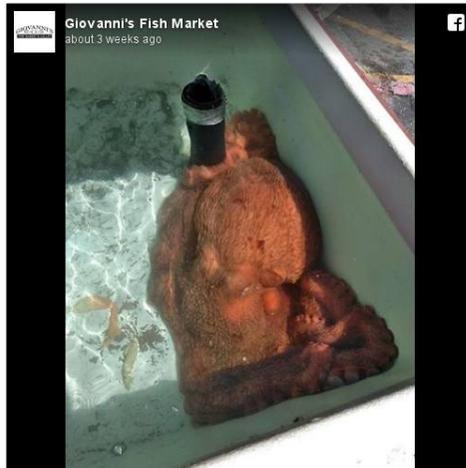
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MORRO BAY, CA (CBS Local) - A massive 70-pound octopus lives to see another day after a California fish market decided to let the creature return to the ocean.

Fred, a mollusk caught in a crab trap, was brought to a dock manager at Giovanni's Fish Market. Unlike other fish markets, the owner of Giovanni's had a special place in his heart for the eight-armed delicacy. "It's just been a culmination of events through the last 10 years," Giovanni DeGarimore said, via *The Tribune*.

DeGarimore says his attitude about selling and eating octopus changed after an encounter with a sea creature near Fiji. "Essentially, we played a game of hide and seek for 15 minutes under the ocean." The fish market owner added that recent studies into the intelligence of the species has motivated him to take them off the menu.



(EST.) MONTHLY VISITS: 3.45M

(EST.) COVERAGE VIEWS: 3.99K

f 30

California fish market buys big octopus, returns it to ocean

The Associated Press Published 6:48 p.m. ET May 25, 2018



What's better than a friendly octopus? One who sticks around! USA TODAY



(Photo: Derek Stokes/Giovanni's Fish Market via AP)

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Data not available

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Fact-Checking Bill Clinton's meltdown on NBC's Today Show

Tuesday, 05 June 2018

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California fishmonger buys 70-pound octopus to set it free

11:01 23 May 2018

Source: foxnews.com



© Provided by Fox News A fishmonger from California said he purchased a 70-pound octopus so he could release the "beautiful" creature.



A fishmonger in central California reportedly purchased a 70-pound octopus so he could release it due to a "culmination of events" in his own life that includes learning about new research into the intelligence of octopus.

SanLuisObispo.com reported Tuesday that Giovanni DeGarimore, the owner of Giovanni's Fish Market, said he draws the line at selling octopus at his establishment. He told the paper that he couldn't bear the thought of this particular "beautiful" creature being cut up alive.

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ADS

TOP NEWS



(EST.) MONTHLY VISITS:

78.5K

(EST.) COVERAGE VIEWS:

473

BUSINESS

California fish market buys 70-pound octopus, names it Fred, sets it free



By THE ASSOCIATED PRESS |

PUBLISHED: May 25, 2018 at 2:33 pm | UPDATED: May 25, 2018 at 2:34 pm



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He says he bought the octopus, named it Fred and temporarily kept it in a tank at his market, then released it.

For more, head over to The Tribune at sanluisobispo.com

By the way, if you'd like to see sea life up close (without eating it), The [Aquarium of the Pacific](#) is celebrating 20 years in Long Beach with the help of the oldest sea otters in captivity and an octopus that likes to hang out in the daytime.



A 70-pound octopus named Fred sits in a holding tank at Giovanni's Fish Market in Morro Bay. (Derik Stokes/Giovanni's Fish Market via AP)

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(EST.) MONTHLY VISITS:

560K

(EST.) COVERAGE VIEWS:

2.29K



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CALIFORNIA FISH MARKET OWNER BUYS 70-LB OCTOPUS, SETS IT FREE

3 June, 2018

0

Offbeat



Morro Bay, Calif.

Giovanni's Fish Market in Morro Bay makes money by selling seafood, but its owner made news this month when he bought a live 70-lb octopus - only to set it free.

Giovanni Degarimore told The Tribune of San Luis Obispo that he had a change of heart about selling or consuming octopus after learning about their intelligence and an experience he had playing hide-and-seek with one while scuba diving in Fiji. It was last week that his dock manager called him about a local fisherman selling an octopus caught in a crab trap. Degarimore couldn't bear the thought of it being cut up. So he bought it, named it Fred and kept it in a tank for a few days before releasing it back into the ocean.

