



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 16, 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 JUNE 21, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

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

RECOMMENDATION: Receive and file.

B. BUSINESS ITEMS

- B-1 FISCAL YEAR 2018/19 GRANT APPLICATION REVIEW AND APPROVAL/DENIAL (TOURISM MANAGER)

RECOMMENDATION: TBID Board review recommendations made on the attached Grant Chart and approve funding that best support hoteliers and tourism.

- 1. TBID Board recommend for City Council to approve a transfer of up to \$20,000 within the FY 2018/19 TBID Budget from Community Event Support funding to fund light installations, landscape improvements and film permits; and**
- 2. TBID approval of up to \$80,025 in Community Event Support funding.**

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 – JUNE 21, 2018
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates	Chair
	Maggie Juren	Member
	Taylor Newton	Member
	Sean Green	Member
	Kenn Clark	Member
	Chris Kostecka	Member
MEMBERS ABSENT:	Steven Allen	Vice-Chair
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Liz Gilson	Tourism Assistant

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/RGJozOUWJDk?t=43s>

Chair Yates called the meeting to order at 9:02 a.m. and established a quorum, with six members present. Chair Yates welcomed new Board Member, Chris Kostecka.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS – None.

PUBLIC COMMENT

<https://youtu.be/RGJozOUWJDk?t=1m40s>

Robert Davis welcomed new TBID Board Member Chris Kostecka.

A. CONSENT AGENDA

<https://youtu.be/RGJozOUWJDk?t=2m4s>

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.

MOTION: Board Member Clark made a motion to approve. The motion was seconded by Board Member Newton and carried 5-0-1, with Board Member Kostecka abstaining.

B. BUSINESS ITEMS

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

<https://youtu.be/RGJozOUWJDk?t=2m53s>

1. Morro Bay Car Show
Chris Parker of Cruisin' Morro Bay Car Show thanked the TBID Board for grant monies awarded for the May event. Mr. Parker gave a presentation and answered questions from the Board.
 2. Morro Bay High School Athletic Event Grants
<https://youtu.be/RGJozOUWJDk?t=9m40s>
Cara Taylor of the Morro Bay High School Athletic Boosters thanked the TBID Board for grant monies awarded to three high school athletic tournaments: volleyball, basketball and wrestling. Ms. Taylor gave a presentation and answered questions from the Board.
 3. Morro Bay Kite Festival
<https://youtu.be/RGJozOUWJDk?t=12m29s>
Teri Bayus, event coordinator for the Morro Bay Kite Festival, gave a presentation and answered questions from the Board.
- Tourism Manager Little shared that Shaun Farmer will be stepping away from managing this event. The event management is being transferred to the Friends of the Harbor. Mr. Farmer will remain an ambassador for the event.

There was no Board action for this item.

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

<https://youtu.be/RGJozOUWJDk?t=26m55s>

Tourism Manager Little introduced the item and asked the Board to participate and ask questions.

Maryann Stansfield of Mental Marketing gave the presentation and answered inquiries from the Board.

Chair Yates asked for a copy of the presentation to be provided to the Board.

Ms. Stansfield also spoke on Highway 1 reopening and branded outreach.

C. **DECLARATION OF FUTURE ITEMS**

<https://youtu.be/RGJozOUWJDk?t=1h22m21s>

Board Member Newton asked for an update on staffing funding.

Board Member Green asked about a discussion regarding creating more tangible key performance indicators. There was a brief discussion regarding the upcoming strategic planning process.

Board Member Juren asked for an update regarding the new website. Tourism Manager Little stated that Simpleview would start the process next week.

D. **ADJOURNMENT**

The meeting adjourned at 10:31 a.m. The next Regular Meeting will be held on Thursday, July 19, 2018.

Recorded by:

Liz Gilson
Tourism Assistant

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	TMD	MBTBID
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	\$214,982.55	\$21,498.26	\$345,067.12	\$34,506.71	\$254,344.82	\$25,434.48	\$59,501.95
MAY	\$2,180,621.69	\$218,062.17	61%	916	\$196,880.92	\$19,688.09	\$356,289.77	\$35,628.98	\$273,379.24	\$23,717.16	\$65,418.65
JUNE	\$2,787,842.14	\$278,784.22	74%	915	\$260,417.26	\$26,041.73	\$585,794.61	\$58,579.45	\$363,405.39	\$27,987.81	\$83,635.26
	\$26,848,225.28	\$2,684,822.53			\$2,401,861.57	\$240,186.16	\$4,887,333.42	\$487,126.86	\$3,412,135.55	\$326,591.09	\$805,446.75

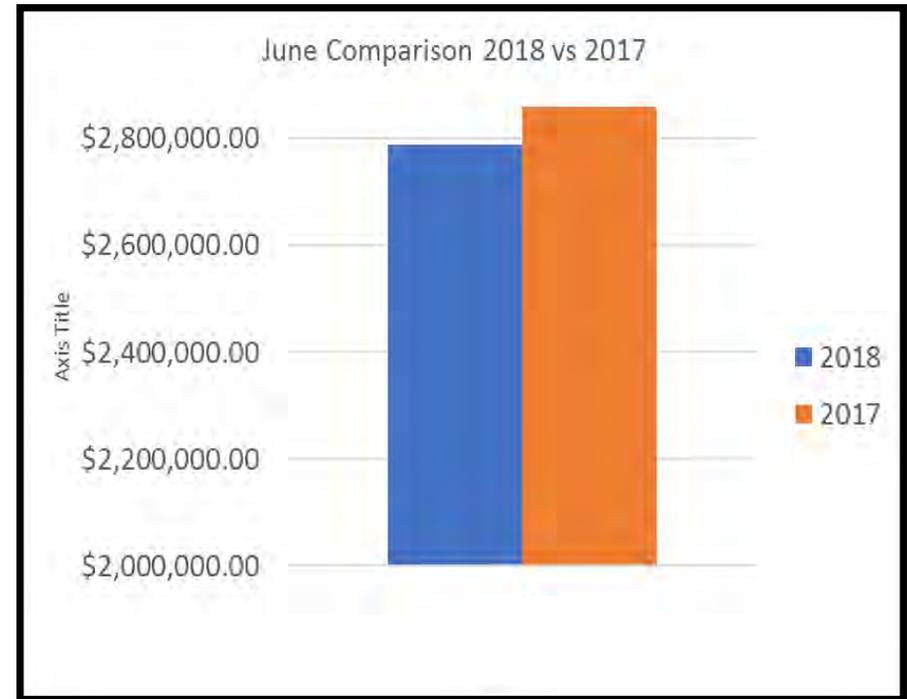
**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2016/17**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION 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%	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
TOTFY17-18	\$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 June 2018 - 2017 Year to Year Comparison



STR June Comparison	Occ %		ADR		RevPAR	
	2018	2017	2018	2017	2018	2017
	Atascadero, CA+	77.6	79.3	143.84	139.06	111.58
Cambria, CA+	76.6	76.5	197.16	193.37	150.99	147.93
Morro Bay, CA+	75.3	74.5	154.72	149.79	116.45	111.57
Paso Robles, CA+	80.4	80.7	154.83	156.01	124.56	125.90
Pismo Beach, CA+	79.9	80.3	207.89	195.76	166.05	157.15
San Luis Obispo, CA+	78.9	79.0	174.18	164.53	137.37	129.93
San Simeon, CA+	66.1	61.7	141.27	142.56	93.45	87.98
Five Cities+	77.9	77.9	199.51	187.76	155.45	146.32
North Coast+	72.2	70.1	172.88	171.23	124.87	120.07
North County+	79.7	80.3	151.99	151.57	121.11	121.76
South County+	78.4	78.4	187.75	176.73	147.12	138.59
San Luis Obispo County	77.4	77.2	174.74	167.89	135.28	129.62



* STR REPORT NUMBERS DO NOT REPRESENT 100% OF MORRO BAY HOTEL ROOMS

2018	2017
74%	74%
OCC RATE	

2018	2017
\$138	\$141
ADR	

2018	2017
\$102	\$104
REV PAR	

TOTAL ROOMS IN JUNE 2018 - 915

TOTAL JACKRABBIT LEADS: 4008

MARKET FACTORS FOR JUNE 2018

FATHER'S DAY WEEKEND 6/17 - 18

CAL POLY GRADUATION 5/26 - 28

HWY 1 CLOSED

VALLEY WEATHER

DAYS OVER

8 - 100+

12 - 90+

10 - 80+

MORRO BAY WEATHER

DAYS OVER

0 - 70+

19 - 60+

11 - 50+



AGENDA NO: B-1

MEETING DATE: August 16, 2018

Staff Report

TO: Tourism Business Improvement District Board **DATE:** August 7, 2018
FROM: Jennifer Little, Tourism Manager
SUBJECT: Fiscal Year 2018/19 Grant application review and approval/denial

RECOMMENDATION

Staff and grants sub-committee made individual recommendations for each application. Review the recommendations on the attached Grant Chart and approve funding that best support hoteliers and tourism.

1. TBID Board recommend for City Council to approve a transfer of up to \$20,000 within the FY 2018/19 TBID Budget from Community Event Support funding to fund light installations, landscape improvements and film permits.
2. TBID approval of up to \$80,025 in Community Event Support funding.

BACKGROUND

Staff and grants subcommittee reviewed all applications and have put together a list of various recommendations for your review. The following criteria were used for considered applications in the review process: seasonality of the event and how it would affect and benefit tourism, as well as expenses to the organization in both event management and city/county fees.

The subcommittee took a careful look at the total expenses each non-profit had to deal with and how it affects their bottom line. Staff and the subcommittee used these numbers when looking at the overall grant possibilities and where additional funds were needed staff has increased the requested grant to help offset certain expenses.

DISCUSSION

Morro Bay Tourism has \$157,000 transferred from the General Fund, of which \$100,000 is dedicated to be used for community grants. Based on a request from Council to review projects on a larger scale that could help increase tourism staff split the total \$100,000 and only used \$80,000 towards funding of grants. The balance of \$20,000 is recommended to be used towards light installations, landscape improvements and film permits.

The total amounts are broken down as follows:

1. \$80,000 towards community & event grants
2. \$20,000 towards light installations that will create a better environment for both residents and tourists alike or film permit fees.

Prepared By: ___JL___

Deputy City Manager Review: ___ SC ___

Staff will need Council approval to transfer \$20,000 from the \$100,000 approved in FY 2018/19 TBID Budget for Community Event Support. This transfer would be used for light installations, landscape improvements and film permits, as these were not part of the budget approved by City Council.

CONCLUSION

Review and approve funding as the Board feels best support hoteliers and tourism. Staff's and grants sub-committee's recommendations are located on the attached Grant Chart.

ATTACHMENTS

1. Document overview for each grant application recommended funding, grid is color coded as follows;

	Community Events
	Installation Grants
	Unfunded

2. Grant applications from each group
3. Chamber of Commerce recommended Tree lighting installation Map
4. Staff Tree/power audit of Morro Bay Blvd.
5. 2017-18 TBID Minutes review of the Harbor Festival Grant discussion

Event	Rec. in 17-18	Tourism Manager recommendation	Committee Recomm.	Buy w/ Ad Agency	Event Planner	Committee Notes
Project Surf Camp	0	?	1,500			First time grant ask. Mainly a community event. They have 135 out market campers and 142 in-market campers. (projected room influence \$13k over the length of the event). Event is during summer months
M. B. H. S. Volleyball Inv.	1500	500	500			Recommendation a reduced grant and ask the students to help raise funds needed this year
Taste of the Grove	5000	2000	2000			Very high end guests, tickets are \$75/each. Chamber added this event to help grow Friday night hotel stays before Avo-Marg. TBID just gave this event a full page ad in Destinations magazine (\$3395 value)
Avocado Margarita Festival	5970	6000	5000			2017 sponsorship included 900 tickets/one per hotel room. 450 total tickets were redeemed at the gate. Last years attendance grew by 2k over the previous year which roughly indicated 1000 attendees are attributed to hotel tickets. New grant offers the same rate of \$5 per ticket plus looking for ad dollars.
Central Coast Writers Conference	5000	5000	5000			Great mid-week event in late Sept. Brought back from Pismo Beach Most stay for extended time.
MB Maritime Museum Grand Opening Event	0	4325	3825			Not only is this a new event it's a long term installation for MB. The are offering 600 tickets for hotel guests during this time. Recommends to ask for a slight reduction on the ticket price to \$4.25 = 900 total tickets (1 per hotel room). MMM still needs to agree to the reduced ticket price.
Harbor Festival	11,125	5000	2000	3000		I've had some great calls with the new director and I feel she will really help get this event back on track. She's looking at growing an evening event into downtown as past of HF. Its called Festival After Twilight". Discussions with last years director TBID was clear that advertising funds would go direct to our agency this year. Reason being to help focus funds outmarket for potential hotel guests. Most of the advertising that the HF does or "gets" as in-kind marketing is all county based (not outmarket) Recommend 2k direct to H.F. and \$3k Direct to our agency to have a specific ad buy pushing rooms. Review TBID_2017Grant Meeting Minutes item 7 for last years discussion about funds moving direct to mental marketing -vs- the existing agency. 2017TBID minutes are attached for review on last years grant for Harbor Festival. Video of last years meeting: https://youtu.be/uA7_rq0zcig?t=1h6m48s

Event	Rec. in 17-18	Tourism Manager recommendation	Committee Recomm.	Buy w/ Ad Agency	Event Planner	Committee Notes
Morro Bay Triathlon	5000	5000	5000			Fills rooms in Nov!! This is a must! (Nov ADR \$107) Min of 400 room nights @ \$107=\$42,800 in room value
First Responder Crawl	0	3800	3300			First time event and we're expecting 900 crawlers. This will be in Downtown and Embarcadero in retailers mainly. (Oct ADR \$127) 450 room nights x \$127 = \$57,150 in room value.
Soupabration	2500	2500	2000			Fantastic community event.
Winterfest					6500	Did not apply for a grant, TBID approved a two-year commitment at last years grant review TBID meeting. This fee covers all aspects of the individual events during Winterfest (except the Rotary Lighted boat parade)
Tall Ships	7000	7000	7000			TBID is now paying for the ships to be brought to MB so its best to move the ships to the South T-Piers for better visibility. Grant require one ship to be in the Sat night parade. Cost for bringing the ships into port is \$7000 in addition tourism will also pay for a hotel room during their visit (Nov 22-Dec 12) \$2000
Morro Bay Wild			500			New event - mainly community based. (Was the 1 day event last year at Soupabration)
Lighted Boat Weekend. Fri-Commercial vessels, Sat-Public, Sun-Paddle parade	2000	5000	0	500	4000	EP manages coordination of the Fri Large vessel/Restaurant parade and finding capable boats plus the main lighted parade on Sat. No prizes are given out during the Fri parade, only Sat and Sunday
Santa House	N/A	800	800	500		Purchase and build was funded last years by the income Rotary received from the lighted boat parade. This year they are asking for help to make the event better
Santa Crawl		1600	1600	500		Very successful last year with 450 crawlers I anticipate 600+ this year. Mostly overnight guests. EP fee will be paid direct by 501c.
Snow Day	N/A	3500	3500			Last year snow was created by local ice co for free. Staff recommends to have this be real snow brought in by a snow machine. Plus add fencing for safety. This is a community event and is a great give back for TBID
Winter Bird Festival	6000	5000	5000			Fills 500+ rooms off season. It is a holiday weekend but still helps us fill rooms. Last year we funded some money to help off set permit fees.

Event	Rec. in 17-18	Tourism Manager recommendation	Committee Recomm.	Buy w/ Ad Agency	Event Planner	Committee Notes
M. B. H. S. Wrestling Invitational	2750	1000	1000			Wrestling seems to show more visitors walking around town. Possibly because its an individual sport so families can leave the gym during down time. Creates additional income over the other MBHS tourneys and is a great room fill. Staff recommends to lower all MBHS grants and encourage the students to create event funder for the balance needed.
Singles Awareness Day Crawl		0	0			Committee recommends that we introduce no more that 1 new crawl this year to insure that the other crawls are solid and don't move guests.
Leprechaun Crawl		1000	1000	500		Staff recommends that funds to go towards building a website that houses all the crawls and helps visitors see all the up coming events to help grow the crawls. This will also help funnel guests to hotel bookings
Morro Bay beautiful - Annual Yard Sale		1000	1000			<p>Annual Morro Bay Citywide Yard Sale</p> <p>In an effort to grow this highly regarded and well attended event in Morro Bay, MBT will grant \$1000 to Morro Bay Beautiful as the sponsor of the event and manage the logistics online. This will streamline the event, keep it open to the public for free and include all weekend Morro Bay yard sales on a public map hosted on the MorroBay.org website, available for all yard sale visitors.</p> <p>In years past, Morro Bay Beautiful made approximately \$1000, however, it took a high volume of volunteer hours to manage the signups and capture the \$20 fee, and they were discussing cancelling the event. Many locals were holding yard sales on the annual weekend without signing up or paying the fee to the organizers which was making it even harder to manage.</p>
Soaring into Morro Bay		9000	9000	1000		A grant was not filed for the Kite Festival but a new grant request was received for the same weekend from Friends of the Harbor Dept. New event which warrants us to ask TBID to increase the total amount funded over the \$5000. The event will take place on this same weekend that Kite Festival used to be on since they did not apply for a grant.
Cruisin' Morro Bay Car Show	4500	4500	3000			The only grant application that clearly shows a large amount of expense towards the advertising of the event. Very long term stable event and is great for hotels.

Event	Rec. in 17-18	Tourism Manager recommendation	Committee Recomm.	Buy w/ Ad Agency	Event Planner	Committee Notes
		32,400	63,525	6,000	10,500	80,025

Installation Grants		Tourism Manager recommendation	Committee Recomm.			Committee Notes
Park Beautification		500	0			Request MMHS to raise matching funds (as stated) first and reapply next grant round unless TBID would prefer to move dollars from another grant.
DT Tree Lighting: MB in Bloom, Chamber, Lions, Rotary		4250	4750			MB Tourism and TBID needs to review the map (attached to the staff report) and make a recommendation based on the trees with pre-existing lights. Based on the attached estimate staff would like TBID to make a recommendation for specific trees to be lit. Estimated cost is \$740. per tree and staff requests no more than \$17,000 total be funded for tree lighting. The installation map was NOT provided with grant application for subcommittee to review. TM concern is as follows: This plan only allows two blocks of lighting on MB Blvd plus one block on Main St. Staff would like to see lights on Main St but think it should be its own application in next years' grants and light Main St all the way to Hwy 1 (by Lemos). If the Main St lights are moved to MB Blvd we could get closer to the Hwy 1 exit for a total of 23 tree's. Attached audit found of all the trees on MB Blvd there are 27 with power from Shasta Ave down to Morro Ave. The recommended plan only lists 16 for installation on MB Blvd over 2 blocks and 10 installed on Main St in 1 block. Email responses from the subcommittee post grant review wanted agreement with City Staff to request installation on MB Blvd this year.
DT Tree Lighting/Rotary		4250	4750			
DT Tree Lighting/Lions		4250	4750			
DT Tree Lighting/Chamber		4250	4750			
Roundabout improvements		1000	1000			Installation will be done as soon as bare-root stock is available for purchase. Roundabout already has water installed. All one-color roses will be installed.
		18000	20000			

Event	Rec. in 17-18	Tourism Manager recommendation	Committee Recomm.	Buy w/ Ad Agency	Event Planner	Committee Notes
Film permit grants		2000	2000			Asking for TBID to reserve \$2000 to offset permit fees for incoming film crews that request permit fee waivers, to be used at the discretion of the Tourism manager.
		2000	2000			

Grant total		100,025	102,025			
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**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

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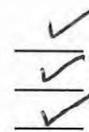
- All requests will be reviewed by a volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay).
- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th 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



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



MORRO BAY
PUT LIFE ON COAST

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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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.
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- 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: 26-1089458
 Organization Name: Project Surf Camp
 Board Chair: Chris Ungan Phone: _____
 Main Contact: Cara Trautner Role: Treasurer
 Email: - Phone: _____
 Address _____
 City/State/Zip: Morro Bay CA 93442
 Website: www.projectsurfcamp.com

EVENT DETAILS

Event Name: Project Surf Camp Years in existence? 11
 Description: See attached

 Date(s): July 6 to August 4
 Location(s): Coleman Park / Beach
 Website: www.projectsurfcamp.com

**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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 25

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

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

40% 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 _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

See attached

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) We have campers and volunteers coming from outside of our county and the state.
Sales Tax Businesses (restaurants, retail, etc.) Campers and volunteers will visit restaurants, gas stations and grocery stores in Morro Bay.
City of Morro Bay many of our out of town campers and volunteers return year after year + make camp a part of their vacation in morro Bay.

VERIFICATION OF INFORMATION

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

We will not collect information on lodging, but we do ask where our volunteers are coming from (info attached)
This information does not include where our campers and their families are coming from

(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.

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

Signature _____

Date: 6-25-2018

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.*

Grant Request Description

Project Surf Camp provides a service to special needs children and at-risk youth. Your donation would be used for our general fund for the year, ensuring that all camps can operate well and be fully staffed by our specialists to the maximum capacity.

Marketing Plan

Project Surf Camp has a website and also a Facebook Page. Our camps typically fill up within the first week of our camps starting.

We have 2,232 Facebook Fans.

Mission Statement

Project Surf Camp (PSC) is a charitable organization designed to educate individuals with special needs. Our mission is to build self-confidence, self-esteem, and self-efficacy. We further provide opportunities to build social skills, improve physical fitness, develop healthy outlets for stress reduction, and foster independence. Outcomes are achieved through the modality of surf, paddleboard instruction and/or beach and aquatic activities.

Description

Project Surf Camp (PSC) is an organization that offers a program to children with special needs and at-risk youth. 2018 will be our 11th year on the Central Coast. Our camps are split into half-day sessions with 4-hours of beach time followed by lunch. Our program is a standout camp because it offers programming to a portion of our community that in most cases would not be able to participate in this type of setting. **A key element at our camp that makes this possible is the fact that we have specialists on staff who are educated, trained and experienced in working with the varying needs of our campers.** Our specialists are Special Education teachers during the school year and lovers of the ocean year round. We have over 100 years of classroom experience and five masters degrees combined in our specialists. Each camp offers a minimum 3:1 camper to specialist ratio and a minimum of 1:1 camper to volunteer ratio. If a camper is high needs, this ratio can be as high as 3:1 ensuring safety and fun. In addition to specialists, we have 3 paid lead instructors. These are high school aged students who have started as volunteers over five years ago. They are knowledgeable with ocean skills and have a passion to serve this population. These instructors also aid the adult volunteers to work with their specific camper.

* The attached 'numbers' sheet will show where our volunteers are coming from. This information does not capture where our campers and their families are coming from. This summer there are four groups with exclusive camps that will be traveling here from outside of the county. Vandenberg Air Force Base will bring campers for 2 separate camps, Mind Over Matter from Salinas, California, Kingsburg Elementary School from Kingsburg, California and multiple families have reserved a private camp; they will be traveling from Hanford, California.

Project Surf Camp Budget 2018

<u>Expenses</u>			
New C-train		\$5500	\$5500
New Boards		\$3,300	\$3,300
Wetsuits			\$500
Food For Camp (Pizza & Hotdogs)		150 Pizza @\$8 = \$1,200 Hotdog/buns \$800	\$2000
Board Meeting Supplies		\$25 x 9 meetings per year	\$225
Stationary & Office Supplies & Stamps			\$300
Web posting		\$100	\$100
Tee Shirts & Sweatshirts		Shirts 400@ \$7.75 = \$3,100 Sweatshirts 120 @ 16.25 = \$1,950 Hats 100 @ \$7.50=\$750 Zip-ups 35 @ \$23= \$850 Better hats 54 @ \$8.50= \$459	\$7,109
Fundraising Supplies		Fundraising supplies= \$400	\$400
Incorporation Annual Fee		\$35 / 2 times a year = \$70	\$70
Director & Officers Professional Development Training & resources		\$500	\$500
Non Profit Support Center Membership		\$100	\$100
Liability Insurance			\$1000
Directors & Officers Insurance			\$750
Postage			\$300
Phone	12	160	\$1920
Marketing/Advertising		Brochures, newspaper, advertisements, displays, events, etc.	\$1500
Expense			\$25,574
Contract Expenses			\$48,908.00
TOTAL EXPENSES			\$74,482.00

Project Surf Camp Budget 2018

Description	Number	Cost	Total
Income			
Camper Fee		280 campers x \$70	\$19,600
Contributions/Donors			\$54,882
Total Income:			\$74,482.00
Contracted Services			
Specialists	30 camps=576 hours	5 x 30 x 180=\$27,000 6 x 30 x 180=\$32,400	\$32,400
Lead Instructor		4instructors x 30 camps x \$72	\$8,640
Lead Assistant		\$12 x 132 hours (2 assistants)	\$3,168
Life Guard		30 camps x \$51/day	\$1,530
Camp Director	1	\$10 x 30 hours/month/6 months = \$1800	\$1800
Website	1	\$150	\$150
Accounting	1	\$1,100	\$1,100
Chamber Dues	1	\$120	\$120
Total Contract Services			\$48,908.00

Volunteer Numbers Camp 2017

Town				Total
Anaheim	xx			2
Arroyo Grande	xxxxx			5
Atascadero	xxxxxxxxxx	Xxxxxxxxxxx xxxxxxxxxx		28
Bakersfield	xxxxxxxx			8
Brentwood	x			1
Cambria	x			1
Cameron Park	xxxx			4
Castro Valley	x			1
Cayucos	xx			2
Clovis	xxxxxxxxxx	xxx		13
Davis	xxxxxxxx			8
Fresno	xxxxxxxxxx	Xxxxxxxxxxx xxxxxxx		27
Grover Beach	x			1
Hanford	xxxx			4
Hilmar	x			1
Irvine	x			1
Kingsburg	xxxx			4
Los Osos	xxxxxxxxxx	xxxxxxxxxx	Xxxxxxxxxxx xxxxx	35
Lompoc	Xxxxxxxxxxx Xxxxxxxxxxx	Xxxxxxxxxxx xxxxxxxxxx		38
Los Angeles	x			1
Morro Bay	Xxxxxxxxxxx xxxxxxxxxx	Xxxxxxxxxxx xxxxxxxxxx	xxxxxxxxxx	50
Oceanside	xxxxx			5
Orcutt	x			1
San Bernardino	x			1
San Luis Obispo	Xxxxxxxxxxx xxxxxxxxxx	Xxxxxxxxxxx xxxxxxxxxx	Xxxxxxxxxxx xxxxxxx	56
Sacramento	xx			2
Paso Robles	xxxxxxxxxx	xxxxxxx		18
Pismo Beach	xxxx			4
Porterville	x			1
Riverdale	xx			2

Salinas	x				1
Santa Ana	x				1
San Clemente	x				1
Santa Maria	xx				2
Selma	x				1
Templeton	xxxxx				5
Turlock	xxxxx				5
Visalia	xxxx				4
Vista	xxxxxxxxxxx	xxxxxxx			16
Walnut Creek	x				1
West Lake Village	x				1

State	City				Total
Oklahoma	Oologah	x			1
Tennessee	Clarksville	xx			2
Texas	San Antonio	xx			2
Texas	Round Rock	xxx			3
Texas	Austin	xxxx			4
Washington	Redmond	X			1
Kansas	Kansas City	xxxx			4

Camper Numbers 2017

Week 1	29	
Week 2	53	
Week 3	69	
Week 4	54	
Week 5	72	

Total Campers:277

Total Camps: 30

Total Volunteers: 364 + (4 volunteers per camp x 30 camps=120)= 484

Numbers from out of state: 17 volunteers from 5 states and 7 different cities

PROJECT SURF CAMP
Profit & Loss
 January through December 2016

	<u>Jan - Dec 16</u>
Income	
CAMPER FEE	13,733.48
CONTRIBUTIONS	11,434.16
DONATION - FINLEY ELECTRIC	5,400.00
DONATION - SLO SPORTS	4,590.00
FUND RAISER - GARAGE SALE	325.00
FUND RAISER - KARATE SCHOOL	2,495.00
FUND RAISER - PEPSI RAFFLE	301.00
FUNDRAISER - 4TH OF JULY	1,352.47
FUNDRAISER - BACK BAY BETTY	750.00
FUNDRAISER - SMOOBAGE	60.00
INCOME - PEPSI RAFFLE	222.00
SWEAT SHIRTS AND T-SHIRTS SALES	5,497.42
Total Income	<u>46,160.53</u>
Expense	
ACCOUNTING	750.00
CAMP EQUIPMENT	2,302.92
DIRECTORS LIABILITY INSURANCE	-100.00
DUES	167.46
FOOD FOR CAMPERS	1,219.37
FUNDRAISER EXP - 4TH OF JULY	606.28
FUNDRAISER EXP - KARATE	71.76
FUNDRAISER EXP - KICK A THON	100.00
INCORPORATION ANNUAL FEES	25.00
LEAD INSTRUCTOR	2,390.00
LIABILITY INSURANCE	1,750.00
LIFEGUARD	540.00
MARKETING/ADVERTISING	1,102.04
OFFICE SUPPLY	65.66
OTHER	100.00
POSTAGE	127.59
SPECIALIST	16,650.00
SUPPLIES	39.78
SWEAT SHIRTS AND T-SHIRTS	6,603.90
TELEPHONE	1,211.64
Total Expense	<u>35,723.40</u>
Net Income	<u><u>10,437.13</u></u>

10:43 AM
02/02/18
Accrual Basis

PROJECT SURF CAMP
Profit & Loss
January through December 2017

	<u>Jan - Dec 17</u>
Income	
CAMPER FEE	16,790.86
COMMUNITY GRANT	5,000.00
CONTRIBUTIONS	16,257.38
DONATION - CHILDREN'S GRANT	1,500.00
DONATION - KOHL'S	500.00
DONATION - MB POLICE	500.00
FUND RAISER - KARATE SCHOOL	1,909.00
FUND RAISER - SLO SPORT THERAPY	5,225.28
FUNDRAISER - C TRAIN	4,260.00
FUNDRAISER - PAULDING SCHOOL	2,281.50
SWEAT SHIRTS AND T-SHIRTS SALES	3,397.57
Total Income	<u>57,621.59</u>
Expense	
ACCOUNTING	850.00
BOARD MEETING SUPPLIES	57.16
CAMP EQUIPMENT	3,587.15
DUES	120.00
FOOD FOR CAMPERS	2,082.69
FUNDRAISER EXP - KICK A THON	207.06
FUNDRAISER EXP - SLO SPORT THE	122.46
INCORPORATION ANNUAL FEES	25.00
LEAD INSTRUCTOR	7,800.00
LIABILITY INSURANCE	1,500.00
LIFEGUARD	675.00
MARKETING/ADVERTISING	565.49
OFFICE SUPPLY	471.06
OTHER	25.00
POSTAGE	255.40
SPECIAL 'ST	21,250.00
SWEAT SHIRTS AND T-SHIRTS	5,748.31
TELEPHONE	1,201.33
Total Expense	<u>46,543.11</u>
Net Income	<u><u>11,078.48</u></u>



MORRO BAY
PUT LIFE ON COAST

**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

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- August 16th 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 | ✓ |

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MORRO BAY
PUT LIFE ON COAST

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- 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: 95-2419563
 Organization Name: Morro Bay High School Athletics Boosters
 Board Chair: Doug Rauenzahn Phone: _____
 Main Contact: Aara Taylor Role: Board member
 Email: _____ Phone: _____
 Address: _____
 City/State/Zip: Morro Bay CA 93442
 Website: www.mBHSathletics.com

EVENT DETAILS

Event Name: Varsity Girls Volleyball Years in existence? 33
 Description: SLO Town Varsity Classic Invitational
ALSO
Cross Country Morro Bay Invitational
See attached
 Date(s): Sep 7, 2018 to Sep 8, 2018
 Location(s): Morro Bay High School
 Website: mbhs.slocoed.org/athletics-calendar.php

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EVENT HISTORY & FUTURE PROJECTIONS

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

	2014	2015	2016	2017	2018
Total Revenue	_____	_____	4500	4500	_____
Total Expenditures	_____	_____	1500	1500	_____
# Attendees	_____	_____	1500	1500	_____
# Vendors (if applicable)	_____	_____	na	na	_____
# Room Nights	_____	_____	1 or 2	1 or 2	_____

*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

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

OTHER FUNDING

na	We will receive other sponsorship dollars	\$ _____
na	We will receive matching funds	\$ _____
na	We will receive in-kind donations	\$ _____

Total Revenue \$ _____

Expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total Expenses \$ _____

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

75% 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 money was used to purchase items for the concession stand. This money also helps offset the cost of the timing system and trophies.
REQUIRED TO RECEIVE FUNDS Proceeds were divided between both teams

Hotel/Motel rooms

- Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

- Inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site *already sent out to coaches

City of Morro Bay and the Morro Bay Tourism logos

- Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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MARKETING/ACTION PLAN

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

The events are advertised through Morro Bay High School. All promotional information is included in team packets.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Teams coming from Orange County to Sacramento will require lodging
Sales Tax Businesses (restaurants, retail, etc.) Teams will visit restaurants, pharmacies, gas stations and grocery stores in Morro Bay.
City of Morro Bay Teams and their spectators will return to Morro Bay to vacation.

VERIFICATION OF INFORMATION

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

Morro Bay High School keeps track of registration and number of participants. Athletic Boosters can distribute information promoting the City of Morro Bay to teams and their spectators.

(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.

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

Signature:

Date: 6-25-2018

Morro Bay High School Athletic Boosters

This area is for the Event Grants Taskforce

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

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MORRO BAY HIGH SCHOOL

2018 MORRO BAY INVITATIONAL

Date: Saturday, September 8, 2018

Tentative Order of Events:

9:30 Varsity Girls
10:00 Varsity Boys
10:30 Frosh Girls
11:00 Frosh Boys
11:30 JV Girls
12:00 JV Boys

Entry Fee: \$8.00 per athlete, \$300.00 maximum per school. Please make your check out to: Morro Bay Cross Country. You may send it to Morro Bay High School, 235 Atascadero Road, Morro Bay CA 93442, Attn: Cross Country, or bring it with you to the meet.

Entry Instructions: Invitations, acceptances and entries via Athletic.net. Maximum of 35 schools. Varsity races limited to 7 athletes per school (the seven best on your team, per Central Section Rule 1.2.1.). No limit on the overall number of athletes per school.

Medals: 15 deep in each race. T-shirt to the winner of each race as well.

Course: There will be changes to the course this year due to State Parks requirements and construction at the school. We will have a beach segment. Our new track is slated to be completed by July, so we will finish on the track unless construction is delayed. A map will be prepared as soon as practicable. Varsity and JV races will be three miles, *frosh races will be two miles.*

For lodging and other information, please check out Morro Bay's Official Visitor Guide:
www.morrobay.org

This will be a non-scoring event, but plan on excellent competition!

Chuck Ogle
Head Coach
Morro Bay High School Cross Country



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The Process:

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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 it was received.

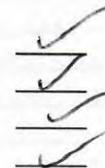
- All requests will be reviewed by a volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay).
- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th 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.*



MORRO BAY
PUT LIFE ON COAST

2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** at the Morro Bay Tourism office. You may submit them via email at Jlitttle@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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- 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: 95-2590040

Organization Name: Morro Bay Chamber of Commerce

Board Chair: Cydney Edwards Phone: _____

Main Contact: Erica Crawford Role: President ICFO

Email: erica@morrochamber.org Phone: _____

Address: 695 Harbor St.

City/State/Zip: Morro Bay CA 93442

Website: morrochamber.org

EVENT DETAILS

Event Name: Taste of the Grove Years in existence? 2

Description: A high end, intimate avocado-themed evening in one of Morro Bay's own avocado groves. The event expands the impact of the Avocado Saturday Festival encouraging more affluent "foodies" to come to Morro Bay for the weekend. 250 guests experience gourmet tastes by many local chefs and wineries.

Date(s): Fri Sept 7, 2018

Location(s): The Parking Shed, 411 Morro Bay

Website: avocadofest.com

EVENT HISTORY & FUTURE PROJECTIONS

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



MORRO BAY
PUT LIFE ON COAST

GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

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

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

75% 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 marketing and promotion to increase awareness of event

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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



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

	2014	2015	2016	2017	2018
Total Revenue	_____	_____	18,553.80	20,150	23,780
Total Expenditures	_____	_____	12,955.67	23,150	23,155
# Attendees	_____	_____	175	200	250
# Vendors (if applicable)	_____	_____	19	22	22
# Room Nights	_____	_____	2	2	2

*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

See Attached	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

OTHER FUNDING

_____	We will receive other sponsorship dollars	\$ _____
_____	We will receive matching funds	\$ _____
_____	We will receive in-kind donations	\$ _____
	Total Revenue	\$ _____

Expenses

_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
	Total Expenses	\$ _____

*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.

Please see attached

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) 60% of guests
came from outside SD county

Sales Tax Businesses (restaurants, retail, etc.) These guests are targeted for their affluence.
Local businesses give special offers via gift bags given to every attendee.

City of Morro Bay TDS invites and encourages a more discerning visitor to the
Avocados & Margarita weekend, leading to increased hotel stays.

VERIFICATION OF INFORMATION

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

All ticket buyers are tracked (zip codes included) in Eventbrite.
A post event survey will be distributed via email & at the event
with an iPad. Hotel occupancy statistics surveyed via phone call
by Chambers staff

____ (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.

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

Signature: _____ Date: 7/16/18

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.*



Proposal Summary

The Morro Bay Chamber of Commerce seeks a \$3,000 grant from the TBID to support the promotion of Taste of the Grove on Friday, September 7, 2018. *Taste of the Grove* (TOTG) expands on the Avocado and Margarita Street Festival's experience by offering a high-end avocado-centric evening for the more discerning tourist which takes place the night before the Saturday Street Festival event.

Because it attracts a more affluent visitor and occurs the Friday evening before the Saturday Street Festival, *Taste of the Grove* is a key benefit to the lodging and tourism industry.

Taste of the Grove guests are also given complimentary tickets to the Saturday Avocado and Margarita Festival the next day thus inviting and encouraging affluent out-of-towners to come stay in Morro Bay for the whole weekend.

In 2016 and 2017, many of the event expenses were underwritten by vendors who wanted to ensure the nascent event's success. This year, expenses will continue to increase as more of our repeat vendor costs for food and beverage will be paid from within the event's budget itself. This increase in expenses requires community support to create a long-term, sustainable model after this third "proving" year.

Event Audience:

250 foodie guests, especially young professionals in SLO County, Fresno County, Los Angeles County and Santa Barbara County.

Positive Influence:

The focused attention given to the county's high end restaurants and catering companies and their resulting avocado-centric creations has infused the Saturday festival with renewed enthusiasm for adventurous avocado dishes. Festival organizers have been able to more easily recruit higher end vendors creating avocado-centric menu items to "The Grove" section at the Saturday festival. This has been an unintended and very welcome positive impact to the quality of product on offer.





Marketing Plan

Positioning:

Taste of the Grove is an intimate cocktail evening event hosted at the beautiful Packing shed, a Morro Bay avocado grove set minutes from town with a rural agriculture ambiance. Guests enjoy all-inclusive farm-to-table pairings with area farmers and local chefs to present unique avocado-themed dishes. There are chef cooking demos, educational opportunities, and dozens of local dishes as well as local mixology, wine, and brewer pairings. Combined with an incredible ambiance, delicious cuisine and hand-crafted spirits, Taste of the Grove is the ultimate evening out.

Target Markets

TOTG will be marketed to "foodies," especially young professionals in SLO County, Santa Barbara County, Los Angeles County, and Fresno County.

Marketing Channels

Hotel Packages

We are open to creating overnight stay packages with hotels in Morro Bay and will continue to have the Morro Bay Tourism hotel reservation widget on the home page.

Chambers

We are directly marketing this event through Fresno Chamber, Los Osos Chamber, and Paso Robles Chamber. The Morro Bay Chamber's eBlast (2500 subscribers), website (2.4 million hits annually), Instagram (989 followers), and Facebook (5,100 followers) are being used to promote the event.

Website(s)

avomargest.com receives on average 30,000 page views each August and September plus 150 page views on average per day from April-July. The website serves as the home of all information about the event offerings - including menu, vendors, tickets and lodging information. It prominently features the Morro Bay Tourism hotel reservation widget on the home page.

Print

Vendors who participate in TOTG are esteemed in the county and beyond. We have had success with co-op advertorial through our high end culinary participants. Additionally, TOTG advertising appears alongside Avocado and Margarita Festival ads in some markets, including SLO County and the Bay Area (Reveal Magazine).

Social Media

We have increased our direct social media advertising spend by 200% and have enlisted the help of Rock Harbor Marketing to professionally execute our social media strategy.



Taste of the Grove Budget

Income

Sponsors	\$	8,000.00
Shuttle sales	\$	280.00
Ticket Sales	\$	15,500.00
Total Income	\$	23,780.00

Expenses

Coordinator, Design Services, Entertainment	\$	4,500.00
Supplies, Security, Vendor Stipend, Restrooms	\$	10,230.00
Insurance, License, Fees	\$	125.00
Shuttle	\$	1,100.00
Advertising, Promo	\$	3,000.00
Tables, linens, etc.	\$	4,000.00
Fencing, power	\$	200.00
Total Expenses	\$	23,155.00



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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.

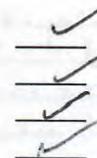
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- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- Each event grants recipient will receive an award letter including the amount awarded, logo requirements, a Post Event Report Form, plus other applicable information before the end of August 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
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- July 23rd Event Grant Task Force to review all applications
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Request Form Checklist:

1. Completed & Signed Event Grants Funding Request Application
2. Event Budget
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4. Any Other Supporting Documentation



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2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
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ORGANIZATIONAL INFORMATION

Fed Tax ID: 95-2590040
 Organization Name: Morro Bay Chamber of Commerce
 Board Chair: Cyndee Edwards Phone: _____
 Main Contact: Erica Crawford Role: President/CEO
 Email: erica@morrochamber.org Phone: 805 772-4467
 Address: 695 Harbor St.
 City/State/Zip: Morro Bay CA 93442
 Website: morrochamber.org

EVENT DETAILS

Event Name Avocado & Margarita Street Festival Years in existence? 12
 Description A celebration of the best of Morro Bay's culinary flavors and one-of-a-kind avocado. This street festival atmosphere offers a variety of avocado-centric dishes and fun paired with live music, margaritas, family-friendly fun, specialty vendors all on the Embarcadero. More than 11,000 came from across the state for a weekend of Central Coast flavor
 Date(s) Saturday Sept 8, 2018 to _____
 Location(s) Embarcadero
 Website avomaryfest.com

EVENT HISTORY & FUTURE PROJECTIONS

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

Attendees (please select only one)

- 1,000 or less attendees or spectators
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- 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

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~~ for their guests

Outreach

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 marketing, marketing, marketing!

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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MORRO BAY
PUT LIFE ON COAST

GRANT FUNDING REQUEST

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MARKETING/ACTION PLAN

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

See attached.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Attracts a large number of visitors, 60% come from outside SW County, 56% stayed overnight, 38% of them stayed in MB 2017.

Sales Tax Businesses (restaurants, retail, etc.) 47% spent more than \$50 outside festival (not including accommodation) 58% stayed late (played on Fri/Sun) Friday Dec 7th

City of Morro Bay Major economic driver. Admission fees recirculated into community through beneficiary program. Sent kids to cheer camp in new uniforms, strengthened music programming in schools, provided no cost business/entrepreneur training to all MB bus. owners, produced scholarships for MBHS seniors, contributed to Rotary service projects on an International level. Saturday Dec 9th

VERIFICATION OF INFORMATION

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

Eventbrite & SurveyMonkey used to collect zip codes. Photo screens of lodging will gather occupancy rates. Survey for guests of festival administered in person, via email & via social media (over 1,000 responses from 2 years). Track conversions on lodging widget on homepage of awsmayfest.com

____ (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.

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

Signature: _____ Date: 7/16/18

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.*



Proposal Summary

The Morro Bay Chamber of Commerce respectfully requests a grant of \$9,500 to

- pursue new media partnerships to promote the 2018 Avocado and Margarita Street Festival and;
- provide one event pass to each hotel room in Morro Bay.

Of the \$9,500 requested, \$4,500 would be payment for 900 event passes at a discounted rate of \$5.00 per entry.

The Avocado and Margarita Street Festival has grown. Production costs increase alongside revenue. Our festival committee of avocado growers, Morro Bay business owners, and professional event staff are working diligently to preserve the integrity of this event in the face of rising costs. Our committee is requesting financial support from the Morro Bay Tourism Business Improvement District to help us meet the demands of this rising production cost without making any cuts into our marketing and outreach budget.

Historical data proves the lodging industry sees positive impact from this festival. Sales tax businesses also see positive impact. There is incredible impact to the community that hinges on the success of this event each year. Not just the dollars that everyone is earning, but the uniforms that are being bought for MBHS Cheer, the new instruments or travel cost taken care of by the MBHS Music Boosters, the Santa House that is being built by Rotary for all of Morro Bay to revel in the holiday spirit, and the no cost business assistance and entrepreneur training workshops that are provided to every business in Morro Bay regardless of their Chamber membership status. These things are being done because the non-profit groups doing them see the value of participating in the festival's beneficiary program. This festival has heart, and we want to keep that growing with our bottom line.

The 2018 event is again featuring an expanded footprint and a family friendly "Grom Zone." We have stepped up our avocado menu game considerably this year. There is a dedicated area in

the event called "The Grove" where guests can experience smoked avocado, fried avocado, avocado ice cream, and avocado in its purest form which is picked fresh off the tree.

This festival and its organizers over the last 12 years have built a strong Morro Bay Avocado brand that can be found across the country, all the way to the Eastern seaboard. Avocado growers like Bill Coy and the Shanley family saw imported avocados in local supermarkets 12-15 years ago and decided to band together to tell the story of the riches growing right in Morro Bay's backyard. Not long after, the California Avocado Commission got on board and threw its full support behind this event. Support that is still enjoyed today. Many of our avocado growers are also fishermen, many of our fishermen and women have avocado groves on their properties.

The avocado is part of the Morro Bay story. We look forward to continuing to tell that story all over California with the aim of getting thousands of avocado lovers and families to Morro Bay on Saturday, September 8, 2018.

Avocado & Margarita Festival Impact



Occupancy: Friday 95%, Saturday 97%

Survey Monkey Post Event Survey – 419 Responses
(12,000 person total attendance)

33% stayed in Morro Bay

Accommodations by type:

29% stayed in Hotel/Motel,

5.4% stayed in VR/AirBnB/VRBO

9% stayed in RV or Campground

Economic Impact:

59% shopped/ate/played in town Friday/Sunday

47% spent more than \$50 outside of the festival (not including accommodation)

82% of attendees “likely” to recommend festival to a friend/relative (34% “extremely likely”)

morrochamber.org



AvoMarg Online

Web Stats (last 60 Days prior to event)
48,596 Page views
20,890 Visitors

Web traffic top 5 Cities:
13% San Francisco,
12.5% Los Angeles
7% Fresno
6% Bakersfield,
6% SLO

How they found us:
Facebook, Google organic search, Direct
(avomargfest.com), morrobay.org,
visitsanluisobispocounty.org

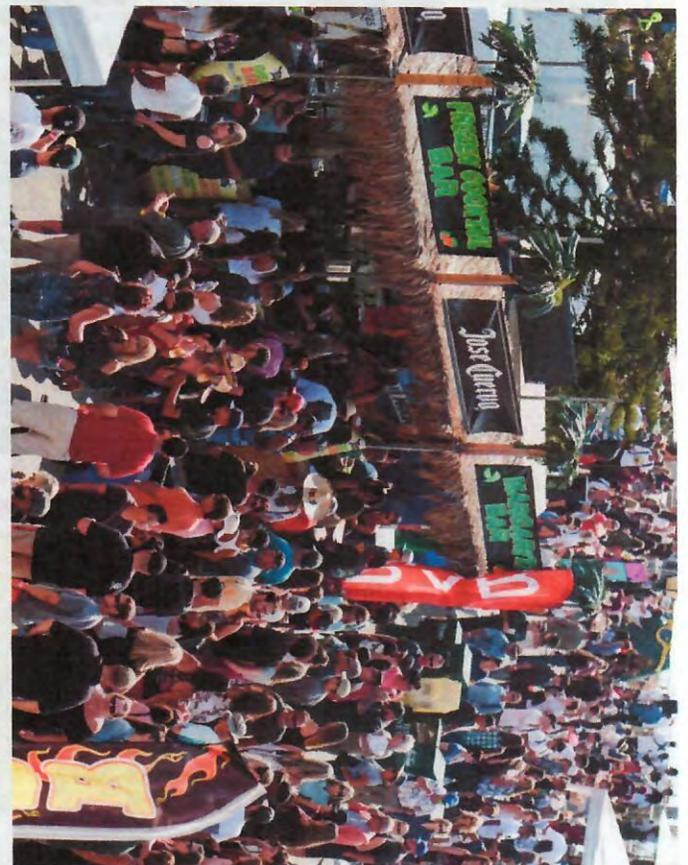
1,954 clicks to Jack Rabbit booking site (#1 clicked link)

Facebook Stats (last 30 days prior to event)
Post Engagement: 43,871, Video Views: 33,484, Reach:
125,355, Ending Fan Count (pre event): 7,808



morrochamber.org







2018 Marketing Plan

Positioning:

The Avocado and Margarita Street Festival is a celebration of the California Central Coast's love for wonderful flavors and tasty culinary dishes. Its goal has always been to spotlight Morro Bay's amazing fresh-off-the-tree varieties of truly delicious California avocados. In recent years, professional management has allowed the Chamber to produce a dynamic street festival environment that accommodates the needs, wants, and safety of thousands of festival goers.

An extended avocado-focused menu and festival area called "The Grove" will be heavily marketed to attract visitors seeking culinary experience. Some of this year's menu items include smoked avocados, fried avocados, shrimp stuffed avocados, avocado popsicles, and bacon, egg and cheese avocados.

A programmed kids' area called "The Grom Zone" will allow kids and their guardians to engage in SLO Symphony's musical petting zoo, magic show, Samba Loca's drum line lesson, and a dance class plus listen to local teen bands on their very own stage.

The event's mainstage will feature a mix of the area's best in live music and entertainment plus an out of area headliner able to play popular, contemporary party music that keeps the crowds dancing and singing along.

Interactive contests from the mainstage will again include the popular Sombrero Contest and Avocado Strong Arm competition and the wildly popular giveaway of Del Rey's One Year Supply of California Avocados.

Sunday Stay 'n' Play:

Our event organizers are engaging the local business community to promote Sunday offers to festival goers on our well-trafficked website. Local retailers, restaurants, recreation, and hospitality businesses will have a page dedicated to their offers so that we can help keep visitors to the event overnight into Sunday. They need only to submit their offer and we will list it free of charge.

Marketing Objectives:

- Hit target City lodging occupancy rate of over 90% for Friday 9/7/18 and Saturday 9/8/18.

2018 Avocado and Margarita Street Festival Marketing Plan

- Generate increased awareness of Morro Bay's unique riches especially small family farmer avocado growers, local craftsman entrepreneurs, and working waterfront lifestyle.

Target Markets:

The Chamber will focus Street Festival promotion to Southern and Central California, continuing to dovetail our marketing strategy with that of MB Tourism and SLO CAL where applicable. While we recognize and celebrate that Highway 1 will be reopened in September, we have learned that early PR on the reopening is primarily to international travelers.