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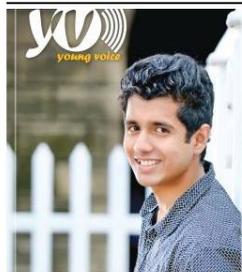
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Fish Market Buys 70-Pound Octopus Just To Set It Free

May 24, 2018 at 12:33 pm Filed Under: California, Chris Melore, fish market, Local TV, octopus, Seafood, talkers



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(EST.) MONTHLY VISITS: 1.84M

(EST.) COVERAGE VIEWS: 2.12K

f 1 t 12



5 Comforting Reasons to Visit Morro Bay Mid-Week

Top reason: Tuesday, Wednesday and Thursday hotel rooms cost less!

NEWS PROVIDED BY
MorroBay.org
May 23, 2018, 13:07 ET

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MORRO BAY, Calif., May 23, 2018 /PRNewswire/ -- Designated as the **Best Budget Destination in California for 2018** by *Budget Travel*, Morro Bay is a world-class destination with rooms to fit any budget. "What sets Morro Bay apart is the sense of discovering a fantastic vacation destination that has somehow remained under the radar... which can translate into reasonable lodging, great seafood that doesn't break the bank, and a cool array of shops stocked with unique finds," according to Budget Travel. So, why wait for the weekend?

"There's so much to see and do in this bustling seaside village, and when you visit mid-week, you have the town practically to yourself," explains Jennifer Little, City of Morro Bay Tourism Manager. "We offer coastal activities for families of all ages to enjoy in an unspoiled slice of California on scenic Highway 1. So, what's not to love about visiting Morro Bay during the week?"

Top benefits of visiting Monday through Friday include:

- Find a greater variety of lodging options at mid-week rates under \$100 with cool ocean breezes.** Discover waterfront, boutique inns, leading brand hotels, reliable budget and specialty accommodations right on the harbor at weekday low prices.
- Get the best window seat at your favorite restaurant with amazing harbor and Morro Rock views.** Surrounding farms and vineyards from Paso Robles to Edna Valley yield a bounty of outstanding organic produce and award-winning local wines served with flair at Morro Bay's renowned restaurants, wine bars and craft breweries. Not to mention a bounty of the freshest local seafood caught by Morro Bay's multi-generational fishing families.
- Forget about life for a while strolling miles of unspoiled beaches.** Instead of stressing about work, put away your car keys and go tide pooling, hiking, beach combing or just plain relaxing.
- Venture out into the harbor and be one with water and wildlife.** Mid-week in Morro Bay is the best time to venture out on the bay when there is very little traffic from other boaters, paddle boarders, sailors and boaters.



Stroll miles of beaches in Morro Bay.



Watching Morro Bay Sea Otters from Colemans Beach in Morro Bay, CA. Photo credit: Maryann Stansfield

(EST.) MONTHLY VISITS: **7.56M**

(EST.) COVERAGE VIEWS: **8.74K**

LINKS FROM COVERAGE: **6**



2



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5 Comforting Reasons to Visit Morro Bay Mid-Week

CISION PR Newswire May 23, 2018



Top reason: Tuesday, Wednesday and Thursday hotel rooms cost less!

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(EST.) MONTHLY VISITS:	162M
(EST.) COVERAGE VIEWS:	187K
LINKS FROM COVERAGE:	6



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PRESS RELEASE

5 Comforting Reasons to Visit Morro Bay Mid-Week

Published: May 23, 2018 1:07 p.m. ET



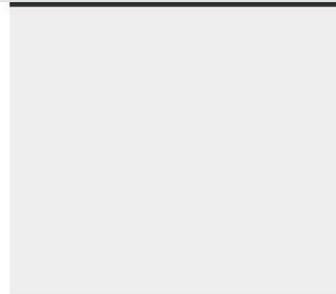
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- **Shop till you drop at unique boutiques and cool artisan shops without weekend crowds.** From art galleries and antique shops to delicious fresh made taffy, Morro Bay has it all. The Shell Shop exhibits the largest selection of marine sea shells on the Central Coast. The Babylonian Soap Company offers hand crafted soaps, finely crafted lotions and fragrant candles. Junque Love offers an eclectic mix of vintage and repurposed goods and represents the heart and soul of old



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(EST.) COVERAGE VIEWS: **62K**

LINKS FROM COVERAGE: **5**