Website

The website, avomargfest.com, receives on average 45,000 page views each August and September plus 150 page views on average per day from April to July. The website serves as the home base of all information about the event offerings - including bands, vendors, local retailer offers, contests, tickets, and lodging information. It prominently features the Morro Bay Tourism hotel reservation widget on the home page year-round.

Social Media

The festival has tripled its social media spend (200% increase) on direct advertising and google ad words for the 2018 festival. Rock Harbor Marketing has again been contracted to manage social media for the festival and will continue to leverage influencer brands like California Avocados (310,000 followers) and CA Grown (66,000 followers) and expand the Avocado and Margarita Festival's organic reach (8,250 followers – up from 7,200 in July 2017).

Cable and TV

In August, a hotel/event package will be given away on KGET in Bakersfield (NBC affiliated station) and ABC30 in Fresno. Spectrum is running a custom 30 second commercial produced by local agency Room for Cream Films in Northern Santa Barbara County for eight total weeks in June, July and August and in San Luis Obispo county for the two weeks directly preceding the festival.

Radio

Festival food, beverage and entertainment contractors and committee members will be guests on "The Liquid Lunch" airing live on American General Media's wine country station The Krush 92.5 in early September.

Print

Quarter and half page ads have been running in local press since early May 2018. Ads and editorial will continue to run in Bay News, Coast News, Atascadero News, Paso Robles Press and New Times over the summer.

2018 Avocado and Margarita Street Festival Marketing Plan



2018 Budget Projections

Income		
Admission		\$ 60,000
Avocados		\$ 1,300
Alcohol		\$ 110,000
Guacamole		\$ 9,000
Merchandise		\$ 7,500
Raffle		\$ 550
Sponsors		\$ 15,000
Vendors		\$ 15,000
Total Income		\$ 218,350
Expenses		
Beneficiaries		
Estero Bay		
Newcomers		\$ 1,000
MBHS Aquatics		\$ 2,000
Rotary		\$ 5,000
Chamber (Business Education)		\$ 5,000
Cheerleaders		\$ 5,400
Sales Tax		\$ 9,000
Production, Bars, Social Media, Design, Photo/Video		\$ 47,160
Entertainment		\$ 9,700
Audio & Power		\$ 6,500
Volunteers (food/apparel)		\$ 2,500
Restrooms		\$ 3,750
Security & EMT		\$ 7,200
Supplies		\$ 4,000

2018 Avocado and Margarita Street Festival Budget Projections

Liquor & Beer		\$ 12,000
Waste		\$ 2,500
Water/Ice		\$ 2,000
Wristbands		\$ 2,026
Insurance, License, Fees		\$ 3,500
Shuttle/Bike		
Valet/Trolley		\$ 5,500
Advertising, Promo		\$ 8,000
Merchandise		\$ 8,000
Printing		\$ 2,500
Communication		\$ 650
Tiki Booth		\$ 1,000
Generators & Equipment		\$ 1,500
Tents, games, rentals		\$ 9,500
Fencing		\$ 7,500
Expenses		\$ 174,386

2018 Avocado and Margarita Street Festival Budget Projections



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th 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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** at the Morro Bay Tourism office. You may submit them via email at Jlitttle@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 16, 2018 or incomplete applications will not be considered. It is the applicant’s responsibility to call and confirm email applications have been received.
- 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: **52-2018681**

Organization Name: **Cuesta College/Central Coast Writers Conference**

Board Chair: **Matthew Green** Phone: _____

Main Contact: **Teri Bayus** Role: **Event Planner**

Email: _____ Phone: _____

Address: **PO Box 8106**

City/State/Zip: **San Luis Obispo, CA 93403**

Website: **www.centralcoastwritersconference.com**

EVENT DETAILS

Event Name **Central Coast Writers Conference** Years in existence? **34**

Description _____

The 2018 Central Coast Writers Conference is an essential annual destination for writers, teachers, students, editors, and publishers. Each year writers join our community for three days of insightful dialogue, networking, and unrivaled access to our staff. The Conference is September 27-29, 2018 for the leading in writing symposiums with housing and main events in Morro Bay, CA.

Date(s) **September 27, 2018** to **September 30, 2018**

Location(s) **Cuesta Campus and Morro Bay**

Website **www.centralcoastwritersconference.com**

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	<u>48,560</u>	<u>75,340</u>	<u>116,500</u>	<u>130,250</u>	<u>141,810</u>
Total Expenditures	<u>47,500</u>	<u>55,430</u>	<u>78,300</u>	<u>119,200</u>	<u>122,410</u>
# Attendees	<u>212</u>	<u>312</u>	<u>356</u>	<u>500</u>	<u>600</u>
# Vendors (if applicable)	<u>0</u>	<u>4</u>	<u>18</u>	<u>30</u>	<u>65</u>
# Room Nights	<u>98</u>	<u>164</u>	<u>176</u>	<u>240</u>	<u>480</u>

*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

Attached		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
OTHER FUNDING	<u>Yes</u>	We will receive other sponsorship dollars \$ _____
	_____	We will receive matching funds \$ _____
	Yes	We will receive in-kind donations \$ _____
		Total Revenue \$ _____

Expenses

Attached		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
		Total Expenses \$ _____

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 4

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

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

50% 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 **The grant funds were used in marketing out of area writers and screenwriters, heavily in the LA and SF area. Using Morro Bay as a destination area for writers.**

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

We spend \$9100 in cash promoting the conference and \$28,500 in In-Kind donations to media outlets in electronic, print, television and radio.

Marketing is Morro Bay and destination focused, so the images of Morro Bay are prevalent in all marketing material. See attached collateral

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____
We anticipate 300 students and faculty to be house in Morro Bay hotels, vacation rentals & RV parks.
Sales Tax Businesses (restaurants, retail, etc.) **Most of our staff brings a spouse and family that shop and explore while the conference is happening. We have one day before and a couple days after to dine and enjoy Morro Bay.**
City of Morro Bay **We hire International best selling authors, screenwriters and influencers. The staff last year booked three other writing conference's in Morro Bay for 2018.**

VERIFICATION OF INFORMATION

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

We book all hotels and tours for our staff along with nightly dinners and entertainment. All participants are asked to fill out a survey after the conference. We share our staff and faculty information with the tourism department.

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

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

Signature: _____ Date: **6/20/2018**

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.*

2017 Actual		2018 Budget		
Income		Income		
Attendee Fees	\$94,500	Attendee Fees	\$102,500	
Food	\$3,150	Food	\$4,860	
Grants	\$11,500	Grants	\$8,300	
Sponsors	\$8,000	Sponsors	\$6,500	
Vendors	\$4,500	Vendors	\$3,500	
Merchandising	\$3,400	Merchandising	\$2,500	
In-kind Donations	\$8,600	In-kind Donations	\$13,650	
Total Revenue	\$130,250	Total Revenue	\$141,810	
Expenses		Expenses		
Honorariums	\$41,4500	Honorariums	\$21,500	
Venue Costs	\$23,500	Venue Costs	\$26,600	
Lodging	\$22,400	Lodging	\$28,450	
Shuttle Drivers	\$1,100	Shuttle Drivers	\$1,500	
Staff	\$17,000	Staff	\$17,000	
Transportation	\$3,000	Transportation	\$3300	
Hospitality	\$8,500	Hospitality	\$11,400	
Marketing	\$8,000	Marketing	\$9,100	
Printing	\$2,250	Printing	\$3,560	
Total	\$119,200	Total	122,410	
Total Net	\$11,050	Total Net	19,400	

Join A Master Class!

An immersive in-classroom experience designed to guide you to completion of a finished product by the end of the 6-hour seminar (only 20 students allowed per subject). Join for only \$150.

Select From:

- Screenwriting - by Doug Richardson
- Novel Writing - by Michael Stackpole
- Contemplative Memoir - by Peter Dunne
- Action Scenes - by Jonathan Maberry
- Self-Publishing - by Brian Schwartz
- Using Screenwriting Software - by SoCreate



CentralCoastWritersConference.com

34th Annual Central Coast Writers Conference

September 27-29, 2018

\$250 ticket includes:

- Three keynotes
- 80 workshops and panels
- Networking with agents, publishers, and marketers
- All lunches

Schedule of Events

Thursday, September 27



- 5:30pm Wine and Appetizer Reception
- 6:45pm Welcome and Introduction of Lillian Dean Recipient
- 7:00pm Wine, Women, Wisdom and Words Panel Keynote

Friday, September 28



- 9:00am - 3:00pm On-Site Registration
- 10:00 - 11:15am Opening Keynote - with Rachael Herron
- 11:30am - 12:45pm Buffet Lunch
- 1:00 - 2:00pm Workshops
- 2:15 - 3:15pm Workshops

- 3:30 - 4:30pm Workshops
- 4:45 - 5:45pm Panel Discussions
- 6:00 - 9:00pm Teens Workshop
- 7:30 - 10:00pm Networking and Storytelling with Heavy appetizer and drinks at Inn at Morro Bay

Saturday, September 29



- 8:00am - 12:00pm On-Site Registration
- 9:00 - 10:00am Workshops
- 10:15 - 11:15am Workshops
- 11:30am - 12:30pm Workshops
- 12:30 - 1:45pm Buffet Lunch
- 2:00 - 3:00pm Workshops

- 3:15 - 4:15pm Panel Discussions
- 4:30 - 5:30pm Closing Keynote - with Jean Moelter

It's Time To Tell Your Story!

Cited as one of the best writing conferences in the U.S., we bring agents, editors, Academy and Emmy Award winners, NYT bestselling authors, poets, screenwriters and Netflix stars. Come learn and get inspired!

Master Classes:

- BEGINNER WRITING
- WRITING FOR SCREEN
- POETRY
- MEMOIR/NOVELS
- HISTORICAL/NON-FICTION
- BUSINESS
- MARKETING
- TECHNIQUE

Extra Events:



Networking, Wine, Appetizer, and Storytelling Event at Inn at Morro Bay, \$50

Register today at
CentralCoastWritersConference.com
or by calling (805) 546-3132





SAN LUIS OBISPO COUNTY COMMUNITY COLLEGE DISTRICT

Where Lifelong Learning Happens

April 25, 2017

To Whom It May Concern:

As a public community college operating under the laws of California as set forth in the California Education Code, Cuesta College is a tax-exempt institution.

Publicly owned community colleges such as the San Luis Obispo County Community College District (Cuesta College) are not required to have an Internal Revenue Service Certification of Tax Exemption. We do have a federal I.D. number, which is 52-2018681.

Sincerely,

Dan Troy
Assistant Superintendent/Vice President
Administrative Services

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. San Luis Obispo County Community College District		
	2 Business name/disregarded entity name, if different from above Cuesta College		
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ Government, Education		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) PO Box 8106		Requester's name and address (optional)
	6 City, state, and ZIP code San Luis Obispo, CA 93403		
	7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number									
OR									
Employer identification number									
6	2	-	2	0	1	8	6	8	1

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ _____	Date ▶ <u>4/25/17</u>
------------------	----------------------------------	-----------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

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All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** at the Morro Bay Tourism office.

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- All requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds



Request Form Checklist:

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

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



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

	2014	2015	2016	2017	2018
Total Revenue	_____	_____	_____	_____	NA
Total Expenditures	_____	_____	_____	_____	NA
# Attendees	_____	_____	_____	_____	NA
# Vendors (if applicable)	_____	_____	_____	_____	NA
# Room Nights	_____	_____	_____	_____	NA

*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

Grand Opening Collateral Materials: Banners, Balloons, Streamers, Posters, Rack Cards, Children Give-aways	\$ _____
Interpretive Exhibit Enhancements to Feature Grand Opening Uniqueness	\$ 3,000.00
Rock Harbor Social Media Campaign	\$ 500.00
_____	\$ _____
_____	\$ _____

OTHER FUNDING	<input checked="" type="checkbox"/>	We will receive other sponsorship dollars	\$ _____
	<input checked="" type="checkbox"/>	We will receive matching funds	\$ _____
	<input checked="" type="checkbox"/>	We will receive in-kind donations	\$ _____
Total Revenue			\$ 5,000.00

Expenses

Tickets to Lodging Partners to be collected and reimbursed based on attendance to Grand Opening event on attached Schedule.	\$ _____	
	\$ 3,000.00	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
_____	\$ _____	
Total Expenses		\$ 3,000.00

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held Sept. 29-30, Oct. 6, 20, Nov. 3, 11-12, 17, Dec. 1, 15 (see attached for specifics)

Note: The goal for first year is Open 1st and 3rd Saturdays plus special occasions & Group/School Tours
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

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

65% 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 Tourism Funding helped support San Diego Maritime Museum's & MBMM's collaboration for the Inaugural Tour of Cabrillo's San Salvador in 2016

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

MBMM recommends \$500 for Rock Harbor for social media campaign.

MBMM will co-promote on website, social media, current member, Constant Contact & Maritime & Veteran Partners.

MBMM will tap into Board Members MB, SLO & CA community & media partnerships to support grand opening activities.

MBMM & Morro Bay Tourism & Lodging Partners will begin a growing partnership with MBMM's NEWEST Attraction, an ever-expanding outreach network of visitors interested in Native American, Maritime, Military, Fishing, waterfront activities.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Visitors can spend up to 2 hours at MB's newest attraction. All lodging partners may work with MBMM on ticket promotions, tours, & co-marketing.

Sales Tax Businesses (restaurants, retail, etc.) A NEW CA museum will attract new and returning visitors who will visit 2 hours at the museum then enjoy restaurants, shops and bayfront activities to produce ever-expanding revenue.

City of Morro Bay Morro Bay will have the only Maritime Museum with Native American, Commercial & Sport Fishing,

~~Military, Harbor Patrol & Coast Guard training & historical vessels with interpretive tours between LA & SF.~~

VERIFICATION OF INFORMATION

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

Tourism Bureau will offer lodging facilities up to \$3000 in value for adult/teen visits and/or tours to the new attraction & co-market the grand opening events. Tickets will include MBMM logo, MBMM offer, & visitors survey:"Where are you from?"

and "Where are you staying?"

Promotional activities are on noted dates from Sept. 29-Dec. 15. Collected tickets and research go to tourism bureau for MBMM reimbursement of up to \$3,000.00.

X (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.*

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

Signature: _____ Date: July 16, 2018

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.*

Morro Bay Maritime Museum

1210 Embarcadero
Morro Bay, CA 93443
P.O. Box 1775
Morro Bay, CA 93443
888.502.5115
morrobaymaritime.org



Morro Bay Grand Opening Celebration September 29 – December 15 – A Planning Schedule in Development

The Morro Bay Maritime Museum intends to open to the public on specific dates in 2018 in grand opening celebration style featuring a specific area of Central Coast historical interpretation developed with MBMM interior displays, outdoor vessel tours and/or interpretative landscaped park-areas. MBMM also intends to incorporate board, membership, volunteers, community partners, and appropriate California-networked associate organizations to enhance the existing planned activities during the specified dates listed, including MB Harbor Festival, Lighted Boat and Winter Celebrations.

September 29-30 – Official Opening Featuring Ribbon Cutting & Blessing Ceremony by Partnering Salinan Tribe & MB's Early Commercial Fishing & Diving Industry. Sept. 30 Central Coast Writers Conference Travel Writers will be hosted.

October 6 – Grand Opening continues featuring New Weather Station and Launching of Weather Balloon with Partnering John Lindsay & PG&E.

October 20 – Grand Opening continues featuring MB Yacht Club's Planned Bay and Ocean Fleet Sailing Events & Bay and Paddleboard Company's sponsored activities.

November 11-12 – Grand Opening continues featuring a Tribute to our Military Maritime History partnering with the Kelsey Family owners of the ALMA that saved the crew of the Montebello, Master Modeler's Japanese Submarine that sank the Montebello with CA Submarine Association Members support of the DSRV Avalon, the Coast Guard's interests in MBMM's Rollover Craft and the announcement of our latest-intended military training vessel used in MB during WWII, the LCVP.

December 1- 15 – Grand Opening continues working with the Lighted Boat Parade and Winter Celebration tie-ins as planning develops with their committees, thus tapping into MBMM's appropriate interpretive resources and benefits, including the newest Kelsey-MBMM Wine Series – The Avalon -- poured during the Santa Craw.



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

- | | |
|--|-------------------------------------|
| 1. Completed & Signed Event Grants Funding Request Application | <input checked="" type="checkbox"/> |
| 2. Event Budget | <input checked="" type="checkbox"/> |
| 3. Marketing/Action Plan | <input checked="" type="checkbox"/> |

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



MORRO BAY
PUT LIFE ON COAST



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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
All completed applications must be received on or before the end of the business on July 16, 2018 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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
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: 77-0196390
Organization Name: MORRO BAY HARBOR FESTIVAL
Board Chair: JIM SANDERS Phone:
Main Contact: CHERYL WELLS Role: DIRECTOR
Email: INFO.MBHF@GMAIL.COM Phone:
Address:
City/State/Zip: MORRO BAY, CA 93442
Website: MBHF.COM

EVENT DETAILS

Event Name MORRO BAY HARBOR FESTIVAL Years in existence? 37
Description CELEBRATION OF THE HARBOR, STREET FAIR MUSIC AND ENTERTAINMENT, VENDORS AND EXHIBITORS
Date(s) 10-6-2018 to 10-6-2018
Location(s) HARBOR + MARINA ON EMBARCADERO
Website MBHF.COM

*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".

	2014	2015	2016	2017	2018
Total Revenue	<u>171,000</u>	<u>84,143</u>	<u>98,875</u>	<u>59,799</u>	<u>62,846</u> EST.
Total Expenditures	<u>154,000</u>	<u>52,093</u>	<u>105,358</u>	<u>62,942</u>	<u>62,679</u> EST.
# Attendees	<u>9,800</u>	<u>± 8000</u>	<u>± 8000</u>	<u>± 10,000</u>	<u>-</u>
# Vendors (if applicable)	<u>95</u>	<u>45</u>	<u>50</u>	<u>70</u>	<u>-</u>
# Room Nights	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>-</u>

*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

<u>SEE ATTACHED</u>	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

OTHER FUNDING

<input type="checkbox"/>	We will receive other sponsorship dollars	\$	_____
<input type="checkbox"/>	We will receive matching funds	\$	_____
<input checked="" type="checkbox"/>	We will receive in-kind donations	\$	_____
	Total Revenue	\$	<u>62,846</u>

Expenses

<u>SEE ATTACHED</u>	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
_____	\$	_____	
	Total Expenses	\$	<u>62,679</u>

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

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

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

27% 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 ADVERTISING, PROMOTION, POSTERS, SITE EXHIBITS & ENTERTAINMENT

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

- Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

- Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

SEE ATTACHED

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

SEE ATTACHED

Sales Tax Businesses (restaurants, retail, etc.) _____

City of Morro Bay _____

VERIFICATION OF INFORMATION

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

OBTAIN BED COUNTS FROM TOURISM BOARD SURVEY
POSSIBLE DRONE FLY OVER

(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.

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

Signature: _____

Date: July 9 2018

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.*

**MORRO BAY HARBOR FESTIVAL
PROPOSED BUDGET
INCOME**

January Through December 2018

Event Income	(Estimated based on last year)	
Beer (sales)	\$ 17,000.00	
Wine (sales)	\$ 3,000.00	
Wine Tasting	\$ 1,200.00	
Merchandise/Drawing	\$ 900.00	
Kids Cove	\$ 2,000.00	
Exhibits (vendors)	\$ 7,600.00	
Event Income Total		\$ 31,700.00
	(Taxable income)	\$ 22,100.00
Grants Sponsorships and In Kind		
Grants	\$ 17,000.00	
Sponsorships	\$ 6,450.00	
Sponsorships Total	\$ 23,450.00	
Advertising Grants	\$ 36,140.00	
Inkind	\$ 8,250.00	
Grants, Sponsorships and In Kind Totals	\$ 44,390.00	\$ 23,450.00
Other Income		
Rental Income	\$ 7,680.00	
Interest Income	\$ 16.00	
Other Income Total		\$ 7,696.00
INCOME TOTAL		\$ 62,846.00

EXPENSES

Festival Expense

Sales Tax \$ 1,768.00

Entertainment Expense

Bands \$ 3,000.00

Green Room Supplies \$ -

Band Total \$ 3,000.00

Other Entertainment

Sound and Stage \$ 2,500.00

Other Entertainment \$ 445.00

ASCAP Fee \$ 150.00

Other Entertainment Total \$ 3,095.00

Entertainment Total \$ 6,095.00

Site Expenses

Advertising Management \$ 5,200.00

Advertising in kind

Golf Carts in kind

Web Site \$ -

Awards and Trophys \$ 100.00

Fire Extinguishers \$ 150.00

Beer \$ 4,000.00

Rooms \$ -

Event Insurance \$ 3,515.00

Radios and Tech stuff \$ -

Wine \$ 1,000.00

Ice \$ 150.00

Trash \$ 600.00

Trolley \$ 800.00

Traffic Signs \$ 250.00

Permit Fee \$ 1,000.00

ABC License \$ 100.00

Site Expenses Total \$ 16,865.00

Rentals

Electrical (lights) \$ 150.00

Canopies/Chairs \$ 1,000.00

Toilets \$ 1,500.00

Rentals Total \$ 2,650.00

Misc Site

Sales Tax 7.5% of Sales \$ 1,657.50

Supplies, Maps and Signs \$ 500.00

Misc Site Total \$ 2,157.50

Supplies

Printing (Poster) \$ 521.00

Poster Award \$ 250.00

T-shirts

Banners \$ 500.00

Supplies Total \$ 1,271.00

Volunteer/set up Expense

Volunteer Total

Festival Expense Total	\$ 30,806.50
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Office Operating Expense

Office

Office & Printing (ASAP / copier)	\$ 700.00
Postage	\$ 500.00
Rent Office and Storage	\$ 10,800.00
Repairs & Maintenance (Office & Yard)	\$ 100.00
Supplies	\$ 500.00
Utilities	
PG&E	\$ 1,200.00
Cable & Phone	\$ 1,600.00
Facilities and Equipment	\$ -
Bank Service Charges	\$ 50.00
Dues and Subscriptions	\$ 120.00
Office total	\$ 15,570.00

Contract Services

Accounting	\$ 400.00
Sponsor & Grant Coordination	\$ -
Contract (Exec Dir Consulting @ 500/mo)	\$ 6,600.00
Contract (Vendors, Volunt. B/W, Office)	\$ 8,000.00
Contract Services total	\$ 15,000.00

Other Types of Expenses

Taxes and State fees	\$ 142.50
Insurance Liability, D and O	\$ 1,160.00
Other Types of Expenses total	\$ 1,302.50

Office Operating Expenses Total	\$ 31,872.50
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TOTAL EXPENSES	\$ 62,679.00
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Net Ordinary Income	\$ 167.00
----------------------------	------------------

**MORRO BAY HARBOR FESTIVAL 2018
GRANT SUPPORTING INFORMATION**

PREVIOUS FUNDING

The Harbor Festival has received funding previously from the City of Morro Bay, the Tourism Board and the Harbor Department. Funds have been used for a variety of needs including advertising, advertising consultant, entertainment, poster and miscellaneous print materials, maps, signage and our Web Site.

USE OF FUNDS

If received, this year's Tourism Board funding will again be used to support a variety of needs including advertising, advertising consultant, entertainment, poster and miscellaneous print materials, maps, signage and our Web Site. While some of our advertising is provided "In-Kind" we pay for our advertising and media consultant and provide and pay for motel rooms for Radio station drawing prizes, printing of the poster, maps and the printed pull out program in the Simply Clear Marketing and Media (Bay News).

SPONSORSHIP BENEFITS

Sponsorship benefits depend on the amount of the funds received as well as the interest of the sponsor. We will include The Morro Bay Tourism Bureau in our media advertising. This includes Radio and Television advertising, print advertising, the Poster and the map. You will also receive a complimentary booth space and space to hang posters in the stage area.

MARKETING/ACTION PLAN

The Harbor Festival will again use the consulting services of Scott Media Partners for contracting our advertising, web site production and press contacts and releases. Scott Media Partners is a seasoned and professional media consultant. This will be our 7th year using their services. We have arranged for over \$10,000 worth of TV, radio and print advertising on local and Bakersfield area media. Graphics for our poster are complete. Our map is in progress and will be included as a printed pullout map section in the Bay News.

Several Press releases have already been issued and several more will be issued as the event approaches.

COMMUNITY IMPACT

Last year we opened up the event to allow not only businesses within the Morro Bay Business community but also allow businesses within San Luis Obispo County to participate as vendors. Our feedback is the event has boosted most of the businesses on the Embarcadero including restaurants. NEW this year, we are opening our event to all businesses located within California. Also NEW this year, we are working to promote a "second" event following the close of Harbor Festival on Saturday to encourage Saturday overnight hotel/motel stays.

Again this year, our site layout design has been coordinated with local shops to best encourage involvement of as many Embarcadero Businesses as we can.

Admission to our event is free. All entertainment is local. We are coordinating efforts of the local establishments in our site area to provide and advertise entertainment provided on Friday evening and a Sunday Brunch experience at many of our restaurants on Sunday morning to encourage visitors to arrive early and stay over.

The local Fishing organizations are coordinated to help provide fresh caught seafood and an experience of the Harbor. Our Non-profits are receiving discounted booth space at the event to help their causes.

Any surplus earnings from this event will be donated to a worthy Non-Profit organization that promotes Morro Bay and the harbor.



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

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The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th 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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
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- 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: 77-0196350

Organization Name: Pacific Wildlife Care

Board Chair: Kimberly Perez

Main Contact: Kimberly Perez

Role: Event Chair

Email: president@pacificwildlifecare.org

Address: PO Box 1134

City/State/Zip: Morro Bay, CA. 93443-1134

Website: <https://www.pacificwildlifecare.org>

EVENT DETAILS

Event Name Morro Bay WILD Years in existence? 2nd year

Description This event is a precursor to our annual Soupabration! event which introduces attendees to the inner workings of our Wildlife Rehabilitation Center in Morro Bay with a virtual tour followed by a walk-thru. Our facility is not open to the public. Afterwards, attendees are served one of last year's winning soups from Soupabration!, mimosa/wine and a wildlife ambassador presentation. Because wildlife caging is covered and voices must be kept low in the facility to avoid undue stress to the animals in our care, having a detailed virtual tour of the facility followed by a walk-thru facilitates a better and more comprehensive experience for the attendee.

Date(s) 10/13/18

Location(s) Morro Bay Community Center

Website <https://www.pacificwildlifecare.org/mb-wild/>

**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".

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	\$2,835	\$4,375
Total Expenditures	N/A	N/A	N/A	\$ 930	\$2,675
# Attendees	N/A	N/A	N/A	48	75
# Vendors (if applicable)	N/A	N/A	N/A	N/A	N/A
# Room Nights	N/A	N/A	N/A	1	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:

Tickets	\$ 3,375
Donations	\$ 600
	\$
	\$
	\$
	\$

OTHER FUNDING

<input type="checkbox"/>	We will receive other sponsorship dollars	\$
<input type="checkbox"/>	We will receive matching funds	\$
<input checked="" type="checkbox"/>	We will receive in-kind donations	\$ 400
Total Revenue		\$ 4,375

Expenses:

Equipment Rental	\$ 1,000
Soup	\$ 300
Wine	\$ 100
Promotional Expenses	\$ 300
Advertising	\$ 800
ABC License/Insurance	\$ 225
	\$
	\$
	\$
Total Expenses	\$ 2,725

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

Attendees (please select only one)

- 1 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)

- x 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

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. *We need to explore this and try to get something into place this year.

Outreach

 25% 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 x Yes

If Yes, please explain how the funds were used: Funds were used to pay for tent equipment, promotional and advertising costs.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

 ? Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

 ✓ Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.
See attached.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals): If we are successful in partnering with the Morro Bay Lodging Community as a marketing strategy, then it would encourage more "heads in beds" for this event and potentially Soupabration! in November.

Sales Tax Businesses (restaurants, retail, etc.): Hosting the event at our facility in Morro Bay has the potential to positively impact sales tax businesses even if attendance doesn't result in "heads in beds." Attendees from nearby cities or that stay with friends may extend their stay for a day of shopping or dining before or after the event. Also, people not aware of our existence until attending this event, may return to bring in injured and orphaned wildlife and may extend their stay in Morro Bay.

City of Morro Bay: Although we support all SLO County wildlife, our business license and Wildlife Rehabilitation Center are within the City of Morro Bay. We support local businesses while planning the event, but also any increases in lodging and sales tax business will also benefit the city.

VERIFICATION OF INFORMATION

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

Last year, we were very successful in collecting data from attendees through a survey, but we may also be able to collect it when attendees are purchasing their tickets. We may be using a new event ticketing platform.

KP (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.*

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

Signature: _____ Date: 7/13/18

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.*

2018-19 Event Grant and Sponsorship Funding Request
ATTACHMENT 1: PACIFIC WILDLIFE CARE EVENT – MB WILD

MARKETING/ACTION PLAN

Pacific Wildlife Care strives to make Morro Bay WILD (in October) a signature kickoff event for Soupabration! (in November). Morro Bay WILD introduces the attendees to our organization, the life-saving and humane work Pacific Wildlife Care does as the only SLO County organization licensed to rehabilitate wildlife with the goal of releasing healthy back to the wild. It also highlights the amazing natural geography, food and wine that SLO County offers for its residents and as a tourist destination. The overriding goal is to encourage attendees to connect to our mission, and then return year after year to celebrate soup tasting and our mission while staying in Morro Bay as their home base.

We have a number of strategies to market this event:

- We will promote this event in free event calendars – New Times, KSBY, Tribune, Coast Social Media, Town Planner, Next Door, and radio station sites.
- We will print and distribute promotional event materials (bookmarks, flyers, etc.) at community outreach events, and at businesses that allow us to affix to their windows, or place on counters, etc.
- We will market this event to our 1,300 members and 9,000+ Facebook followers, some who do not live in the County.
- We will be using a new ticket platform, My 805 Tix, that will promote the event electronically and in print form to all of SLO County and Northern Santa Barbara County New Times' readers.
- We want to collaborate with other events, like the Arts Obispo Open Studio Art Tours, that will be happening on that same weekend.
- We hope to advertise in Westways magazine and one other publication to reach outside SLO County.
- This year, we want to reach out to hotels/motels and campgrounds in Morro Bay to better market our event to their customers or people looking at their websites. Many of the hotels/motels include all the big events going on in the County, including Morro Bay, but I did not see any of our events on their sites. We will establish reciprocal benefits if they are able to offer a discount for our attendees or our members when they reserve a room.



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** at the Morro Bay Tourism office. You may submit them via email at Jlitttle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442.
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- 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: 47-2252393

Organization Name: Friends of the Morro Bay Harbor Department

Board Chair: Bill Luffee Phone: _____

Main Contact: Teri Bayus Role: Event Planner

Email: _____ Phone: _____

Address: PO Box 719

City/State/Zip: Morro Bay, CA 93443

Website: www.friendsofthembhd.org

EVENT DETAILS

Event Name First Responders Wine and Pub Crawl Years in existence? 1

Description The Newest Way to Celebrate The Halloween Season is with the new Morro Bay First Responders Pub and Wine Crawl. Attendees will join in the fun by crawling to businesses and restaurants that will be sampling wine & beer alongside local nibbles. In the morning, local restaurants will participate in the Walk of Shame Breakfast with special meals and deals for the Crawlers.

Date(s) October 26, 2018 to October 27, 2018

Location(s) Downtown and Embarcadero businesses

Website www.friendsofthembhd.org

EVENT HISTORY & FUTURE PROJECTIONS

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

50% 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 _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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MARKETING/ACTION PLAN

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

We plan to spend both cash and In-Kind donations to media outlets in electronic, print, television and radio.
Marketing is Morro Bay and destination focused with the morning after push.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

We anticipate 900 Crawlers with at least half of them staying the night for the walk of shame.

Sales Tax Businesses (restaurants, retail, etc.) **As demonstrated with the previous crawls, people do shop while the crawl is happening. But also return later to spend more time in the stores.**

City of Morro Bay **The city gets the reputation as a fun and safe activity for grown-ups.**

Areas of the city not normally tourist areas are discovered through the crawl.

VERIFICATION OF INFORMATION

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

All Tickets are sold on Eventbright or through the Tourism office. This collects attendees Email and home address. We also ID every participant and share the information with the tourism department.

(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.

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

Signature: _____ Date: **6/20/2018**

This area is for the Event Grants Taskforce

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

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P&L for First Responders Wine and Pub Crawl 2018

\$12,000	Anticipated income 600 x \$20
\$3800	Grant
\$3500	Business Fees
19,300	Total Income
	Costs
\$3000	Event Planner
\$1000	Marketing and Advertising (logo and Posters)
\$1200	Glasses and Wristbands
\$1500	ABC licenses
\$550	Dump buckets, napkins, ice and ice holders
\$600	Printing
\$970	Police
\$500	Trolley
\$9320	Total Cost
\$9,980.00	Anticipated Net



2018-19 Event Grant and Sponsorship Funding Request
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- 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: 27-3766668
 Organization Name: ALL OUT EVENTS
 Board Chair: N/A Phone: _____
 Main Contact: KAORI FUNAHASHI Role: RACE DIRECTOR
 Email: KAORI@ALL-OUTEVENTS.COM Phone: _____
 Address: _____, CA 93402
 City/State/Zip: _____
 Website: WWW.ALL-OUTEVENTS.COM

EVENT DETAILS

Event Name MORRO BAY TRIATHLON Years in existence? 8
 Description OLYMPIC + SPRINT DISTANCE TRIATHLON ON 11/4/2018 (SUNDAY).
WE OFFER A KAYAK/SUP OPTION FOR THE SWIM.

 Date(s) 11/3/2018 (SETUP) to 11/4/2018 (RACE DAY)
 Location(s) COLEMAN PARK, MORRO BAY, CA
 Website WWW.MORROBAYTRI.COM

EVENT HISTORY & FUTURE PROJECTIONS

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MORRO BAY
PUT LIFE ON COAST

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

	2014	2015	2016	2017	2018
Total Revenue	<u>61,416</u>	<u>47,278</u>	<u>78,265</u>	<u>66,798</u>	<u>76,000</u>
Total Expenditures	<u>49,747</u>	<u>35,551</u>	<u>56,383</u>	<u>43,067</u>	<u>46,803</u>
# Attendees	<u>350</u>	<u>550</u>	<u>700</u>	<u>600</u>	<u>700</u>
# Vendors (if applicable)	<u>15</u>	<u>15</u>	<u>15</u>	<u>15</u>	<u>15</u>
# Room Nights	<u>50</u>	<u>80</u>	<u>100+</u>	<u>100+</u>	<u>100+</u>

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

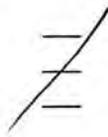
EVENT BUDGET

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

Revenue

_____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

OTHER FUNDING



_____ We will receive other sponsorship dollars \$ _____
 _____ We will receive matching funds \$ _____
 _____ We will receive in-kind donations \$ _____
Total Revenue \$ _____

Expenses

WE DO NOT PAY OURSELVES OR INCLUDE OVERHEAD. \$ _____
WE GIVE 12% NET PROFIT TO CHARITY + USE FUNDS \$ _____
TO RUN OUR ORGANIZATION. \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
Total Expenses \$ _____

— SEE ATTACHED —

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MORRO BAY
PUT LIFE ON COAST

GRANT FUNDING REQUEST

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Days Your Event is Held 1

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 ** WE SELL OUT ~~MANY~~ MANY HOTELS.*

Groups (select only one) N/A

- 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

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

 100% 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 MARKETING + PERMITTING COSTS

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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MORRO BAY
PUT LIFE ON COAST

MARKETING/ACTION PLAN

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

— SEE ATTACHED —

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

Sales Tax Businesses (restaurants, retail, etc.) _____

City of Morro Bay _____

VERIFICATION OF INFORMATION

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

USING ACTIVE.COM REGISTRATION PLATFORM. SURVEYS WILL BE CONDUCTED VIA EMAIL + MAILCHIMP FORMS POST EVENT.

KE (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.

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Signature: _____ Date: *6/14/18*

This area is for the Event Grants Taskforce

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

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Marketing Plan Guide

Event name: Morro Bay Tri

Date: November 4, 2018

Description: Olympic and Sprint distance triathlons with paddle and relay option and duathlon. Swim/paddle will be in Morro Bay harbor area in an out and back during slack tide. The bike will go through Morro Bay, north to Cayucos. There will be a king of the town race in Cayucos for an additional prize. The run passes through boardwalk and sand to a finish below Morro Rock. Music will be upbeat, with a great band and beer garden and plenty of seating. We'll have games, SUPs, and massage to entertain the crowd while results are tabulated and announced promptly at noon.

What benefit will people enjoy by participating? What are the key elements of the event that should be highlights or benefits for your participants?

- Local
- Location offers a lot to do
- Good potential competition
- SUP and paddle option
- Relay option
- Need to offer some unique entertainment – band, beer, bounce house, photobooth?***

What does it look like from a consumer perspective? Include skepticism they may feel or concerns.

- Challenge.
- Festival.
- Beer garden.

Make a one-sentence (elevator) description of it from consumer perspective. If you are unable to, you have a problem. This will drive how you market the event. Be sure to incorporate the consumer's perspective.

Olympic- and Sprint-distance athletes converge in the late season for a California central coast triathlon, gliding through the bay, biking iconic hwy 1, and running beach and boardwalk to finish below the commanding Morro Rock

<p>What kind of person is most likely to enter? It can help to keep it narrow, but identify as many specific people as you can. One way to do this is to identify qualifiers and apply a formula: [Qualifier 1] + [Qualifier 2] = buyers. (ie, [Single women] + [who ride mountain bikes])</p> <ol style="list-style-type: none"> 1. Local triathletes 2. Statewide triathletes 3. National triathletes 4. People getting in shape 5. Collegiate teams 6. Paddlers 7. SUPers 8. Surfers 9. Multisport athletes 10. Spring adventure racers 	<p>Where are you most likely to find those people? What do they do? How do they feel? How do they organize/find each other? List places, organizations. How do they communicate with one another (social media, forums, websites, newsletters)? Which ones?</p> <ol style="list-style-type: none"> 1. Our newsletter 2. Email and visit clubs/organizations directly with images and a discount code 3. Go onto forums and post enticing photos and facts 4. Ask bloggers to compete and write about it 5. Press release to media with enticing photos and facts 6. Discounts to adventure racers 7. Booths at similar events 8. Rack cards at similar events and stores 9. Posters all over MB and local area 10. Talking to coaches and fitness studios about teams and training 11. Rack cards and posters for SUP/kayak shops – talk to owners about how to get the word out
--	---

What would you say to each group you've identified as a message about the event intended only for them?

1. Local triathletes – do what you love best – in your own backyard!
2. Statewide triathletes – discover California all over again
3. National triathletes – come experience the true California Coast
4. People getting in shape – you've earned this!
5. Collegiate teams – come to Cal Poly
6. Paddlers – here's a chance to be a triathlete on your own terms
7. SUPers - here's a chance to be a triathlete on your own terms
8. Surfers – do more in the bay
9. Multisport athletes - your kind of tri
10. Spring adventure racers – take off road back on, adventure style!

What's stopping people from signing up/participating?	How do you counteract that?
<ol style="list-style-type: none"> 1. Distance 2. Cost 3. Not interested in tri 4. Cold water 5. Open water 6. Sand 7. Riding highway one 8. Poor past experience 9. Don't know where it is 	<ol style="list-style-type: none"> 1. Push heavily the North County and SLO area offerings and location as a vacation destination 2. Work with hotels to offer shuttles and discounts for triathletes 3. Testimonials about the swim 4. Group rides, swims, and runs to get people to test the water 5. Emphasize the adventurous aspect of it 6. Tips for riding on the highway 7. Tips for sand running 8. Tips for open ocean swims 9. Discount to MB loyals

Pricing Ladders (dates and prices for helping determine campaign pushes): (Sprint/Olympic)

- 1/1-2/28 -- \$80/\$125
- 3/1-4/30 -- \$90/\$130
- 5/1 – 8/31 -- \$105/\$145
- 9/1- 10/28 -- \$120/\$160
- Day of: -- \$130/\$170 (*shirt not guaranteed*)

Offers (discounts):

- Student rate on website
- Public servant: 15% HEROTRI
- Adventure race: 15% ARLOYAL
- MB Tri Loyal: 15% MBTRILOYAL (limit to a certain ladder)

Engaging Champions (champions are the people that will sell the event for you)

- How do we get people to try our service/product before buying? Is it a good idea to get them there at a reduced cost because their championship may lead to sales?
 - Clinics, fun activity days with people, be at equipment demos and offer discounts to those people
- How can we help people forward promotional messages?
 - Provide PDF flyers and graphics that are easy to share on social media
 - Provide something super high in the social proof department like a quiz or article thanks to Quibblo
- How can your champions help others experience your event?
 - Release specific discount codes for them to share
 - Provide a good media kit where they can access it
 - Make sponsorship packet easy to engage and share
 - Affiliate marketing channels through friends, sponsors, and nonprofits
 - VIP treatment to champions at the event (better stuff, easy packet pickup)
- How do we keep champions engaged all year long?
 - Talk to them – email them on their birthdays, call them out on Facebook
 - Repost neat stuff on facebook if they provide content
 - Ask them to write guest posts for the blog and share heavily
 - Find photos and post them from old events
 - Use hashtags

Sales outlets and how you will engage them:

1. Website – heavy tourism (follow the City to Sea website model) and education source (find good links or create them), provide PDF flyers for participants to share, graphics, etc, media kit, sponsorship kit
2. Reg software – see if advertising is effective in drawing interest before committing
3. Sponsors – engage businesses in MB that want an athletic visitor base, look for sponsors interested in the natural tri experience (Patagonia?)
4. Friends – affiliate marketing? Just engaging and asking people personally to share who are well-connected (especially active social media/bloggy people)
5. Non-profit – Engage Lifewater with co-branding and an immersive experience
6. Online sales - Facebook ads in August, Trifind banner
7. Stores – rack cards, posters, finding a way for them to be directly involved or invested

Marketing Materials to develop and how they will be distributed:

1. Website – media kit, how to videos and educational materials, tourism info, page on relays, post our video playlist, maybe play the promo when you land on it?
2. Registration Site – make sure the skin matches
3. Facebook – look for tourism videos along with videos on ocean water swims, beach running, etc. post twice a week and align inspiring graphics campaigns with price ladders, profiles of past athletes that fit our target profiles, queue up any videos or blog write ups and post them
4. Email – send emails before price ladders and promote different aspects of the race with monthly emails
5. Rack Cards – general appeal that matches the tri's current branding, have them ready for all booths (end of Feb), distribute to stores and supporters and at booths and in race bags
6. Posters – print 100 and distribute heavily in the area, SUP stores, tri stores, running stores, swimming stores, bike shops
7. Sponsorship packet – develop by end of Feb and target local businesses who appreciate athletes
8. Aerial demo reel with staged athletes that shows the area - \$2500

Promotions (which types will you use?):

1. Print Advertising – Central Coast Active ads, Adventure sports journal, triathlete magazine
2. Keyword Advertising – facebook sponsored posts (August) (Not ads)
3. Banner Advertising – trifind, beginnertriathlete.com
4. Booths – see marketing calendar
5. Press releases - as news develops, sent to all local news and national athlete markets in our list
6. Cross promotion with other events – City to the Sea, SLO Marathon, our adventure races, SLO Tri, others?
7. Cross promotion with sponsors – buy x and enter to get a free hotel or meal?
8. Bloggers – California Triathlon, California SUP, surfsports.com, beth walsh,
9. Facebook sharing – come up with a graphics campaign that highlights social proofing (aka, I'm awesome because I did this) "I'm a Rock Star?" Too cheesy? Instagram (same as Fbook)
10. Linked in
11. Celebrity – inviting a pro athlete to participate and blog/social media it
12. Radio spots – focusing on new triathletes and co-branded with an area coach for training

Online strategy (how will you get the attention of your target audience?):

1. Keywords: off road, triathlon, California, beach, paddle, sup, run, bike, swim, morro bay, san luis Obispo, cayucos
2. SEO (document updates that contain keywords): instructional documents, press releases, testimonials, etc
3. Paid Online: banners

4. Social Media: Create Instagram and LinkedIn strategy and extend the Facebook reach

Conversion strategies (how will you actually get people to register when they're engaged with your promotions)?

- plugin on the site that collects emails as soon as they land on the page – optin revolution \$97
- Get emails through booths and maybe a free training guide online?
- Rely on aggressive email and social media campaigns once a quarter and once a month in the final quarter
- Release incentives (like giveaways, coupon codes, and contests) at appropriate times

Joint Ventures and Partnerships (what possible relationships can you leverage for this – include new relationships with organizations your participants already engage with)

- FLUID – product sale and coupon codes or contests, teamed up with clinics
- TCCS – Triathlon Club Championship Series - California's premier triathlon club series. Morro Bay Triathlon is the championship race.
- Endurance Cubed – Triathlon/Endurance coaching & club - Triathlon training & pre-race clinics
- SLO Wellness Center – Chiropractic and Massage Therapy.

Upselling (How do you get people to spend more money on registration?)

- Donations to the charity
- Drop-shipped apparel? JCarroll – can they do this?

Major campaigns:

- SUP/paddle option
 - Rack cards
 - Posters
 - Social media postings
 - Talk to champions in the industry, invite someone famous to do it for free?
 - Video tour of the paddle?
 - clinics
- Relay
 - Talk to fitness centers
 - Social media posting
- Collegiate
 - Talk to clubs (WCCTC - West Coast Collegiate Triathlon Conference)
 - Highlight student discount
 - Prize for top-ranking club
- Local
 - Posters
 - Rack cards
 - Relationships with local organizations
 - Lifewater connections/churches
 - Banner @ SLO downtown? Banners elsewhere?
 - boothing
 - Clinics
 - Print advertising
 - Radio
 - MB support by engaging businesses and volunteer community
- State/National
 - Engage champions with connections
 - Contest for free hotel or MB vacation

- Social media postings
- Boothing
- Clinics
- Celebrity athlete
- Online advertising (banners and sponsored ads)
- Online advertising (search ranking)
- Video reel
- Print advertising
- Crossover
 - Email list
 - Social media postings on our other pages
 - clinics
 - Confront people who keep doing the same thing with a call to action
- Don't let the season get away from you! Late season tri (might be the poster concept if we poster in August)
 - Highlight our warm weather and lack of fog or rain
 - Social media
 - Email

Marketing Schedule based on findings above:

- February
 - Generalized press release
 - Collateral for champions produced (PDF flyers and graphics to share)
 - Sponsorship packets out
- March
 - MTS booth (Lopez Lake)
 - XTerra booth (Folsom)
- April
 - SLO Marathon promotion/booth
 - Launch Collegiate campaign
- May
 - Launch "What kind of triathlete are you?" quiz
 - Pause Collegiate campaign
 - Release adventure race loyalty codes to participants
- June
 - Launch SUP campaign
 - Booth at Fearless Open Water Academy (San Diego)
 - Sacramento International Tri booth
- July
 - Launch "What should you visit in SLO County" quiz
 - Advertise to USAT Youth Elite Training Camp in SB (Our Race Director is coaching)
 - SLO Tri booth
 - Offer MB Tri Clinic
 - Launch national campaign
- August
 - End SUP campaign
 - Launch local campaign
 - Offer MB Tri Clinic
 - Launch potential cobrand promotions
- September
 - Relaunch collegiate campaign

- Savor co-brand with clinics
- So Cal Youth Tri Booth
- SB Tri Booth
- Fearless Open Water (Folsom) booth
- Release MB codes
- Reach out to fitness centers
- Oct
 - City to the Sea booth
- Nov
 - Tri and follow up promotions

BUDGET

EXPENSE	EXPENSE CATEGORY	ITEM	AVG COST	AMOUNT	TOTAL	BUDGET
	Advertising and Promotion				\$8,693.75	\$6,195.30
		Electronic Advertising	240	1	\$240.00	\$160.15
		Design work (Kristina)	250	1	\$250.00	\$0.00
		Awards - Trophies (Plaques)	10	40	\$400.00	\$205.00
		Participant + Volunteer Shirts	5.05	555	\$2,802.75	\$3,010.59
		Participant Finisher Prizes (Pint Glasses)	4	659	\$2,636.00	\$454.56
		Participant Awards (Medals)	2365	1	\$2,365.00	\$2,365.00
	Permits				\$6,541.00	\$8,091.96
		USAT sanctioning	250		\$250.00	\$250.00
		Cal Trans (highway)	820	1	\$820.00	\$1,148.00
		ABC	25	1	\$25.00	\$25.00
		City of Morro Bay	1500	1	\$1,500.00	\$1,531.00
		CHP (Highway Staffing)	2200	1	\$2,200.00	\$3,391.96
		Sheriff	267	3	\$801.00	\$801.00
		Cal State Parks	945	1	\$945.00	\$945.00
		County Roads	500	0	\$0.00	\$0.00
	Computer and Internet Expenses					
			350	1	\$350.00	
	Printing and Reproduction					
			500	1	\$500.00	

Rent Expense				\$2,050.00	\$1,500.00
	Truck rental	189	1	\$189.00	\$0.00
	Garbage	200	1	\$200.00	\$200.00
	Bathrooms	600	1	\$600.00	\$500.00
	Bike Racks (Jerrett McFarland)	750	1	\$750.00	\$800.00
	Fencing Rental	500	1	\$500.00	\$0.00
	Generator	0	2	\$0.00	\$0.00
Subcontracted Work				\$25,066.00	\$26,094.38
	Security	435	1	\$435.00	\$435.00
	Life Guards	35	7	\$245.00	\$245.00
	USAT Official	0	0	\$0.00	\$0.00
	AlertOLite (lane closure staff)	15000	1	\$15,000.00	\$16,554.38
	Medical	450	1	\$450.00	\$350.00
	All Out Staff	250	6	\$1,500.00	\$1,950.00
	Race Director	3000	1	\$3,000.00	\$3,000.00
	Timing	4	659	\$3,536.00	\$3,160.00
	Photography	400	1	\$400.00	\$400.00
	Emcee	500	1	\$500.00	\$0.00
Event Supplies				\$3,602.93	\$1,186.03
	Gas for Course Manager	200	2	\$400.00	\$200.00
	Food	500	1	\$500.00	\$274.11
	Cups				\$8.99
	Various supplies	2000	1	\$2,000.00	
	Bibs	1	659	\$371.31	\$371.31
	Swim caps	0.6	\$700.00	\$331.62	\$331.62
TOTAL EXPENSE				\$46,803.68	\$43,067.67



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- 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: 77-0196350

Organization Name: Pacific Wildlife Care

Board Chair: Kimberly Perez

Phone:

Main Contact: Kimberly Perez

Role: Event Chair

Email: president@pacificwildlifecare.org

Phone:

Address: PO Box 1134

City/State/Zip: Morro Bay, CA. 93443-1134

Website: <https://www.pacificwildlifecare.org>

EVENT DETAILS

Event Name	Soupabration!	Years in existence?	8 th year
Description	This is our main annual fundraiser. This year's theme, <i>The Soup ~ The Wine ~ The Sea</i> , celebrates the Central Coast's proximity to the ocean as a travel destination while showcasing the culinary and wine-making talents of our contestants, but also allows us to focus and share the many environmental issues facing our coastal waters and how changing sea conditions are affecting wildlife in our care. This event brings in local chefs who compete for best soups as chosen by celebrity judges and event participants. In addition, there is beer/wine/hard cider tasting, appearances by our animal ambassadors, silent and live auctions and this year we'll have desserts.		
Date(s)	11/04/18		
Location(s)	Morro Bay Community Center		
Website	https://www.soupabration.org		

**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".

	2014	2015	2016	2017	2018
Total Revenue	\$24,318	\$32,966	\$26,085	\$23,410	\$24,510
Total Expenditures	\$ 3,084	\$ 3,846	\$ 2,005	\$ 1,135	\$ 6,675
# Attendees	200	225	220	148	200
# Vendors (if applicable)	23	26	24	20	18
# Room Nights	N/A	N/A	13*	N/A**	10

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

*Based on recorded ticket sales 50 miles or further from Morro Bay, 1-night stay.

**Based on actual attendee surveys

EVENT BUDGET

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

Revenue:

Tickets	\$ 12,010
Live & Silent Auction	\$ 5,000
Fund-A-Need	\$ 5,000
	\$
	\$
	\$

OTHER FUNDING	<input checked="" type="checkbox"/>	We will receive other sponsorship dollars	\$ 2,000
	<input type="checkbox"/>	We will receive matching funds	\$
	<input checked="" type="checkbox"/>	We will receive in-kind donations	\$ 500
Total Revenue			\$ 24,510

Expenses:

Venue	\$ 1,500
Cocktail Tables	\$ 100
Hospitality/Food & Event Supplies	\$ 750
Promotional Expenses – flyers, bookmarks, event program	\$ 505
Advertising	\$ 1,000
ABC License/Insurance	\$ 150
Award Plaques	\$ 200
Miscellaneous – postage, invites, thank you's	\$ 175
	\$
Total Expenses	\$ 4,380

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

Attendees (please select only one)

- 1 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)

- x 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

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. *We need to explore this and try to get something into place this year.

Outreach

 25% 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 x Yes

If Yes, please explain how the funds were used: Funds were used to pay for promotional and advertising costs.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

 1 Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

 ✓ Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.
See attached.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals): If we are successful in partnering with the Morro Bay Lodging Community as a marketing strategy, then it would encourage more "heads in beds" for this event and potentially our Morro Bay WILD event in October.

Sales Tax Businesses (restaurants, retail, etc.): Hosting the event in Morro Bay has the potential to positively impact sales tax businesses even if attendance doesn't result in "heads in beds." Attendees from nearby cities or that stay with friends may extend their stay for a day of shopping and/or dining before or after the event.

City of Morro Bay: Although we support all SLO County wildlife, our business license and Wildlife Rehabilitation Center are within the City of Morro Bay. We support local businesses, albeit not exclusively, while planning the event, but also any increases in lodging and sales tax businesses will benefit the city as well.

VERIFICATION OF INFORMATION

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

Last year, we were very successful in collecting data from attendees through a survey, but we may also be able to collect it when attendees are purchasing their tickets. We will be using a new event ticketing platform.

kp (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.*

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

Signature: _____ Date: 7/13/18

This area is for the Event Grants Taskforce

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

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2018-19 Event Grant and Sponsorship Funding Request
ATTACHMENT 1: PACIFIC WILDLIFE CARE EVENT – SOUPABRATION!

MARKETING/ACTION PLAN

Soupabration! is Pacific Wildlife Care's annual fundraising event. We've added a precursor kickoff event, Morro Bay WILD (October), that introduces the attendees to our organization, the life-saving and humane work Pacific Wildlife Care does as the only SLO County organization licensed to rehabilitate wildlife with the goal of releasing healthy back to the wild. Both events highlight the amazing natural geography, food and wine that SLO County offers for its residents and as a tourist destination. The overriding goal is to encourage attendees to connect to our mission, and then return year after year to celebrate soup tasting and our mission while staying in Morro Bay as their home base.

We have a number of strategies to market this event:

- We will promote this event in free event calendars – New Times, KSBY, Tribune, Coast Social Media, Town Planner, Next Door, and radio station sites.
- We will print and distribute promotional event materials (bookmarks, flyers, etc.) at community outreach events, and at businesses that allow us to affix to their windows, or place on counters, etc.
- We will market this event to our 1,300 members and 9,000+ Facebook followers, some who do not live in the County.
- We will be using a new ticket platform, My 805 Tix, that will promote the event electronically and in print form to all of SLO County and Northern Santa Barbara County New Times' readers.
- We want to collaborate with other events, like the MB Art Association Annual Winter Faire & Juried Art Show, that will be happening on that same weekend especially those events which showcase wildlife and wildlife habitat.
- We hope to advertise in Westways magazine and one other publication to reach outside SLO County.
- This year, we want to reach out to hotels/motels and campgrounds in Morro Bay to better market our event to their customers or people looking at their websites. Many of the hotels/motels include all the big events going on in the County, including Morro Bay, but I did not see any of our events on their sites. We will establish reciprocal benefits if they are able to offer a discount for our attendees or our members when they reserve a room.

8th Annual

Soupabration!

The Soup

The Wine

The Sea

SAVE THE DATE: SUNDAY, NOVEMBER 4, 2018 NOON



Expect Great Things

Soupabration! is a soup competition, wine tasting event featuring:

- 10-12 Local Restaurants/Chefs
- 4-6 Local Wineries - Beer tasting
- Food Tasting - Homemade desserts
- Wildlife Ambassadors

Our 2018 Judging Panel includes:

- Matthew Beaudin, Executive Chef at the Monterey Bay Aquarium
- Teri Bayus, Author/Food Writer
- Bruce Gibson, SLO County District 2 Supervisor



www.pacificwildlifecare.org/soupabration
 facebook: "Soupabration" or "Pacific Wildlife Care"
 Benefiting Pacific Wildlife Care



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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.

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- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
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- August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

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- 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: 91-1357638
 Organization Name: Grays Harbor Historical Seaport Authority
 Board Chair: Dave Douglass Phone:
 Main Contact: Brandi Bednarik Role: Executive Director
 Email: bbednarik@historicalseaport.org Phone:
 Address: PO BOX 2019
 City/State/Zip: Aberdeen, WA 98520
 Website: historicalseaport.org

EVENT DETAILS Tall Ships visit Morro Bay Years in existence? 12 in Morro Bay

Event Name

Description The staff and crew of Grays Harbor Historical Seaport are excited to bring their tall ships back to Morro Bay. Every year, hundreds of families and school children from across Central California come to Morro Bay to participate in tours by donation, exciting sails, and our one-of-a-kind educational programs. The Historical Seaport is requesting support from Morro Bay Tourism for Lady Washington to spend more time in town. This will allow significantly more guests to come aboard for our popular Adventure Sails and our Voyage of Explorers field trips, and will support our participation in the Winterfest festivities. Help us ensure that the tall ships continue to be an off-season attraction for locals and visitors to look forward to in Morro Bay!

Date(s)

Location(s) Nov. 22 - Dec. 12 Sub Sea Tours, 699 Embarcadero # 9, Morro Bay, CA 93442

Website subseatours.com historicalseaport.org

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	<u>\$17,813</u>	<u>\$14,562</u>	<u>\$12,011</u>	<u>\$46,361</u>	<u>N/A</u>
Total Expenditures	<u>\$4,404</u>	<u>\$7,848</u>	<u>\$27,414</u>	<u>\$110,000</u>	<u>_____</u>
# Attendees	<u>3130</u>	<u>1928</u>	<u>1175</u>	<u>2005</u>	<u>_____</u>
# Vendors (if applicable)	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>_____</u>
# Room Nights	<u>4</u>	<u>6</u>	<u>10</u>	<u>27</u>	<u>_____</u>

*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	<u>\$ 11,090</u>
Education Programs	<u>\$ 23,625</u>
Retail Sales	<u>\$ 575</u>
Private Events	<u>\$ 0</u>
Donations	<u>\$ 3,005</u>

OTHER FUNDING

<u>_____</u> We will receive other sponsorship dollars	<u>\$ _____</u>
<u>_____</u> We will receive matching funds	<u>\$ _____</u>
<u>_____</u> We will receive in-kind donations	<u>\$ _____</u>
Total Revenue	<u>\$ 38,295</u>

Expenses

Moorage and Utilities	<u>\$ 1,050</u>
Salaries and Benefits	<u>\$ 14,379</u>
Food	<u>\$ 3,000</u>
Fuel	<u>\$ 2500</u>
Ammunition	<u>\$ 880</u>
Maintenance	<u>\$ 20,391</u>
Insurance/Administrative	<u>\$ 4,000</u>
<u>_____</u>	<u>\$ _____</u>
<u>_____</u>	<u>\$ _____</u>
Total Expenses	<u>\$ 46,200</u>

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 21

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

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 Funds were used to pay for a special visit of the tall ship Hawaiian Chieftain to leave Sacramento early and join Lad Washington for Winterfest events in Morro Bay

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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. Our organization will heavily promote our visit to Morro Bay and our participation in Winterfest across all of our social media channels --over 10,000 Facebook followers, 1000 Instagram followers, and 100,000 unique annual website visits. We will share information about local lodging options and include names and logos of Winterfest sponsors.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Increased bookings each day we're in town from visitors travelling from hours away to sail on the tall ships.

Sales Tax Businesses (restaurants, retail, etc.) Local restaurants, shops, gas stations, and more will see significant increased Winter foot traffic from schools, families, and adults who visit the tall ships.

City of Morro Bay Continued growth of Winterfest event with marketing benefit of tall ship participation and ability to promote more local sails; significant increase in the number of available field trip dates for regional schools to choose from

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify the enclosed information (surveys, registrations, hotel rooms, etc.) Ticket purchasers are required to provide address when completing their online payments, and we will create a survey for guests as we did last year. Grays Harbor Historical Seaport will provide a report which demonstrates the percentage of out of town visitors that sail aboard Lady Washington. When combined with an equal percentage of tour visitors, we will be able to give a reliable estimate of the number of non-local guests who came aboard during our tall ship's stay in Morro Bay.

ZS (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.*

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

Signature: _____ Date: July 7th, 2018

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.*



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- 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 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

**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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 3

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

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

60% 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 _____

Funds are used for promotion, event planner and cash prizes for winners.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

Our Marketing outreach involves live interviews on radio and TV with past winners and the coast guard. We will make marketing partnerships with print and radio. Goodie bags and cash prizes will attract more boats and paddlers to enter, inviting more spectators.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

Because of the three day event, people will opt to stay over and enjoy the parades.

Sales Tax Businesses (restaurants, retail, etc.) **The business on the Embarcadero and Downtown will have a lively business for three days in December as people line up to watch the parade.**

City of Morro Bay **Continuing a tradition of a visually stunning and fun family event.**

VERIFICATION OF INFORMATION

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

Free tickets are placed on Event Bright where we collect email and addresses. All boat participants must fill out applications. All this is stored electronically for ease of inviting for years to come.

(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.

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

Signature: _____ Date: **6/29/18**

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.*

2017 LBP Actual**2018 Budget****Income**

boats entry	540.00	1,250.00
Grant	5,000.00	5,600.00
Cookie/ coco	700.00	800.00
Sponsorships	1,050.00	1,250.00
Total	7,290.00	8,900.00

Costs

Numbers	452.00	1,200.00
Flags	338.26	400.00
Copies for en	30.00	30.00
Permits	150.00	150.00
Awards and f	21.01	42.00
Sound system	250.00	250.00
Sound guy	100.00	100.00
Event planne	4,000.00	4,000.00
Prize Money	1,000.00	1,000.00
Police Street Help		970.00
Total	\$6,341.27	8,142.00
Net	\$949	\$758.00

Paddle Parade P & L

Budget	Target
Income	
30 boats entry	\$300.00
Grant	\$1,000.00
Cookie/ coco sales	\$300.00
Sponsorships	\$500.00
Total	\$3,100.00
Costs	
Copies for entry sheets	\$30.00
Awards and Participant plaques	\$310.00
Permits	\$400.00
Numbers	\$300.00
Cash prizes	\$1,000.00
Copies and postage	\$125.00
Park activiity supplies	\$400.00
Marketing	\$500.00
Total	\$3,065.00
Net	\$35



2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on July 16, 2018 at the Morro Bay Tourism office.

You may also submit them via email at jilittle@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 it was received.

- All requests will be reviewed by a 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) Board.
TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
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 2018.
Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
July 16th Grant application closing date
July 23rd Event Grant Task Force to review all applications
August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- 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: 95-6093601

Organization Name: Rotary Club of Morro Bay

Board Chair: Jude Long Phone: _____

Main Contact: Teri Bayus Role: Event Planner

Email: _____ Phone: _____

Address: PO Box 5191

City/State/Zip: Morro Bay, CA 93443

Website: www.morrobayrotary.org

EVENT DETAILS

Event Name Morro Bay Santa House Years in existence? 2

Description Santa House is open every night from 6-8 pm of Winterfest for children to come and visit Santa. Businesses donate toys and candy. Selling of frames and other goodies collects money for Morro Bay Recreation Department

Date(s) November 30, 2018 to December 15, 2018

Location(s) Chess Board park

Website www.morrobaywinterfest.com

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue				0	\$400
Total Expenditures				\$3,800	\$1100
# Attendees				340	650
# Vendors (if applicable)				0	1
# Room Nights					

*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

	Frame Sales	\$ 600
	Snack Sales	\$ 300
	Sponsors/Donations	\$ 750
		\$
		\$
		\$
		\$
OTHER FUNDING	<u>Yes</u> We will receive other sponsorship dollars	\$
	<u> </u> We will receive matching funds	\$
	<u>Yes</u> We will receive in-kind donations	\$
	Total Revenue	\$ 1650

Expenses

	Frame Purchase	\$ 300
	Capitol Improvments	\$ 800
	Decortations	\$ 300
	Childrens Gifts	\$ 300
	Promotion	\$ 500
	Santa Bestowment	\$ 450
		\$
		\$
		\$
	Total Expenses	\$ 2650

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 16

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

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

40% 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 _____

Funds are used for promotion, improvements (roof) and gift items for children.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

We will ask for Media partners to market the hours of the Santa House, along with live appearances of Santa. Santa House will be listed in 25 plus online event pages and dynamic press releases will be sent out to 180 outlets. Event planner will handle Santa volunteering schedule and opening and closing of Santa House.

This is how my event will positively impact the following entities: **Some family's make the Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Winterfest and trip to Santa House part of their winter vacation. Last year, 40% of Santa Visitors were visiting and staying in a hotel.**
Sales Tax Businesses (restaurants, retail, etc.)

The business on the Embarcadero see families dining and shopping before Santa Visit.
City of Morro Bay **Continuing a tradition of a Santa House in Morro Bay.**

VERIFICATION OF INFORMATION

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

Free tickets are placed on Event Bright where we collect email and addresses.

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

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

Signature: _____ Date: 7/05/18

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.*



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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 requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
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- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- 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: **47-2252393**

Organization Name: **Friends of the Morro Bay Harbor Department**

Board Chair: **Bill Luffee** Phone: _____

Main Contact: **Teri Bayus** Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: **Morro Bay, CA 93433**

Website: **www.friendsofthembhd.org**

EVENT DETAILS

Event Name: **Santa Crawl** Years in existence? **2**

Description: **The Santa Crawl is back with an excitement to all those adults who love less traditional holiday activities. Attendees will join in the fun by creating a Yule Tide going to businesses and restaurants that will be sampling wine & beer alongside local nibbles. In the morning, local restaurants will participate in the Walk of Shame Breakfast with special meals and deals for the Santa Crawlers.**

Date(s): **12/7/2018** to **12/8/2018**

Location(s): **Downtown and Embarcadero businesses**

Website: **www.morrobaywinterfest.com**

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	See Attached	See Attached
Total Expenditures					
# Attendees					
# Vendors (if applicable)					
# Room Nights					

*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

Attached	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
OTHER FUNDING	
<u>Yes</u> We will receive other sponsorship dollars	\$
<u>No</u> We will receive matching funds	\$
<u>Yes</u> We will receive in-kind donations	\$
Total Revenue	\$

Expenses

Attached	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Expenses	\$

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

50% 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 _____

Grant funds were used for event planner, marketing and promotion.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

We plan to spend both cash and In-Kind donations to media outlets in electronic, print, television and radio.
Marketing is Morro Bay and destination focused, so the images of Morro Bay are prevalent in all marketing material. See attached collateral

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

We anticipate 450 Crawlers with at least half of them staying the night for the walk of shame.
Sales Tax Businesses (restaurants, retail, etc.) **As demonstrated with the previous crawls, people do shop while the crawl is happening. But also return later to spend more time in the stores.**
City of Morro Bay **It will continue the hip and fun reputation to people who experience Morro Bay for the first time. Folks here are friendly and the food is delicious and diverse.**

VERIFICATION OF INFORMATION

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

We do all booking on Event Bright and thru the tourism office, so we have name, email and location of where crawlers come from. We also ID every crawler and place their location in our survey.

(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.

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

Signature: _____ Date: **7/05/2018**

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.*

Santa Crawl	2017	2018
Income	Actual	Target
Sponsors	1800	3500
Tickets- Event bright	2230	6000
Tickets Cash	870	1250
Total	4900	10,750

Costs

Dump Buckets	48.49	60
Wine Glasses	405.67	450
Napkins	48.56	65
Mobiles	200	0
Ice	40	60
Mailing to businesses	104.78	120
Passport printing	106.4	350
Passport printing	179.94	
Arm bands	102	100
cash boxes	65.08	0
Signs	348.5	250
Postage and Mailing	135.6	150
Wine- Grey Wolf	220	0
Wine- Trader Joes	103.31	400
Wine- Stax	258.6	0
Ice - Albertsons	12.91	20
Wine - Albertsons	193.69	0
Wine - Albertsons	194.63	0
Website	500	500
ABC License	400	875
Police		1000
Trolley		500
Total	3668.16	4900
Net	1231.84	5850

Winterfest in Morro Bay *Santa Crawl*

December 8 (6pm-9pm)

Don't miss out on our first annual holiday wine/pub crawl!



An adult scavenger hunt! One winery tasting station will be placed at each participating establishment. Get your passport stamped from each destination for a chance to win grand prizes. Staging areas are at Stax, downtown & Santa's house. Shuttle runs in between. Participants encouraged to dress as a Santa, an Elf or in an Ugly Christmas Sweater.

Waterfront and Downtown (participating locations shown on the map, and listed on right)

\$10 for sips (free for Passport Adventure Holders) Visit all participating businesses, get a stamp and be in the drawing for a \$1000 StayCation including, lodging, food and fun in Morro Bay!

Participating Wineries

Hammerstad Vineyard
Opolo
Maritime Museum/Kelsey
Harmony Cellars
Kelsey See Canyon Vineyards

Talley Vineyards
Riverstar Vineyards
Timbre Winery
Cass Winery
Red Soles Winery & Distillery

Start Points

Stax
Art Center Morro Bay
Santa House Chess Board

1099 Embarcadero
835 Main Street
Front and Embarcadero

Business

Buttercup Bakery
Aloha Shirt Company
Queens Closet
My Studio
High Tide Deli
Siren
Ruby Dragon
Art Center Morro Bay
Pizza Port
The Paddle Board Company
Gallery at Marina Square
Stand Up Paddle Board
Junque Love
Dolphin Shirt Company
Roses Bar and Grill
Libertine
Under the Sea Gallery
Local Artisans
Poppy's
House of JuJu
Stax

Address

420 Morro Bay Blvd
458 Morro Bay Blvd
315 Morro Bay Blvd
515 Morro Bay Blvd
500 Morro Bay Blvd
900 Main Street
875 Main St Suite C
787 Main St
787 Main St
575 Embarcadero
601 Embarcadero Suite 10
601 Embarcadero
699 Embarcadero #4
715 Embarcadero
725 Embarcadero
801 Embarcadero
833 Embarcadero
845 Embarcadero
911 Embarcadero
945 Embarcadero
1099 Embarcadero



Enjoy...

Fine Mexican Dining with Spectacular Bay Views

\$39⁹⁵

Family & Friends Package

- Beef Quesadilla
- Chicken Taquitos
- Beef Nachos
- 4 Bean & Cheese Burrito
- 4 Cheese Enchiladas
- Chips & Salsa
- Only To Go Orders

\$29⁹⁵

Fajitas for 2 Steak or Chicken

- 2 Sides Of Rice
- 2 Sides Of Beans
- Sour Cream & Pico De Gallo
- 2 Sides Of Tortillas
- 2 Soft Drinks

Buy one Get one FREE

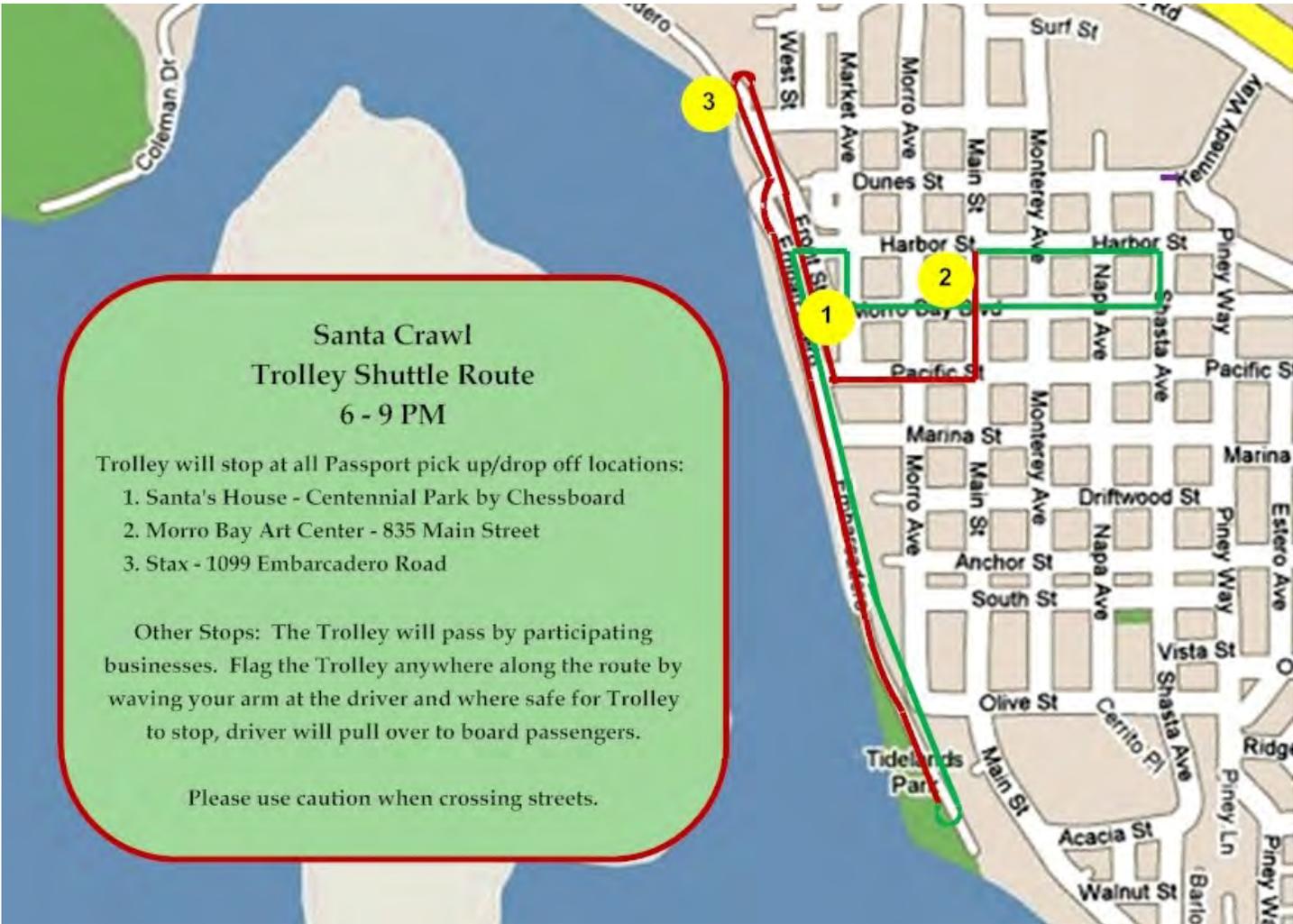
Buy A Diner Combination (1-10) And 2 Soft Drinks And Get A Free Dinner Combination

Discount Coupon

Get \$5 Off Any Purchase Of \$25 Or More
Get \$10 Off Any Purchase Of \$45 Or More

*One Offer Valid Per Order *No Substitution On Choices *Coupon Must Be Available With Purchase

805-225-1110 • 725 Embarcadero, Morro Bay, On the Roof Top





2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- 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: **47-2252393**

Organization Name: **Friends of the Morro Bay Harbor Department**

Board Chair: **Bill Luffee** Phone: _____

Main Contact: **Teri Bayus** Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: **Morro Bay, CA 93433**

Website: **www.friendsofthembhd.org**

EVENT DETAILS

Event Name: **Snow Day/Elf on the Shelf Competition** Years in existence? **2**

Description: **Morro Bay will treat children of all ages to snow for a few hours. We will have two areas, one a flat patch for under 5 years old, the other sloped for the bigger kids, including a hay incased and monitored snowball throwing target area. We will have vendors on the other area and an Elf on the Shelf competition and raffle in-between the snow areas.**

Date(s): **12/9/2018** to **12/9/2018**

Location(s): **Tidelands Park**

Website: **www.morrobaywinterfest.com**

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	See Attached	See Attached
Total Expenditures					
# Attendees					
# Vendors (if applicable)					
# Room Nights					

*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

Attached	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
OTHER FUNDING	
<u>No</u> We will receive other sponsorship dollars	\$
<u>No</u> We will receive matching funds	\$
Yes We will receive in-kind donations	\$
Total Revenue	\$

Expenses

Attached	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Expenses	\$

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 1

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

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

50% 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 _____

Grant funds were used for event planner, marketing and promotion.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

We will market to out of area schools and encourage bus trips for kids and parents to media outlets in electronic, print, television and radio.

~~**Marketing is Morro Bay and destination focused, so the images of Morro Bay**~~

are prevalent in all marketing material. We plan to spend both cash and In-Kind donations

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

We anticipate 2500 Children and their parents to come to the snow.

Sales Tax Businesses (restaurants, retail, etc.) _____

We purposely leave a 2 hour or more gap between the snow activity and opening of Santa's house to encourage participants to shop and eat during that time.

City of Morro Bay _____

Most Central Coast Children have never witness snow. Last year over 50% of the kids were from Santa Maria area.

VERIFICATION OF INFORMATION

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

We do all booking on Event Bright and thru the tourism office, so we have name, email and location of where the participants come from. We share this list with the tourism office.

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

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

Signature: _____ Date: **7/05/2018**

This area is for the Event Grants Taskforce

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

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Snow and Elf on the Shelf

Income	2017	2018 Target
Sponsorships	300	500
Raffles	400	600
Grant	0	3500
Snack Sales	230	300
Total	930	4900
Costs		
Snow	0	3250
City Fees	0	350
Food for less/Coc	17.5	0
Smart and Final/	36.47	0
Walmart/Cookies	40.2	0
Jones school sup	140.7	0
Oriental Trading	60.09	60
Smart and Final/	91.24	150
Grand Awards	49.03	60
Santa Monica Ser	250	0
Total	685.23	3870
Net	244.77	1030







**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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.

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- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th 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.*



2018-19 Event Grants Funding Request Application

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- 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#: **23-7155021** (With permission and support, the Morro Bay Winter Bird Festival uses the Fed Tax ID of its founding partner, the Morro Coast Audubon Society)

Organization Name: **Morro Bay Winter Bird Festival (MBWBF)**

Board Co-Chairs: **Chris Cameron & Michele Roest** Phone: (Chris cell) & (Michele cell)

Main Contact: **Chris Cameron** Role: **Board Co-Chair**

Email: Phone:

Address:

City/State/Zip: **Los Osos, CA 93402**

Website: **www.morrobaybirdfestival.org**

EVENT DETAILS

Event Name: **Morro Bay Winter Bird Festival** Years in existence: **23 years**

Description: **Every Martin Luther King weekend**, around 600 bird watchers, or “birders”, come from all over the US and the world to visit Morro Bay, a [Globally Important Bird Area](#). They attend to see, photograph, and learn more about birds through workshops and field trips. Morro Bay is located on the vital migration path called the Pacific Flyway, making it a perfect location for winter birding. Visitors see over 200 species of birds during the Festival weekend.

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



Date(s): **January 11-14, 2018**

Location: **Morro Bay and surrounding areas**

Website: **www.morrobaybirdfestival.org**

EVENT HISTORY & FUTURE PROJECTIONS

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

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Total Revenue	\$63,686	\$65,455	\$75,609	\$79,595	\$72,000	\$75,000
Total Expenditures*	\$64,876	\$69,107	\$63,983	\$70,345	\$67,650	\$70,000
# Attendees**	546	581	600	578	600	600
# Vendors	23	24	24	24	24	25
# Room Nights***	460	540	550	550	560	575

*Includes amounts distributed at the end of the festival to sponsoring and contributing organizations, which ranges from \$7,500 to \$11,500 each year, depending on the amount of revenues over expenses.

** Actual number of attendees is higher because these numbers do not include Family Day participants who are not required to register. Estimates of Family Day participants range from 100 to 150.

***These numbers are conservative estimates based on evaluation data, which require participants to include where they are from (based on those saying they are from outside San Luis Obispo County). Out-of-towners would typically stay four nights during the festival (Thursday-Sunday). However, to be conservative we have assumed that the out-of-towners had 2 persons/room and stayed only 3 nights in accommodations (MB motels, vacation rentals, and campgrounds). We do not know how many people stay with friends.

Budget for the 2018-19 Morro Bay Winter Bird Festival

Income

Registration \$66,000.00
Other 6,000.00

Total Projected Income \$72,000.00

Expenses

Advertising/Brochures \$ 2,000.00
Clothing Purchases 11,000.00
Field Trips 25,000.00
Hospitality/Reception 1,800.00
Insurance 350.00
Lunches-Festival 1,800.00

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



Office Operations/Administration	3,800.00
Professional Services*	9,000.00
Website	2,700.00
Workshops/Evening Speakers	9,000.00
Other expenses	1,200.00
Total Projected Expenses	\$67,650.00

*The MBWBF employs two (2) part time staff:

- 1) Festival **Coordinator** for \$4,500/year
- 2) Festival **Registrar** for \$4,500/year

The MBWBF also distributes funds to our faithful non-profit partners who have helped put on this event.

Distributions 2018

Morro Coast Audubon Society	\$4,500.00
Central Coast State Parks Association	4,500.00
Pacific Wildlife Care	2,000.00
Total	\$11,000.00

GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held = **5 Days, 4 Nights** (Attendees arrive on Thursday for check and evening gathering. We really provide program for 4 days, so that is my calculation for the below answers. Guests stay through programs which end Monday afternoon)

Attendees (please select only one) **(600/day for 4 days = 2,000 people, plus the public)**

- 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 (no participants arrive on buses)
- If it is a tournament or competition, attracting (6) six or more teams (Nothing is done in teams)

Tickets/Fees (select only one)

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



- No admission or gate fee being charged (registration is one online. Some walk-ins)
- Event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests (we do NOT have a way to sell tickets or packages through hotels)

Outreach

75% What percentage of your marketing outreach is outside of San Luis Obispo County (The majority of our marketing is done through social media online. We “boost posts”, but we don’t have a way to measure where the geography of our social media work.)

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

If Yes, please explain how the funds were used: We’ve received this grant for many years. In 2015, we used the money to encourage youth to attend and to reduce MB traffic by using the Trolley. In 2016, we used the funds to update our website and online registration process. In 2017 we used the money to pay for facilities from MB City and to increase our marketing.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

MARKETING ACTION PLAN

Jan	Who	What
	BF Co-chairs	Send out survey questionnaires to all participants and leaders. Crow about our success on social media.
Feb	Who	What
	BF Co-chairs	Review leader and participant evaluations; summarize and consider adjustments. Keep social media activity alive with informative posts
	Web Coordinator	Update website to reflect 2018-19 Festival
Mar	Who	What
	BF Co-chairs	Post on social media: bird pictures, research articles, and quizzes, rare sightings
	Program Committee	Review evaluations to revise/add/delete events per evaluation data. Begin program planning.
Apr	Who	What

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

	BF Co-chairs	Keep social media alive with more bird pictures and interesting articles
	Program Committee	Continue program planning. Begin the search for the best keynote speakers
May	Who	What
	Program Committee	Complete program planning, confirm keynotes
	BF Co-chairs	Review/revise brochure format and basic content. Keep posting on social media.
Jun	Who	What
	Program Committee	Polish program planning. Post "save the date" notes by email, webpage, Facebook.
	BF Co-chairs	Review publicity plans; coordinate with publicity chair and BF staff Coordinator
Jul	Who	What
	BF Co-chairs	Plan brochure design/color; determine source of brochure pictures. Post keynote speakers on social media.
	Registrar	Update mailing list
	Program Committee	Finalize programming and prepare program draft for print.
	Web Coordinator	Update the website to announce the Keynote Speaker
Aug	Who	What
	BF Co-chairs	Appoint committee to proof brochure. Post and cross post to other bird festivals
	Publicity Coordinator	Contact magazine publications regarding next year's dates. Notify Audubon society
Sep	Who	What
	BF Co-chairs	Appoint committee to proof brochure. Post and cross post to other bird festivals
	The Board	Decide on T-shirt design, publicity sources, e.g. newspapers, posters, flyers
	BF Coordinator	Take brochure to printer
	Publicity Coordinator	Continue to contact magazine publications regarding next year's dates
Oct	Who	What
	BF Co-chairs	Appoint committee to proof brochure. Post and cross post to other bird festivals. Announce practice registration dates on social media.
	The Board	Distribute brochure, coordinating mailing and web posting dates
	BF Coordinator	Prepare brochure for mailing
	Web Coordinator	Update website with new schedule
	Publicity Coordinator	Prepare and send local press releases, publicity re registration
	Publicity Coordinator	Plan poster art and text
Nov	Who	What
	BF Co-chairs	Appoint committee to proof brochure. Multiple social media blasts regarding registration. Cross post to other bird festivals.
	BF Coordinator	Provide festival maps and directions to Website Coordinator
	Registration	General Registration Opens, Date/Time TBD
	Website Coordinator	Update website with announcements

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



Dec	Who	What
	BF Co-chairs	Update bird lists; send to printer.
	BF Co-chairs	Begin media coverage efforts. Final push on social media
	BF Coordinator	Photocopy informational handouts. Complete events maps and print
Jan	Who	What
	BF Co-chairs	Secure media coverage for a live broadcast during the festival

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals)

The MBWBF does not provide lodging. Participants must secure their own lodging. Bird watchers are usually older, retired, financially stable individuals with a hobby that encourages them to visit distant locations to see a large variety of birds. These guests come to Morro Bay from many US States and all over the world.

Morro Bay is one of the BEST places in the world to see wintering birds. Therefore, each year, during the slow winter tourist season, the Morro Bay Winter Bird Festival is quickly sold out, bringing around 600 visitors to the city. Most SLO county participants will commute to the event, but **conservative calculations based on zip codes estimate that over 300 guest rooms are booked each year.**

Sales Tax Businesses (restaurants, retail, etc)

With the exception of a few sack lunches for field trips, the MBWBF does not provide meals. The Bird Festival workshops and field trips run from 6am-6:30pm on Friday, 6am-8pm on Saturday/Sunday, and 7am-12noon on Monday. The owling trips go out Fri, Sat, and Sun evenings, with a required local restaurant meal for all 20 participants and 3 leaders. All guests, even those living in SLO County, need to eat during this lengthy event. Morro Bay makes this easy with restaurants and food stores at every dining level and taste. Guests also buy mementos and practical items they need.

City of Morro Bay: The MBWBF enhances the reputation of the city as one of the top birding locations in the world. The many lodging, dining, and shopping opportunities make this an easy place to stay and enjoy the natural wonders. Attendees will return on their own throughout the year as migration changes which birds are in the area.

VERIFICATION OF INFORMATION

Every participant must register online. The registration process requires their contact information, including their address. This tells us which guests come from out of the county. We also have an extensive evaluation process, both by paper and online.

CSC (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.*

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

Signature

Date: July 16, 2018

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.*



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

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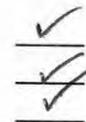
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- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

1. Completed & Signed Event Grants Funding Request Application
2. Event Budget
3. Marketing/Action Plan



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MORRO BAY
PUT LIFE ON COAST

2018-19 Event Grants Funding Request Application

GRANT CRITERIA

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- 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: 95-2419563
 Organization Name: Morro Bay High School Athletic Boosters
 Board Chair: Doug Rauenzahn Phone: _____
 Main Contact: Mira Taylor Role: Board member
 Email: - Phone: _____
 Address: J
 City/State/Zip: Morro Bay CA 93442
 Website: www.MBHSathletics.com

EVENT DETAILS

Event Name: 2019 C.I.T. Wrestling Years in existence? 65th
 Description: Invitational Tournament
see attached
 Date(s): Jan 19, 2019 to Jan 20, 2019
 Location(s): Morro Bay High School
 Website: mbhs.slo.k12.ca.us/cit-wrestling-tournament.php

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

65-75% 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 Funds were used to pay for the hospitality room

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

The event is advertised through Morro Bay High School. All promotional information is included in team packets.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Teams coming from across the state will require lodging.
Sales Tax Businesses (restaurants, retail, etc.) Teams will visit restaurants, pharmacies, gas stations and grocery stores in Morro Bay.
City of Morro Bay Teams and their spectators will return to Morro Bay to vacation.

VERIFICATION OF INFORMATION

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

Morro Bay High School keeps track of registration and number of participants. Athletic Boosters can distribute information promoting the City of Morro Bay to teams and their spectators.

(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.

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

Signature: _____ Date: 6-25-2018

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.

64th "SAM BOYD" CALIFORNIA INVITATIONAL TOURNAMENT



Morro Bay High School
235 Atascadero Road
Morro Bay, California 93442
Phone: (805) 771-1845
FAX: (805) 772-5944

WHAT: 64th MBHS/SAM BOYD ~ CIT ~ California Invitational Tournament
WHEN: January 19th & 20th, 2018
WHERE: MORRO BAY HIGH SCHOOL

ENTRY : \$400.00 Make checks payable to Morro Bay High School
\$425.00 if paid after January 15th.
Please send in contract in and fill out school information at:
<http://goo.gl/forms/3hs50pvYGC>
Confirmation will be sent after filling out form and sending in contract!

TEAM ROSTERS:

All team rosters must be registered online @ www.tmi.0catch.com by 8:00pm on Wednesday, January 17th, 2018.

How to register on-line at TMI: go $\frac{3}{4}$ of the way down the page to the "Tournament Pre-Registration" link. It will bring up a self explanatory pre-registration form. Then pick the CIT Tournament from the pop down list and enter your wrestlers name and information in the appropriate cells. If you have any questions please call John Andree (Tournament Director) at (805) 550-9037 (cell).

*****Please Note: Each team can bring up to 14 wrestlers including "B" wrestlers, but no more than two (2) wrestlers per weight class. We will run a 64 man bracket and the "B" wrestlers will be drawn into the bracket randomly in open slots up to 64 wrestlers. There will be NO more than 64 wrestlers in a weight class.***

SEEDING INFORMATION:

This year, we are seeding the tournament on Thursday night, January 18th. If your roster is not in by the deadline on Wednesday, your wrestlers may not be seeded. The criteria for seeding is listed below. **PLEASE ENTER YOUR SEEDING INFORMATION ONLINE THROUGH TMI WHEN YOU REGISTER YOUR WRESTLERS.**

OFFICIALS: 16 on 11 mats

COACHES MEETING:

The Coaches meeting will be held at 9:00 am in the SMALL GYM on Friday, January 19th. One coach from each team must be present.

PASSES AND MEAL TICKETS WILL BE HANDED OUT IN YOUR SCHOOL'S PACKET AT REGISTRATION FROM 7:00 – 8:00 am.

WEIGH-IN: **8:00 am Friday in Main Gym**

Please note that we have an additional one pound allowance for Friday because of Thursday night dual meets (+3 i.e. 109, 116, 123 etc). FRIDAY WEIGH-INS WILL BE BY TEAM. All teams will be placed in the main gym bleachers according to registration priority numbers. Gym doors will close before weigh-ins begin and teams/individuals late for weigh-ins will be removed from competition. Exact weight will be recorded. No wrestler will be weighed before being checked for hair and nails. All wrestlers must pass inspection for contagious skin diseases on both days. The official may overrule a doctor's note. Wrestlers will get +1 more on Saturday morning (+4) and have to pass groom check again.

AWARDS:

Tournament Champion, Runner-up, Third, Fourth, Fifth.
Team-Small School Champion (under 1000 in grades 9-12)
Individual Medals for First 8 places each weight class.
Outstanding wrestler lower 7 weights.
Outstanding wrestler upper 7 weights.
Sam Boyd's Champion of Champions Award. (Awarded to the outstanding wrestler that gets the most coaches votes)
Bob Stevens Quickest Pin Award
All champions will get CIT CHAMPION T-SHIRTS.
The large schools and small schools champion coaches will receive champion T-shirts as well (2 per school).

BRACKETING:

FORMAT: 64 Man Double Elimination. Place 1-8.
SANCTIONED BY: **CIF Southern Section.**

TICKETS:

Adults \$8.00, Students w/ASB and children under 12 - \$5.00,
Students without ASB \$8.00, senior citizens free; tickets must be purchased each day.

PASSES:

Each school should try to bring 2 coaches because we will have two different wrestling areas on Friday. Teams will get 2 coaches wrist bands for entry each day. If you have more than 2 "Coaches" you will need to see John Andree (Tournament Director) for up to 1 more wrist band for coaches "only". If you need more entries you will have to purchase them. **Table workers (with wrist band) will be admitted with the team.** In addition, only CIF and Press passes will be accepted.

COACHES HOSPITALITY ROOM:

Our Coaches Hospitality Room this year will be in our Home Ec. room in the 200 Hall next to the Small Gym. We will have a hospitality room for all coaches with tickets. Coaches will need to present their ticket for entry for our famous Central Coast Tri-Tip Dinner on Friday Night and Breakfast and Splash Cafe' Clam Chowder Lunch on Saturday.



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

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	N/A	\$12,000
Total Expenditures					\$5,200
# Attendees					400
# Vendors (if applicable)					30
# Room Nights					250

*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

400 Crawlers at \$20 each	\$ 8,000
30 businesses at \$100 each	\$ 3,000
	\$
	\$
	\$
	\$
	\$
	\$
OTHER FUNDING	
<u>Yes</u> We will receive other sponsorship dollars	\$
<u>No</u> We will receive matching funds	\$
<u>Yes</u> We will receive in-kind donations	\$
Total Revenue	\$ 12,000

Expenses

Glasses and bands	\$ 1,200
Event Coordinator	\$ 2,000
Printing	\$ 600
Police	\$ 900
Ice, napkins, signs and posters	\$ 500
	\$
	\$
	\$
	\$
	\$
Total Expenses	\$ 5,200

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

50% 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 _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

Marketing is Morro Bay and destination focused, so the images of Morro Bay are prevalent in all marketing material.

Event will be advertised through Event Bright, Facebook, Instagram and other social media outlets. Press releases will be sent out to 80 press outlets. Event will be advertised on Hancock, Cuesta and Cal Poly campuses.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Because of the "walk of shame" aspect, we expect all out of town visitors to spend the night.

Sales Tax Businesses (restaurants, retail, etc.) Crawls tend to stop and eat between pubs and also shop while doing the crawl.

City of Morro Bay The City will be reconized as a fun and safe alternative to those not in a committed relationship.

VERIFICATION OF INFORMATION

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

We do all booking on Event Bright and thru the tourism office, so we have name, email and location of where the participants come from. We share this list with the tourism office.

(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.

(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: [Signature] Date: 7/06/2018

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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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 16, 2018 or incomplete applications will not be considered. It is the applicant’s responsibility to call and confirm email applications have been received.
- 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: 47-2252393

Organization Name: Friends of the Morro Bay Harbor Department

Board Chair: Bill Luffee Phone: _____

Main Contact: Teri Bayus Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: Morro Bay, CA 93433

Website: www.friendsofthembhd.org

EVENT DETAILS

Event Name Leprechaun Crawl Years in existence? 2

Description The Leprechaun Crawl March 15, 6:00 to 10:00 PM. Morro bay will be crawling with Leprechauns! Come join in the fun where pubs, bars and restaurants will be sampling out IPAs and small batch whiskey’s alongside local nibbles. Cost to participate in the Leprechaun Crawl is \$20 per person and includes all of your tastings. The only requirement is that you dress in your version of an Irish leprechaun. Green Walk of Shame will be the next day at participating restaurants. A fully filled out Passport could win \$1000 in prizes! Designated Drivers can play for free.

Date(s) March 15, 2019 to March 16, 2019

Location(s) Embarcadero and Downtown

Website www.friendsofthembhd.org

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	See Attached	\$12,000
Total Expenditures					\$5,200
# Attendees					400
# Vendors (if applicable)					15
# Room Nights					250

*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

600 Crawlers at \$20 each	\$ 12,000
	\$
	\$
	\$
	\$
	\$
	\$
	\$
OTHER FUNDING	
<u>No</u> We will receive other sponsorship dollars	\$
<u>No</u> We will receive matching funds	\$
<u>Yes</u> We will receive in-kind donations	\$
Total Revenue	\$ 12,000

Expenses

Glasses and bands	\$ 1,200
Event Coordinator	\$ 2,000
Printing	\$ 600
Police	\$ 900
Ice, napkins, signs and posters	\$ 500
	\$
	\$
	\$
	\$
	\$
Total Expenses	\$ 5,200

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

50% 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 _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

Marketing is Morro Bay and destination focused, so the images of Morro Bay are prevalent in all marketing material.

Event will be advertised through Event Bright, Facebook, Instagram and other social media outlets. Press releases will be sent out to 80 press outlets. Event will be advertised on Hancock, Cuesta and Cal Poly campuses.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____
Because of the "walk of shame" aspect, we expect all out of town visitors to spend the night.

Sales Tax Businesses (restaurants, retail, etc.) _____
Crawls tend to stop and eat between pubs and also shop while doing the crawl.

City of Morro Bay **The City will be reconized as a fun and safe alternative to those not in a committed relationship.**

VERIFICATION OF INFORMATION

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

We do all booking on Event Bright and thru the tourism office, so we have name, email and location of where the participants come from. We share this list with the tourism office.

(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.

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

Signature: _____ Date: **7/06/2018**

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.*

2018 Leprechaun Crawl Accounting
 12 Bars and Resturants particpated

Income			
Event Bright	\$3,235.26	236 Tickets sold	55 Free Designated drivers
Credit Cards	\$180	9 Tickets sold	
Cash	\$887	46 Tickets sold	18 Free Designated drivers
Total Income	4302.26	291 Tickets sold	73
Total Crawlers 366			

Costs	
Glasses	878.76
Armbands	24
Dump Buckets	13.27
Printing	23
Event coordinator	2,000
Total Cost	2939.03

Net Profit 1363.23



**2018 Leprechaun Crawl
March 16, Morro Bay, CA**



Purchase tickets NOW
on MorroBay.org or at the Visitor Center (695 Harbor St.)
\$15 per ticket (\$20 at the door)



MORRO BAY
PUT LIFE ON COAST
morrobay.org



Proceeds benefit the purchase of a viewing dock for the Morro Bay seals



2018-19 Installation/Project Sponsorship Funding Request APPLICATION INFORMATION & CHECKLIST

Thank you for your interest in this application process. Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street). If you choose to email your application, please follow up with a call to the Tourism office that it was received.

- All requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting.
[We highly recommend you attend the August 16th TBID meeting to be available to answer Questions regarding your application.](#)
- Each sponsorship recipient will receive an award letter including the amount awarded, logo requirements, a Post Installation/Project Report Form, plus other applicable information before the end of August 2018.
- Those applicants not receiving funding will be notified by mail before the end of August 2018.

Schedule:

May 16th Sponsorships are opened for submission

July 16th Sponsorship application closing date

July 23rd Event Grant Task Force to review all applications

[August 16th TBID meeting board to award grant funds](#)

Request Form Checklist:

1. Completed & Signed Installation/Project Sponsorship Funding Request Application _____
2. Any Other Supporting Documentation _____

SPONSORSHIP CRITERIA

- Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application. Please attach any additional documents you need to sway TBID to approve your project.
- Funds for this category are limited and may only approve 1-3 total projects depending on Sponsorship needs. The subcommittee will carefully review each application and make a recommendation to TBID.
- Must be within the city limits of Morro Bay, California
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street).
*Funding is based on availability. All requests received, after 5pm on July 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- Not allowed to apply with multiple applications to Morro Bay Tourism for the same sponsorship dollars.

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



ORGANIZATIONAL INFORMATION

Fed Tax ID: 95-2694768 Organization Name: Morro Bay Beautiful
Board Chair: ANN Reigner Phone: _____
Main Contact: ANN Role: President
Email: _____ Phone: _____
Address: P.O. Box 1500 City/State/Zip: Morro Bay Ca 93943
Website: Morro Bay Beautiful.org

DETAILS

Name Save Website _____
Description City Wide Yard Sale
Date(s) _____ to _____ Location(s) City Wide

BUDGET

Please provide or attach up to a (1) one-page outline of your budget (please include any paid staff). \$1000.00

OTHER FUNDING

_____ We will receive other sponsorship dollars \$ 0
_____ We will receive matching funds \$ 0
_____ We will receive in-kind donations \$ 0

EXPENSES

_____ Total Expenses \$ _____

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$1000.00 - See Jan Little

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

AR (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

_____ (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: _____ Date: 7-16-18

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.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
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- 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: 47-2252393

Organization Name: Friends of the Morro Bay Harbor Department

Board Chair: Bill Luffee Phone: _____

Main Contact: Teri Bayus Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: Morro Bay, CA 93433

Website: www.friendsofthembhd.org

EVENT DETAILS

Event Name	<u>Soar Into Morro Bay</u>	Years in existence?	<u>First year</u>
Description	<u>This NEW event will focus on Show kites, wind powdered vehicles, wind surfing, sailing vessels and STEM competition will focus on the many wind powered alternatives. Show kites will be featured in different locations throughout the weekend. STEM competition will be inside and feature children made STEM items. We will also have many other wind powered activities.</u>		
Date(s)	<u>4/27/2019 to 4/28/2019</u>		
Location(s)	<u>Various locations in Morro Bay</u>		
Website	<u>www.friendsofthembhd.org</u>		

EVENT HISTORY & FUTURE PROJECTIONS

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



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

	2014	2015	2016	2017	2018
Total Revenue	N/A	N/A	N/A	N/A	5,000
Total Expenditures					10,000
# Attendees					9,500
# Vendors (if applicable)					12
# Room Nights					250

*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

	Sponsors	\$ 3,000
	Vendors	\$ 1,000
	Raffle Sales	\$ 1,000
		\$
		\$
		\$
		\$
OTHER FUNDING	<u>Yes</u> We will receive other sponsorship dollars	\$
	<u>No</u> We will receive matching funds	\$
	<u>Yes</u> We will receive in-kind donations	\$
	Total Revenue	\$ 5,000

Expenses

	Octopus Kite Team	\$ 4,200
	Event Coordinator	\$ 4,000
	Printing	\$ 600
	City Fees	\$ 350
	Room Rental for PG&E STEM Contest	\$ 850
		\$
		\$
		\$
		\$
		\$
		\$
	Total Expenses	\$ 10,000

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 2

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

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

50% 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 _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Yes Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Yes Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

Marketing is Morro Bay and destination focused, so the images of Morro Bay are prevalent in all marketing material.

Event will be advertised through Event Bright, Facebook, Instagram and other social media outlets. Press releases will be sent out to 80 press outlets. PSA of Octopus kites and STEM will run on 20+ TV Stations. Radio interviews of Kite Flyers and John Lindsey wind report will happen on all local radio stations and made into shareable podcasts.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____
People will come from LA and SF to witness these kites in US for the first time.

Sales Tax Businesses (restaurants, retail, etc.) _____
Kites will be strategically placed all over town to maximize exposure.

City of Morro Bay **The expansion of the international show kites and STEM competition will make this a destination event.**

VERIFICATION OF INFORMATION

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

We do all booking on Event Bright and thru the tourism office, so we have name, email and location of where the participants come from. We share this list with the tourism office.

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

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

Signature: _____ Date: **7/15/2018**

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.*



2018-19 Event Grant and Sponsorship 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 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on July 16, 2018 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 requests will be reviewed by a 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) Board.
• TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
• 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 2018.
• Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
July 16th Grant application closing date
July 23rd Event Grant Task Force to review all applications
August 16th TBID meeting board to award grant funds

Request Form Checklist:

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

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



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Your event must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** at the Morro Bay Tourism office. You may submit them via email at Jlittl@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 16, 2018 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: 20 - 0146951

Organization Name: CRUISIN' MORRO BAY CAR SHOW, INC.

Board Chair: CHRIS PARKER Phone: _____

Main Contact: CHRIS PARKER Role: PRESIDENT

Email: mbcarshow@gmail.com Phone: _____

Address: P.O. Box 1713

City/State/Zip: MORRO BAY, CA 93443

Website: www.morrobaycarshow.org
FACEBOOK: CRUISIN' MORRO BAY CAR SHOW

EVENT DETAILS

Event Name: CRUISIN' MORRO BAY CAR SHOW Years in existence? 22 YEARS

Description: CAR SHOW TO FILL STREETS OF DOWNTOWN MORRO BAY WITH APPROX. 550 VEHICLES FOR A SHOW & SHINE EVENT ALONG WITH CRUISE NIGHTS, OPEN HOUSES AT LOCAL BUSINESSES & FUN RUNS AROUND THE AREA. PROCEEDS FROM THE EVENT PROVIDE DONATIONS TO LOCAL ORGANIZATIONS (ROTARY, POLICE EXPLORERS, POLICE VOL., MBHS AUTOSHOP, MBHS ATHLETICS, WOMEN AIDS & SLO NAOR FOUNDATION).

Date(s): MAY 2, 2019 to MAY 5, 2019

Location(s): DOWNTOWN MORRO BAY (MAIN ST, MORRO BAY BLVD, & SIDE STREETS)

Website: www.morrobaycarshow.org / FACEBOOK: CRUISIN' MORRO BAY CAR SHOW

*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".

	2014	2015	2016	2017	2018
Total Revenue	\$62,970	\$65,700	\$68,430	\$73,226	\$76,374
Total Expenditures	\$55,268	\$58,620	\$59,700	\$61,647	\$63,438
# Attendees	536	548	583	556	542
# Vendors (if applicable)	14	16	15	14	16
# Room Nights	2100 +/-	2100 +/-	2200 +/-	1778 +	2320

*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

REGISTRATION	\$ 38,000
SPONSORSHIPS	\$ 22,000
TROPHY SALES	\$ 3,000
VENDORS	\$ 1,200
MERCHANDISE	\$ 7,000
	\$

OTHER FUNDING

<input type="checkbox"/> We will receive other sponsorship dollars	\$
<input type="checkbox"/> We will receive matching funds	\$
<input checked="" type="checkbox"/> We will receive in-kind donations	\$ 12,000
Total Revenue	\$ 83,200

Expenses

ADVERTISING	\$ 11,000
EVENT SUPPLIES	\$ 34,000
EVENT FEES	\$ 4,000
DONATIONS	\$ 19,000
OPERATIONAL/CLERICAL EXPENSES	\$ 3,000
	\$
	\$
	\$
Total Expenses	\$ 71,000

*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. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held 4

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

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

15% What percentage of your marketing outreach is outside of San Luis Obispo County FACEBOOK & WEBSITE
USE BY ENTRANTS
- EMAIL BLASTS

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

If Yes, please explain how the funds were used WE LEVERAGE THE DONATION TO GAIN 'IN-KIND OR MATCHING' DONATIONS BY OUR ADVERTISERS. FOR THE 2018 SHOW WE TURNED \$4500 INTO CLOSE TO \$16,000 WORTH OF AD DOLLARS.

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

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

City of Morro Bay and the Morro Bay Tourism logos

Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

**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.

- MARKETING COVERAGE ON RADIO, TELEVISION & NEWSPRINT TO BRING IN LOCAL SPECTATORS
- SOCIAL MEDIA & WEBSITE LISTINGS RELATED TO CAR SHOW EVENTS
- THIS SHOW HAS BEEN TELEVIEWED ON NATIONALLY VIEWED CAR RELATED SHOWS.

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

- Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) ENTRANTS STAY LOCALLY IN HOTEL/MOTELS, VACATION RENTALS & RV PARKS
- Sales Tax Businesses (restaurants, retail, etc.) SPECTATORS RANGE FROM 15-20,000 ON DAYS OF EVENTS WITH MANY VISITING LOCAL RESTAURANTS & SHOPS
- City of Morro Bay ENTRANTS RETURN THROUGHOUT THE YEAR AFTER VISITING FOR THE SHOW. ALSO, A LARGE TOT IS COLLECTED DURING THE EVENT THAT GOES DIRECTLY TO CITY FUNDS.

VERIFICATION OF INFORMATION

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

WE COLLECT DATA BASED ON ENTRANT REGISTRATION (542 ENTRIES / 2 PEOPLE EA. TYP).
ALSO WE REVIEW PHOTOS DURING THE EVENT THAT DEPICT CROWDS DURING THE EVENT

CPP (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.

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

Signature: _____ Date: 7/15/18

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.*



**2018-19 Installation/Project Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street). If you choose to email your application, please follow up with a call to the Tourism office that is was received.

- All requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. [We highly recommend you attend the August 16th TBID meeting to be available to answer Questions regarding your application.](#)
- Each sponsorship recipient will receive an award letter including the amount awarded, logo requirements, a Post Installation/Project Report Form, plus other applicable information before the end of August 2018.
- Those applicants not receiving funding will be notified by mail before the end of August 2018.

Schedule:

May 16th Sponsorships are opened for submission
July 16th Sponsorship application closing date
July 23rd Event Grant Task Force to review all applications
[August 16th TBID meeting board to award grant funds](#)

Request Form Checklist:

1. Completed & Signed Installation/Project Sponsorship Funding Request Application X
2. Any Other Supporting Documentation X

SPONSORSHIP CRITERIA

- Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application. Please attach any additional documents you need to sway TBID to approve your project.
- Funds for this category are limited and may only approve 1-3 total projects depending on Sponsorship needs. The subcommittee will carefully review each application and make a recommendation to TBID.
- Must be within the city limits of Morro Bay, California
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street).
*Funding is based on availability. All requests received, after 5pm on July 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- Not allowed to apply with multiple applications to Morro Bay Tourism for the same sponsorship dollars.

HISTORICAL SOCIETY OF
MORRO BAY



Historical Society of Morro Bay
Grant Request through
the City of Morro Bay Tourism Division
For
Phase One – Landscape Architectural Design
FRANKLIN RILEY PARK
DESIGNATION AND BEAUTIFICATION PROJECT



ORGANIZATIONAL INFORMATION

Fed Tax ID: 77-0574960 Organization Name: Historical Society Morro Bay (HSMB)
Board Chair: Glenn Silloway, President Phone: _____
Main Contact: Joan Solu Role: Board Member
Email: info@historicalmorrobay.org Phone: _____
Address: 695 Harbor Street, Suite D City/State/Zip: Morro Bay, CA 93442
Website: Historicalmorrobay.org

DETAILS

Name PHASE ONE -Landscape Architectural Design - Franklin Riley Park - Historical Designation and Beautification
Website HistoricalMorrobay.org

Description **HSMB's goal is to transform the newly named Franklin Riley Park (an initiative of HSMB approved by the Morro Bay City Council) to a multi-functional gathering and educational space that invites in community visitation. Tributes to Native Americans, historical pioneers like Franklin Riley, and Butterfly art installations would add local character and bring the space to life.**

HSMB intends to work with the City of Morro Bay, Morro Bay Tourism, the Morro Bay Chamber of Commerce, and other civic beautification organizations under the City's Adopt-a-Park guidelines. The HSMB goal to beautify and improve Franklin Riley Park includes the addition of landscape, signage, benches, improved pedestrian corridors, vista and viewing improvements, habitat restoration in a largely underutilized passive open area that is typically overgrown by weeds and is largely not recognized by residents, locals or tourists as having value or purpose.

The future park design will include elements such as weatherproof educational interpretive panels that will tell the story of Morro Bay's European founding father Franklin Riley and explain the importance of the local eucalyptus groves. The addition of a plaque that will designate a large and very old eucalyptus tree as a heritage eucalyptus tree at the north end of the park and the installation of benches for the public to view the trees, wildlife and the bay. The park will offer one of the most beautiful vistas of the central bay and sandspit framed by giant eucalyptus trees and native California plantings.

Finally, through future fundraising efforts, a public art project encompassing butterflies may be added.

Please see attachment A. FRANKLIN RILEY INFORMATION

Date(s) July 2018 to June 2019 Location(s) Open Space located along the Southern bluff of Embarcadero between Embarcadero and Morro Avenue at the end of Tidelands Staircase. Please see attachment B. PARK LOCATION

BUDGET

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

OTHER FUNDING

We will receive other sponsorship dollars \$ _____
 We will receive matching funds \$ 10,000 *
 We will receive in-kind donations \$ _____

EXPENSES

Please See Attachment C. BUDGET \$ 4950.00
 _____ \$ _____
 _____ \$ _____
Total Expenses \$ 4950.00

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed.

HSMB Board of Directors envisions the project happening in phases over a period of approximately 48 months. The total project budget will be between \$40,000 and \$75,000. Phase one includes the requested \$4,950.00 to work toward the following goals:

- HSMB - working with a Landscape Architect – will be able to develop a master landscape design for all phases of the project and complete the movement of that plan through the City approval process. We believe this can be achieved within 6-12 months from the funding point if we are fortunate enough to receive a grant.
- HSMB – working with the City of Morro Bay, Morro Bay Tourism and Morro Bay Chamber of Commerce will develop a MEDIA KIT and PRESS RELEASES to advertise the comprehensive community project including relevant historical content, positive impacts of the project and vision as related to the community.
- HSMB – working with the City of Morro Bay, Morro Bay Tourism and the Morro Bay Chamber of Commerce will produce fundraising materials for distribution that are relative to the project including but not limited to printed materials, mailers, social media etc.

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

HSMB intends to enter into a contract with a licensed Landscape Architect to develop a master plan for Franklin Riley Park. The contract will include:

- Review of HSMB/City MB goals and objectives for the Project;
- Visual survey and assessment the Project Site and design recommendations based on goals; and
- Evaluation existing facilities, systems, and infrastructure of the Project Site and recommendation for installation of systems or infrastructure may be required and/or recommended for the Project.

- **Conceptual Plan.** Following the Consultation, Landscaper will prepare an initial conceptual plan (“Concept Plan”) for the design of the Project (“Design”). Design parameters: Design goal is to transform the existing park to a multi-functional gathering and educational space that invites in community visitation. Tributes to historical pioneers like Native Americans, Franklin Riley, and Butterfly art installations would add local character and bring the space to life.
- **Hardscape plan of park** will feature walking trails, main access pathway, subtle terracing to create flattened social areas, interpretive signs and public art displays.
- **Softscape plan** will feature California native and Mediterranean plants arranged in islands of plantings, with selective wind screening in certain zones. It would be engaging to design vignettes of the planting plan with signs to educate on the flora and ecology of our Channel Islands and coastal chaparral.
- **Preparation of the Concept Design shall include the following activities:**
 - Site measuring
 - Hardscape design
 - Planting plans
 - Meeting times for presentation
- **HSMB – intends to collaborate with the City of Morro Bay, Morro Bay Tourism and Morro Bay Chamber of Commerce** for the develop a MEDIA KIT and PRESS RELEASES to advertise the comprehensive community project including relevant historical content and vision for the project to create a positive BUZZ within Morro Bay, the County of San Luis Obispo and within the tourism segment.
- **HSMB – working with the City of Morro Bay, Morro Bay Tourism and the Morro Bay Chamber of Commerce** will produce fundraising materials for distribution that are relative to the project including but not limited to printed materials, mailers, social media etc.
- **HSMB has received a \$10,000 grant that was designated by the grantor to be used for the purchase of park benches and the development of signage and interpretive panels.**

AS (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

AS (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project Report” to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: _____ Date: 16 JUL 18

This area is for the Event Grants Taskforce

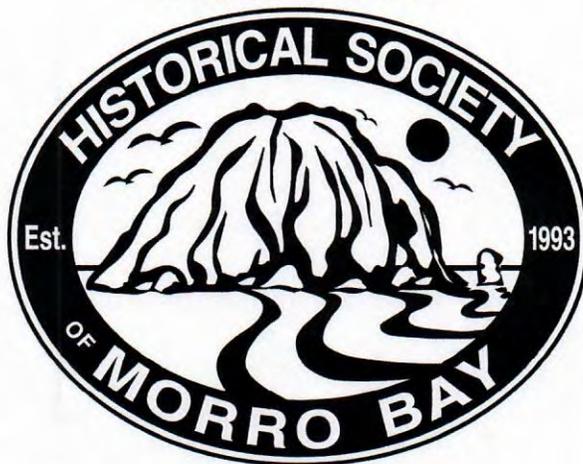
Date Approved/Denied: _____ VOTE: Yes: _____ No: _____

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

Attachment A
FRANKLIN RILEY
INFORMATION

Attachment A. FRANKLIN RILEY INFORMATION

HISTORICAL SOCIETY OF MORRO BAY



Historical Society of Morro Bay

Franklin Riley, Founder of Morro Bay

- Born 1832 in Ohio
- Arrived on the estuary 1864 as homesteader
- Died 1887
- In between, a serial entrepreneur: our first developer
- Adopted 3 children, but none of his own
- A bit of a mystery



Historical Society of Morro Bay



The Riley House, circa 1870

The line drawing is from Debi Dismar's project, the Olde Moro Sewing Society, taken from a very poor photographic image of Riley's house.

Historical Society of Morro Bay

MB's First Urban Forest

Riley purchased Blue Gum eucalyptus seeds to use to create windbreaks on the edge of the estuary. Early settlers complained that nothing could grow in the wind and shifting sand.

Why Blue Gum?

- It can grow 6 to 12 feet per year
- The tree is well adapted to local conditions
- Eucalyptus withstands wind extremely well
- Animals don't like to munch on it

The champion tree at the foot of South and Main may be one of Riley's original trees: Blue Gum can reach over 200 years of age.



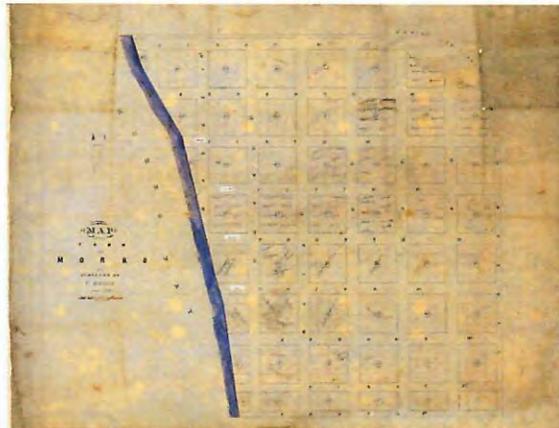
Historical Society of Morro Bay



Riley and Williams Wharf?

In 1870, Riley and one Captain Williams built a wharf below the embankment on the estuary to convey goods to and from visiting schooners. Difficult tides and currents made the wharf necessary.

Historical Society of Morro Bay



A New Town: Riley as MB's First Developer

With his partner Carolan Mathers, a surveyor, Riley laid out the shape of early Morro Bay, which is now the downtown area, in 1872.

Historical Society of Morro Bay



5th and Main, circa 1900

All these buildings were built between 1870 and 1900. Note the tall eucalyptus in the background would have easily reached this height based on Riley planting in the late 1860's.

Historical Society of Morro Bay



5th and Main: 1920's

Some buildings have changed since 1900, but the general merchandise store in the center is the same. This view is looking north, with Main Street running south to north.

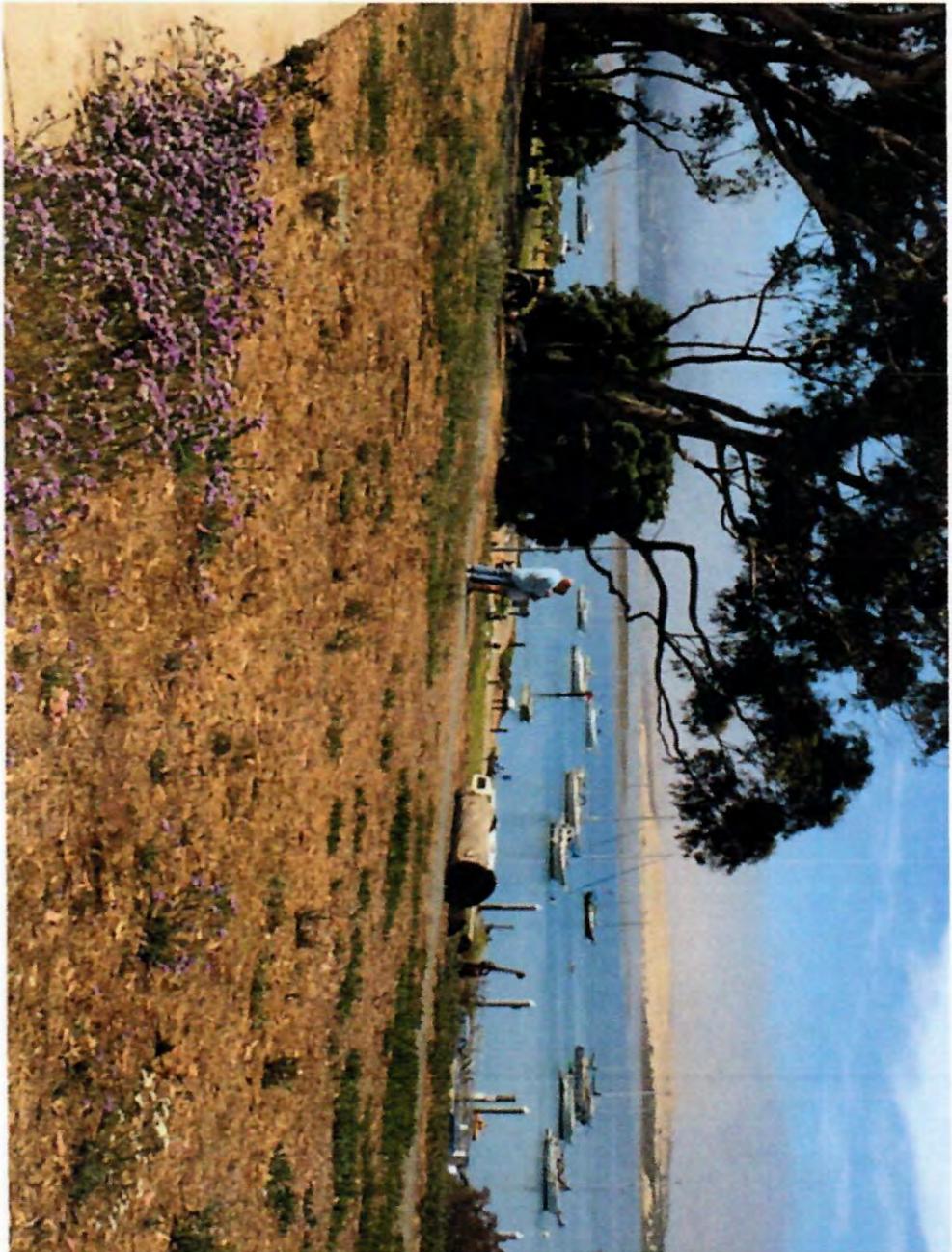
Historical Society of Morro Bay

Attachment B
PARK LOCATION

Franklin Riley Park Designated Location



Attachment B. PARK LOCATION



Attachment C.
BUDGET

Attachment C. BUDGET - Historical Society Morro Bay - Franklin Riley Park Beautification Recognition Project

PHASE 1 - Planning	QTY	Item Cost	Budget Total	Actual Cost	Variance	Grants Recieved	Fundraising Effort	NOTES
Landscape Design**	1	\$ 4,050.00	\$ 4,050.00					
Permit Fees*	1*	Unknown*						Request City Waiver*
Development of Fundraising Materials	1	\$ 400.00						
Media Kit - Press Release Development		\$ 500.00						
Phase 2 - Clean Up**	QTY	Item Cost	Budget Total	Actual Cost	Variance	Grants Recieved	Fundraising Effort	
Mild Elevation Changes								
Water Retention								
Water Distribution								
Pedestrian Pathway Improvement								
Phase 3 - Beginning Installation**	QTY	Item Cost	Budget Total	Actual Cost	Variance	Grants Recieved	Fundraising Effort	
Landscape Planting Installation								
Interpitive Panels/Plaque	3	\$ 2,000.00	\$ 6,000.00			\$ 5,000.00		
Benches	5	\$ 1,000.00	\$ 5,000.00			\$ 5,000.00		
Bench Pads/Footings	4							
Panel Pads/ Footings	3							
Phase 4 - Final Installation & Community Celebration**	QTY	Item Cost	Budget Total	Actual Cost	Variance	Grants Recieved	Fundraising Effort	
Landscape Planting Installation								
Community Ribbon Cutting Celebration		\$ 2,800.00						
Project to Date 07/15/2018			Budget Total	Actual Cost	Variance	Grants Recieved	Fundraising Effort	
Totals			\$ 15,050.00	\$ -		\$ 10,000.00		

****Phase 1 is the crucial blueprint for material and financial targets in order to execute phases 2, 3 and 4**



ORGANIZATIONAL INFORMATION

Fed Tax ID: 46-3532829 Organization Name: Morro Bay in Bloom, Inc.
Board Chair: Walter Heath Phone: _____
Main Contact: Walter Heath Role: Board Chair
Email: _____ Phone: _____
Address: P.O. Box 782 City/State/Zip: Morro Bay, CA 93443
Website: morrobayinbloom.org

DETAILS - Installation

Name Downtown Tree Lights Website n/a
Description Provide and install commercial grade bistro lights on 24 trees in
Date(s) 10/2018 to 10/2019 Location(s) the downtown area that already have
available electrical outlets

BUDGET

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

OTHER FUNDING

_____ We will receive other sponsorship dollars \$ _____
_____ We will receive matching funds \$ _____
_____ We will receive in-kind donations \$ _____

EXPENSES

_____ See attached budget \$ _____
_____ \$ _____
_____ \$ _____
Total Expenses \$ _____

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$6,000 share of a cooperative project that will be completed by
October, 2018.

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

Contractor warranty on labor & materials for one year. See
attached estimate.

WH (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

WH (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project 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: [Signature] Date: 7/15/18

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.



Lost Coast Electrical
 335 Dunes st
 Morro Bay, CA 93442
 (805) 423-0099
 Lostcoastelectric@gmail.com
 http://www.lostcoastelectric.com

Estimate 1412

DATE 07/12/2018	TOTAL \$21,002.88	EXPIRATION DATE 08/13/2018
--------------------	----------------------	--

09/15/2018

ADDRESS
 Morro Bay Chamber of Commerce
 Morro Bay Lions *Foundation*
 Morro Bay Beautiful
 Morro Bay in Bloom
 Rotary Club of Morro Bay

JOB NAME
 Tree Lighting

ACTIVITY	QTY	RATE	AMOUNT
Services General lighting of 24 tree located on Morro Bay Blvd and Main st. This for the installation of LED exterior hanging lights. This does not included any electrical from power post to tree or any control wiring located at each tree. Some of the posts are located 3-4' from a tree and some underground conduit might be needed and is not included in this estimate. We recommend that 1 tree be completed to evaluate the lighting and installation prior to installing lights on all trees. We also need to block portion of the road way for installation, any traffic cordination would need to be discussed and possible extra charges could apply depending on requirements. This is a estimate only!	1	12,000.00	12,000.00
Services Brightech Ambience Pro LED Waterproof Outdoor String Lights - Heavy Duty, Hanging Vintage Edison Bulbs - Dimmable 2W, 48 Ft Patio Lighting/Cafe/Bistro Commercial Grade Strand for Market	24	89.98	2,159.52
Services boom lift for 12 days	2	3,271.68	6,543.36
Services mis electrical for securing lights	1	300.00	300.00

← please strike from this document

We look forward to doing business with you!

TOTAL \$21,002.88

THANK YOU.

Add *guarantee 1 year*
"materials & workmanship"

Accepted By

Accepted Date



From: Erica Crawford [mailto:erica@morrochamber.org]

Sent: Sunday, December 18, 2016 7:29 PM

To: Jennifer Little <jlittle@morrobayca.gov>

Cc: Rigmor Samuelson ·

Penny Harrington ·

; Walter Heath

; Dave Buckingham <dbuckingham@morrobayca.gov>; slobike ·

; Taylor Newton <

; Janet Hillson <

Glenn

Silloway <

; Rob Livick <rlivick@morrobayca.gov>; Damaris Hanson <dhanson@morrobayca.gov>; Pamela Newman

<pnewman@morrobayca.gov>; Mike Wilcox <mwilcox@morrobayca.gov>; Katherine Caldwell <

Jamie Irons <jjrons@morrobayca.gov>

[Quoted text hidden]

[Quoted text hidden]



ORGANIZATIONAL INFORMATION

Fed Tax ID: 95-6093601 Organization Name: Rotary Club of Morro Bay
Board Chair: Jude Long Phone: _____
Main Contact: Jude Long Role: President
Email: _____ Phone: _____
Address: P.O. Box 806 City/State/Zip: Morro Bay, CA 93443
Website: morrobayrotary.org

DETAILS

Name Downtown Tree Lights Website N/A
Description Lighting of 24 trees in downtown by providing & installing commercial bistro style lights
Date(s) 10-2018 to 10-2019 Location(s) Downtown

BUDGET

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

OTHER FUNDING

We will receive other sponsorship dollars \$ _____
 We will receive matching funds \$ _____
 We will receive in-kind donations \$ _____

EXPENSES

See attached budget \$ _____
\$ _____
\$ _____
Total Expenses \$ _____

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$6,000 share of cooperative project to be completed by 10-2018.

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

Contractor will warranty work & materials for one year. See attached estimate

JSV (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

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Signature: [Signature] Date: 7-16-2018

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.

7-16-2018

RE: Tree Lighting Project Grant

Our **Rotary Club of Morro Bay** is pleased to join with other organizations in asking the TBID to award funds that have been held aside for the purposes of improving our Morro Bay visitor experience. We believe that lighting downtown trees will encourage longer hours of commercial activity and may attract new eating/drinking businesses to open up or relocate into the downtown area.

Downtown streets along Morro Bay Blvd. and Main Street are dark at night making them unwelcoming to visitors. Dark streets do not encourage businesses to stay open later due to safety hazards for pedestrians and cyclists. Lighting these trees is in line with a City Council goal for this year to improve infrastructure and public spaces. Businesses in this downtown area are generally in support of improved lighting.

We want to begin the process of lighting the stately downtown trees up to and perhaps including the lowest spread of the tree's canopies. Lighting 24 of the 96 street trees in Morro Bay's downtown area that have electrical outlets currently installed in their tree wells would make an important and needed impact in the downtown economic center.

Preliminary/Sample Budget for Expenditures Collaborative to Provide and Install Lights for 24 Trees Downtown	
Installation Labor	\$12,000.00
Materials	\$2,159.00
Equipment	\$6,843.36
Contingency for electric work per tree	\$4,800.00
Project Total	\$25,802.36
Additional in kind labor donated by CMB	
Power for lights provided by CMB	



Lost Coast Electrical
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 Morro Bay, CA 93442
 (805) 423-0099
 Lostcoastelectric@gmail.com
 http://www.lostcoastelectric.com

Estimate 1412

DATE 07/12/2018	TOTAL \$21,002.88	EXPIRATION DATE 08/13/2018
--------------------	----------------------	---

09/15/2018

ADDRESS
 Morro Bay Chamber of Commerce
 Morro Bay Lions *Foundation*
~~XXXXXXXXXXXX~~
 Morro Bay in Bloom
 Rotary Club of Morro Bay

JOB NAME

Tree Lighting

ACTIVITY	QTY	RATE	AMOUNT
Services General lighting of 24 tree located on Morro Bay Blvd and Main st. This for the installation of LED exterior hanging lights. This does not included any electrical from power post to tree or any control wiring located at each tree. Some of the posts are located 3-4' from a tree and some underground conduit might be needed and is not included in this estimate. We also need to block portion of the road way for installation, any traffic cordination would need to be discussed and possible extra charges could apply depending on requirements.	1	12,000.00	12,000.00
Services Brightech Ambience Pro LED Waterproof Outdoor String Lights - Heavy Duty, Hanging Vintage Edison Bulbs - Dimmable 2W, 48 Ft Patio Lighting/Cafe/Bistro Commercial Grade Strand for Market	24	89.98	2,159.52
Services boom lift for 12 days	2	3,271.68	6,543.36
Services mis electrical for securing lights	1	300.00	300.00

We look forward to doing business with you!

TOTAL \$21,002.88

THANK YOU.

*Add guarantee 1 year
 "materials & workmanship"*

Accepted By

Accepted Date





From: Erica Crawford [mailto:erica@morrochamber.org]

Sent: Sunday, December 18, 2016 7:29 PM

To: Jennifer Little <jlittle@morrobayca.gov>

Cc: Rigmor Samuelson · Penny Harrington · Walter Heath
 ; Dave Buckingham < ; slobike · ;
 ; Taylor Newton · ; Janet Hillson < ; Glenn
 Silloway ; Rob Livick <rlivick@morrobayca.gov>; Damaris Hanson <dhanson@morrobayca.gov>; Pamela Newman
 <pnewman@morrobayca.gov>; Mike Wilcox <mwilcox@morrobayca.gov>; Katherine Caldwell
 ; Jamie Irons <jirons@morrobayca.gov>

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[Quoted text hidden]





**2018-19 Installation/Project Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street). If you choose to email your application, please follow up with a call to the Tourism office that it was received.

- All requests will be reviewed by a 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) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting.
We highly recommend you attend the August 16th TBID meeting to be available to answer Questions regarding your application.
- Each sponsorship recipient will receive an award letter including the amount awarded, logo requirements, a Post Installation/Project Report Form, plus other applicable information before the end of August 2018.
- Those applicants not receiving funding will be notified by mail before the end of August 2018.

Schedule:

May 16th Sponsorships are opened for submission
July 16th Sponsorship application closing date
July 23rd Event Grant Task Force to review all applications
[August 16th TBID meeting board to award grant funds](#)

Request Form Checklist:

1. Completed & Signed Installation/Project Sponsorship Funding Request Application _____
2. Any Other Supporting Documentation _____

SPONSORSHIP CRITERIA

- Morro Bay Tourism office is looking for ways to create a mutual benefit between community and tourism. If you have an idea for a permanent or semi-permanent installation, please fill out the below application. Please attach any additional documents you need to sway TBID to approve your project.
- Funds for this category are limited and may only approve 1-3 total projects depending on Sponsorship needs. The subcommittee will carefully review each application and make a recommendation to TBID.
- Must be within the city limits of Morro Bay, California
- All completed applications must be received on or before the end of the business on **July 16, 2018** 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](https://www.morrobayca.gov/695-Harbor-Street).
*Funding is based on availability. All requests received, after 5pm on July 16, 2018 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- Not allowed to apply with multiple applications to Morro Bay Tourism for the same sponsorship dollars.

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



ORGANIZATIONAL INFORMATION

Fed Tax ID: 81-5104137 Organization Name: Morro Bay Lions Foundation
 Board Chair: Chuck Stoll Phone: _____
 Main Contact: Bill Teedt Role: Treasurer
 Email: _____ Phone: _____
 Address: P.O. Box 343 City/State/Zip: Morro Bay, CA 93443
 Website: www.morrobaylions.com

DETAILS

Name: Downtown Tree Lights Website: N/A
 Description: Provide & Install commercial grade bistro lights on 24 trees
 Date(s): Oct 2018 to Oct 2019 Location(s): Downtown

BUDGET

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

OTHER FUNDING

<input type="checkbox"/>	We will receive other sponsorship dollars	\$ _____
<input type="checkbox"/>	We will receive matching funds	\$ _____
<input checked="" type="checkbox"/>	We will receive in-kind donations	\$ _____

EXPENSES

See attached budget \$ _____
 _____ \$ _____
 _____ \$ _____
Total Expenses \$ _____

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$6,000 share of cooperative project

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.
Contractor warranty on work & materials for one year
See attached Contractor Bid

W (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

W (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: _____ Date: 7/16/2018

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.



P.O. Box 343
Morro Bay, CA 93442

July 13, 2018

Jennifer Little, Tourism Manager
Morro Bay Tourism Office
695 Harbor St.
Morro Bay, CA 93442

Dear Jennifer Little,

The Morro Bay Lions Foundation is pleased to join the group of cooperating agencies asking the TBID to award funds set aside for improving the Morro Bay visitor experience to support the lighting of 24 trees in the downtown area. We support the concept that lighting downtown trees for several hours each evening will increase safety, enhance the beauty and charm of our downtown and encourage visitors to stay longer and increase support for local merchants. We believe the tree lights will make both residents and visitors feel safer and more welcome. Having more residents and visitors who stay longer in the downtown area should help encourage local business to stay open longer and increase their revenues.

Lighting the downtown trees has been talked about for several years. We believe the time has come to now begin the process of lighting our downtown trees. We propose to begin with the 24 trees that currently have electrical outlets in their tree wells or very nearby. Through the efforts of the Chamber of Commerce an electrical contractor has been contacted and provided a bid to accomplish this project. His bid is attached to our application for your review and consideration.

We believe the lighted trees will especially enhance the City's Halloween experience for children and families and be very important to Christmas shoppers.

Please support this multiagency cooperative project to enhance our City's experience for residents and visitors in our downtown area.

Sincerely,

Ray McKelvey, Secretary
Morro Bay Lions Foundation

The Morro Bay Lions Foundation is a 501 C 3 non-profit, tax exempt, public benefit corporation serving the communities of Morro Bay and Los Osos.

*Our IRS ID# is 81-5106137 and our State of California Corporate ID# is 3975190
CA Sales Tax ID #GH 102-504316 - Morro Bay City Business License #102505*

Preliminary/Sample Budget for Expenditures Collaborative to Provide and Install Lights for 24 Trees Downtown	
Installation Labor	\$12,000.00
Materials	\$2,159.00
Equipment	\$6,843.36
Contingency for electric work per tree	\$4,800.00
Project Total	\$25,802.36
Additional in kind labor donated by CMB	
Power for lights provided by CMB	





From: Erica Crawford [mailto:erica@morrochamber.org]

Sent: Sunday, December 18, 2016 7:29 PM

To: Jennifer Little <jliddle@morrobayca.gov>

Cc: Rigmor Samuelson

; Penny Harrington

Walter Heath

; Dave Buckingham <dbuckingham@morrobayca.gov>; slobike

Taylor Newton

; Janet Hillson <

Glenn

Silloway

; Rob Livick <rlivick@morrobayca.gov>; Damaris Hanson <dhanson@morrobayca.gov>; Pamela Newman

<pnewman@morrobayca.gov>; Mike Wilcox <mwilcox@morrobayca.gov>; Katherine Caldwell

; Jamie Irons <jirons@morrobayca.gov>

[Quoted text hidden]

[Quoted text hidden]





ORGANIZATIONAL INFORMATION

Fed Tax ID: 95-2590040 Organization Name: Morro Bay Chamber of Commerce
Board Chair: Cydney Edwards Phone: _____
Main Contact: Erica Crawford Role: President ICED
Email: erica@morrochamber.org Phone: _____
Address: 695 Harbor St. City/State/Zip: Morro Bay, CA 93442
Website: morrochamber.org

DETAILS

Name Downtown Tree Lights Website n/a
Description Provide & Install commercial grade bistro lights on 24 trees in
Date(s) October 2018 to October 2019 Location(s) Downtown Downtown

BUDGET

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

OTHER FUNDING

- We will receive other sponsorship dollars \$ _____
- We will receive matching funds \$ _____
- We will receive in-kind donations \$ _____

EXPENSES

See attached budget \$ _____
\$ _____
\$ _____
Total Expenses \$ _____

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$6,000 share of cooperative project completed by October 2018

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

Contractor warranty on work & materials for one year.
See attached estimate

____ (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

____ (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: _____ Date: 7/16/18

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.*



Erica D. Crawford
President/CEO

Morro Bay Chamber of Commerce
695 Harbor Street
Morro Bay, CA 93442
morrochamber.org
805.772.4467
erica@morrochamber.org

2018 BOARD OF DIRECTORS

Cyndee Edwards, The Skin Stop
Chairperson

Sandi Twist, The Paddleboard Co.
Vice Chairperson

Ritchie Wimmer, Jim's Automotive
Treasurer

Shannon Rose, Seashells & Sawdust
Secretary

OFFICERS

Jayne Engle Allen
Engle & Associates Insurance Brokers

Joshua C. Bergren
Wells Fargo Bank

Ken Macmillan
DiStasio's on the Bay

Nick Mendoza
Lolo's Mexican Restaurant

Kendi Root
Inn at Morro Bay

Michael Sameniego
Morro Bay Golf Course

Lorraine Sterkel
Horizon Realty & Property Mgmt.

Andrea Turnquist
Placer Title Company

To: TBID Advisory Board

Our organization is pleased to join with three other non-profits in requesting TBID to award funds that have been set aside for the purpose of improving the Morro Bay visitor experience to a collaborative project that does just that. We believe that lighting downtown trees would encourage longer hours of commercial activity and might attract new business like eating and drinking establishments to consider relocating or opening up shop in the downtown.

The downtown streets along Morro Bay Boulevard and Main Street are dark at night making them unwelcoming to visitors. Dark streets do not encourage businesses to stay open much past dusk as they present a number of safety hazards for pedestrians and cyclists. Lighting the trees is in line with a City Council goal for this calendar year to improve infrastructure and public spaces. Businesses in the downtown are generally supportive of improved lighting. Preliminary conversations with City of Morro Bay Public Works and City Management indicate that the City of Morro Bay is willing to donate in kind labor to do some electrical work on each tree and to provide the power for these lights year round.

It's time to begin the process of lighting our stately downtown trees up to and perhaps including the lowest spread of the trees' canopies. Lighting 24 of the 96 street trees in Morro Bay's downtown area that have electrical outlets currently installed in their tree wells would make great impact in the downtown economic center.

Thank You,

Erica D. Crawford

Preliminary/Sample Budget for Expenditures	
Collaborative to Provide and Install Lights for 24 Trees Downtown	
Installation Labor	\$12,000.00
Materials	\$2,159.00
Equipment	\$6,843.36
Contingency for electric work per tree	\$4,800.00
Project Total	\$25,802.36
Additional in kind labor donated by CMB	
Power for lights provided by CMB	



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DATE 07/12/2018	TOTAL \$21,002.88	EXPIRATION DATE 08/13/2018
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09/15/2018

ADDRESS
 Morro Bay Chamber of Commerce
 Morro Bay Lions *Foundation*
~~Morro Bay Blvd~~
 Morro Bay in Bloom
 Rotary Club of Morro Bay

JOB NAME
 Tree Lighting

ACTIVITY	QTY	RATE	AMOUNT
Services General lighting of 24 tree located on Morro Bay Blvd and Main st. This for the installation of LED exterior hanging lights. This does not included any electrical from power post to tree or any control wiring located at each tree. Some of the posts are located 3-4' from a tree and some underground conduit might be needed and is not included in this estimate. We recommend that this be completed to evaluate the lighting and installation prior to installing lights on all trees	1	12,000.00	12,000.00
We also need to block portion of the road way for installation, any traffic cordination would need to be discussed and possible extra charges could apply depending on requirements.			
This is a estimate only! Services Brightech Ambience Pro LED Waterproof Outdoor String Lights - Heavy Duty, Hanging Vintage Edison Bulbs - Dimmable 2W, 48 Ft Patio Lighting/Cafe/Bistro Commercial Grade Strand for Market	24	89.98	2,159.52
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← please dit for Dis
~~_____~~

We look forward to doing business with you!

TOTAL \$21,002.88

THANK YOU.

*Add guarantee 1 year
 "materials & workmanship"*

Accepted By

Accepted Date





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Cc: Rigmor Samuelsen

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<pnewman@morrobayca.gov>; Mike Wilcox <mwilcox@morrobayca.gov>; Katherine Caldwell

lamie Irons <jirons@morrobayca.gov>

[Quoted text hidden]

[Quoted text hidden]





ORGANIZATIONAL INFORMATION

Fed Tax ID: 46-3532829 Organization Name: Morro Bay in Bloom, Inc
Board Chair: Walter Heath Phone: _____
Main Contact: Walter Heath Role: Board Chair
Email: _____ Phone: _____
Address: P.O. Box 782 City/State/Zip: Morro Bay, CA 93443
Website: morrobayinbloom.org

DETAILS - Installation

Name Roundabout Circle Improvements Website n/a
Description Installation of 38 white knock-out rose bushes by volunteers
Date(s) 11/2018 to 12/2018 Location(s) MB Blvd Roundabout

BUDGET

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

OTHER FUNDING _____ We will receive other sponsorship dollars \$ _____
 _____ We will receive matching funds \$ _____
 _____ We will receive in-kind donations \$ _____

EXPENSES

38 Bare-Root Sea-Foam White Rose Bushes \$ 954.43
(22.99/each plus 9.25% sales tax) \$ _____
9 months of blooms! \$ _____
Total Expenses \$ 954.43

SPONSORSHIP FUNDING REQUEST

Please clearly state the total dollars you'll need to complete your project and when you expect it to be completed. \$954.43 Project completion date: 12/31/2018

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify and upkeep of your project.

Morro Bay in Bloom volunteers will condition the soil before planting, work with city staff to ensure the irrigation that is in place is working, and will maintain the roses

WK (please initial) YES, I understand if the installation/project listed in this document receives funding through this sponsorship process, I and the rest of the 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.

WK (please initial) YES, I attest that the information provided in the 2018-19 Installation/Project Sponsorship Funding Request 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 Installation/Project Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature: _____ Date: 7/15/18

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.



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[Gift Certificates ^{New!}](#)

[All-American Rose Selection Winners](#)

[Rose Care & Info](#)

[Growing Bare Root Roses](#)

[Frequently Asked Questions](#)

[Types of Roses](#)

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4268 Decoto Road
Fremont, CA 94555-3204
(510)797-3222
[\[Get Directions\]](#)

[Email Us](#)

regan@regannursery.com

[Store Hours:](#)

Monday-Sunday
8:30 am-5:00 pm

[Closed:](#)

April 01
Closed Easter Sunday

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[Landscape Roses](#)

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Sea Foam (gc) (own root)

Rosa Landscape/Shrub 'Sea Foam (gc) (own root)'

*** Sold as
**bare root
rose**

A rose of many uses. Sea foam is great as a mounding ground cover or small climber. It is Very winter hardy, with good disease tolerance. The small glossy foliage and white blooms will add a nice contrast in any landscape.

Ordering Information

SKU	Description	Price
2072	Bare Root - Modern Bush	\$22.99

[ADD TO CART](#)



[AARS Rating](#)

7.8

[Petal Count](#)

30-35

[Intro Year](#)

1964

Attention local customers

We no longer have the bare root beds of roses to shop from. Labor and material costs have made it difficult to do. Please place your order online or give us a call and we will pull the roses for you and call or email you when they are ready for pick up. Please note: We have many orders in house and it may take 2 weeks or more before your order is ready.

Height

* 2-3 Feet

Spread

* 4-6 Feet

Flower Color

* Near White/White Blend

Hardiness Zone

* Zone(s): 4-11

Fragrance

* Slight or None

Disease Resistant

* Yes

Rose Color

* White

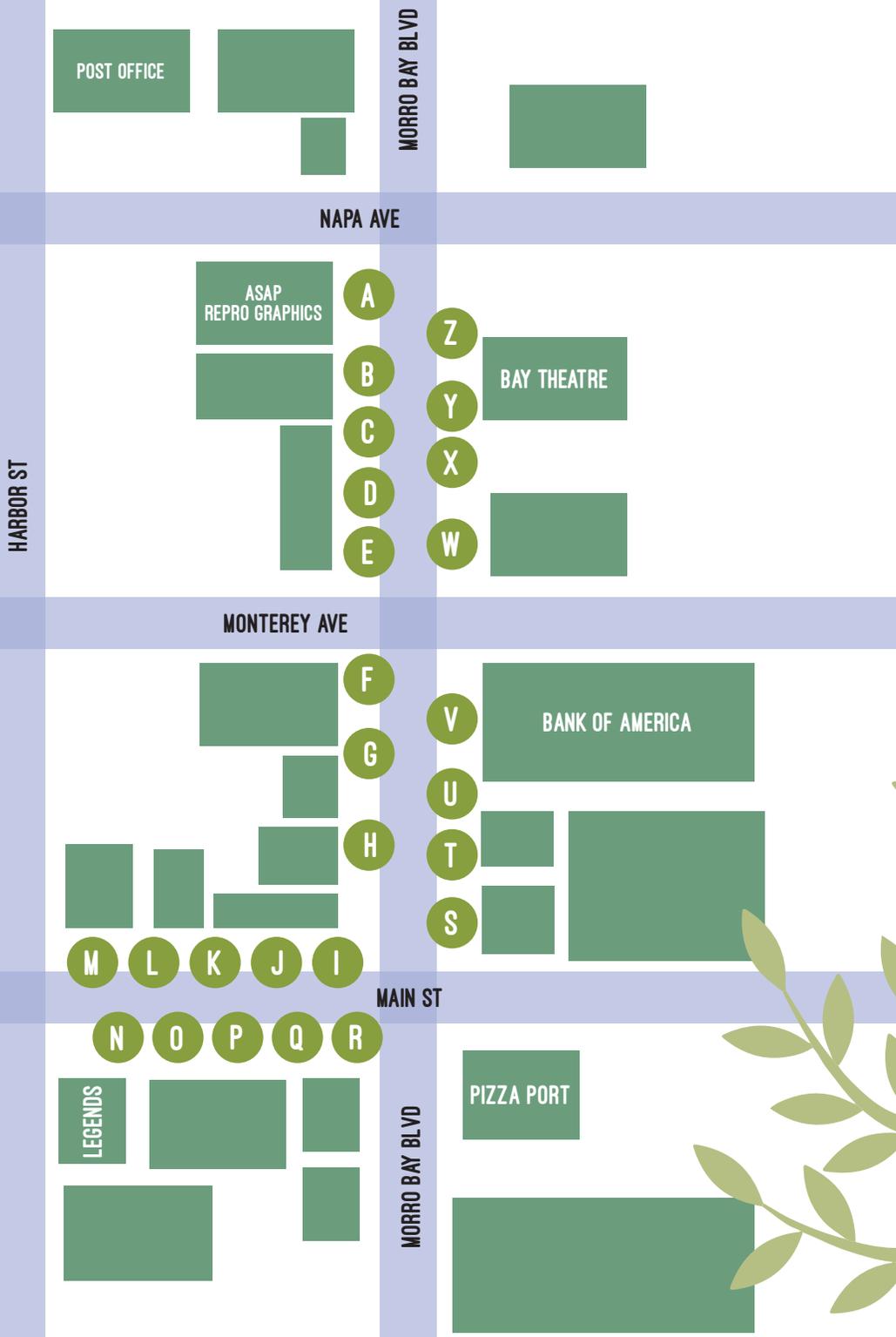
Other information

* Own Root Rose

Type

* Modern Bush





DOWNTOWN

MORRO BAY

TREE LIGHTING PROJECT

PROPOSED BY:

MORRO BAY CHAMBER OF COMMERCE

MORRO BAY LIONS

MORRO BAY IN BLOOM

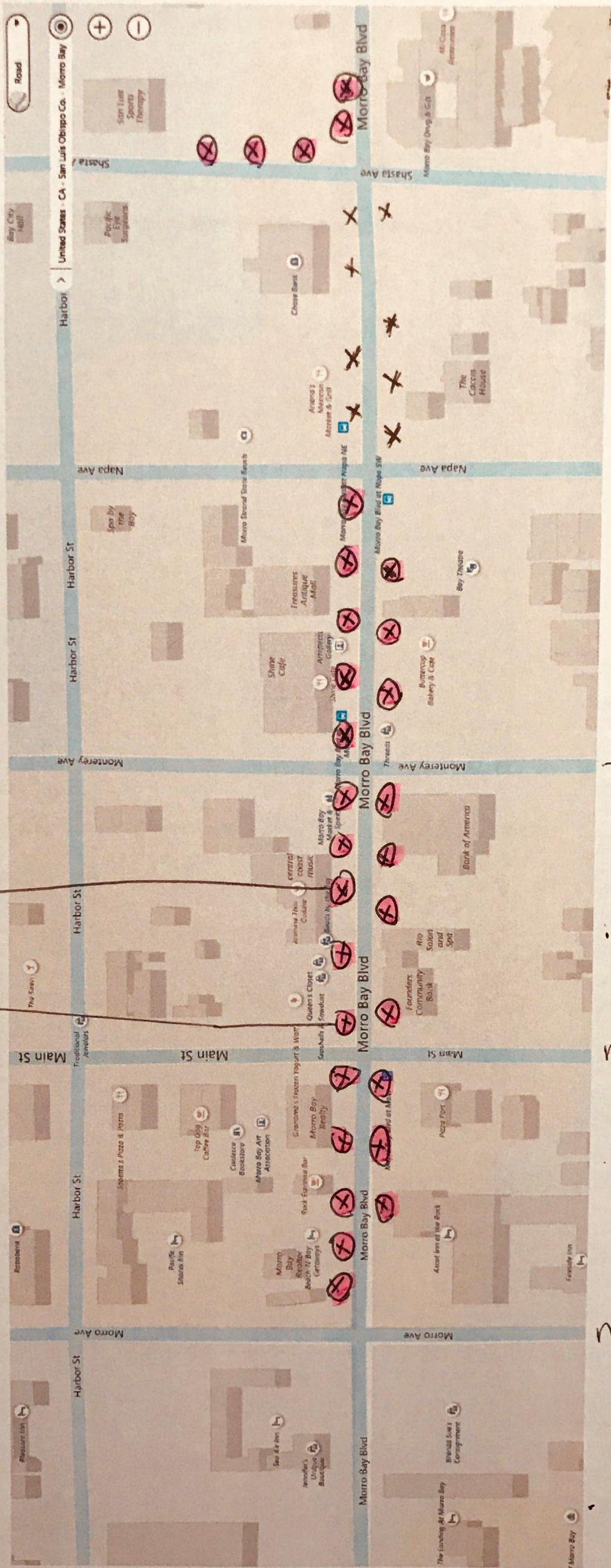
ROTARY CLUB OF MORRO BAY

Jen Little
Tree walk
Aug 7, 2018

of Morro
Bay Blvd.

power
no tree!

#27 on
MB Blvd.



Shasta Ave

Napa Ave

Monterey Ave

Main St.

Morro Ave



AGENDA NO: A-1
MEETING DATE: August 17, 2017

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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?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_rq0zciq?t=2h11m34s

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

15. Winter Bird Festival

https://youtu.be/uA7_rq0zciq?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_rq0zciq?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