



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, OCTOBER 17, 2019
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER
MOMENT OF SILENCE
PLEDGE OF ALLEGIANCE
BOARD MEMBER ANNOUNCEMENTS
STAFF ANNOUNCEMENTS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the TBID Board on City business 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.

Public comment is an opportunity for members of the public to provide input to the Board. To increase the effectiveness of the Public Comment Period, the City respectfully requests the following guidelines and expectations be followed:

- When recognized by the Chair, please come forward to the podium to speak. Though not required, it is helpful if you state your name, city of residence and whether you represent a business or group. Unless otherwise established by the Chair, comments are to be limited to three minutes.
- All remarks should be addressed to the Board, as a whole, and not to any individual member thereof.
- The Board respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission, board and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.

- Any disruptive activities that substantially interfere with the ability of the TBID Board to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting.
- Your participation in TBID meetings is welcome and your courtesy will be appreciated.
- The Board in turn agrees to abide by its best practices of civility and civil discourse according to Resolution No. 07-19.

A. CONSENT AGENDA

A-1 APPROVAL OF SEPTEMBER 19, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

B. BUSINESS ITEMS

B-1 PRESENTATION - UPDATE ON PUBLIC SAFETY POWER SHUT-OFF (FIRE DEPARTMENT)

RECOMMENDATION: Receive and file.

B-2 AUGUST 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

RECOMMENDATION: Approve as submitted.

B-3 REVIEW OF MENTAL MARKETING REPORTS FOR SEPTEMBER 2019 AND PRESENTATION ON MORROBAY.ORG SITE CHANGES (MARKETING COORDINATOR)

RECOMMENDATION: Approve as submitted.

B-4 PRESENTATION OF CENTRAL VALLEY MARKETING COMPONENTS (MENTAL MARKETING)

RECOMMENDATION: Receive and file.

B-5 PRESENTATION OF STRATEGIC PLAN UPDATES ON ART & CULTURE AND NATIONAL ESTUARY (TOURISM MANAGER)

RECOMMENDATION: Receive and file.

B-6 FUNDS TRANSFER FROM THE SEPTEMBER-OCTOBER WINE PROMOTION TO ADVERTISING SPEND IN SHOULDER SEASON OF FISCAL YEAR 2019-2020 (TOURISM MANAGER)

RECOMMENDATION: Recommend for unused funds from the September-October Wine promotion to be spent on shoulder season advertising under one of these options:

- 1) Spend additional funds promoting #outdoorgoals videos on social media to the Central Valley; or
- 2) Spend additional funds promoting shoulder season events to the Central Valley through social media; or
- 3) Spend additional funds on two 2-page spreads in Bird Watcher's Digest e-books exclusively on CA birding locations.

C. DECLARATION OF FUTURE AGENDA 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.

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MINUTES – TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – SEPTEMBER 19, 2019
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates Steven Allen Joan Solu Nancy Dickenson Amish Patel Chris Kostecka	Chair Vice Chair Member Member Member Member
ABSENT:	Isaac Su	Member
STAFF PRESENT:	Jennifer Little Heather Goodwin Megan Leininger	Tourism Manager Deputy City Clerk Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/ySlyzf57DCU?t=29s>

Chair Yates called the meeting to order at 9:02 a.m. with six members present.

MOMENT OF SILENCE
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS-NONE

STAFF ANNOUNCEMENTS-NONE

PUBLIC COMMENT-NONE

PRESENTATION

Aquarium Presentation by Christine Johnson

<https://youtu.be/ySlyzf57DCU?t=2m40s>

Christine Johnson, Central Coast Aquarium Executive Director, gave a brief presentation on the Central Coast Aquarium and responded to board questions.

A. CONSENT AGENDA

<https://youtu.be/ySlyzf57DCU?t=26m5s>

A-1 APPROVAL OF AUGUST 15, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Allen moved approval of A-1. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Su absent.

B. BUSINESS ITEMS

B-1 JULY 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

<https://youtu.be/ySlyzf57DCU?t=26m37s>

Tourism Manager Little went over the July report and answered questions from the Board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Allen moved approval to receive and file the July 2019 Transient Occupancy Tax report and Year Over Year TOT report. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent

B-2 APPROVAL OF MENTAL MARKETING REPORTS FOR AUGUST 2019 (MARKETING COORDINATOR)

<https://youtu.be/ySlyzf57DCU?t=28m37s>

Marketing & Communications Coordinator Leininger gave the presentation and answered questions from the board.

There was board member discussion as to why Fresno was not listed in the report on page 12 under "Origin Market for Hotel Searches". Tourism Manager Little stated that she would check into why it was not listed and would provide an update to the board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Solu moved approval to receive and file the Mental Marketing reports for August 2019. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Su absent

B-3 CONSIDERATION OF THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) SUPPLEMENTAL ANNUAL REPORT AND CONTINUATION OF THE TBID ASSESSMENT FOR FY 2019/20 WITH THE INCLUSION OF VACATION RENTALS (VR'S); (TOURISM MANAGER)

<https://youtu.be/ySlyzf57DCU?t=36m20s>

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

Public Comment:

Chuck Davison, Visit San Luis Obispo County CEO, spoke about Visit SLO CAL's website; stated that they would like to help in migrating vacation rentals to the City's website in the future.

Chair Yates closed public comment.

There was discussion about adding the words Vacation Rentals (VR) on page 47 to all hotel/motel sections to the annual report for recommendation number one and changing "events expenses" to "grants expenses" for recommendation number two. By consensus, the board agreed to make those changes to the recommendations.

MOTION: Board Member Dickenson moved the Board to:

- 1) Review and approve the Supplemental Fiscal Year 2019-20 Annual Report for expenditure of funds to be derived from the addition of Vacation Rentals (VR's) and recommend City Council continue the 3% TBID Assessment in FY 2019-20, the supplemental report both providing a supplemental recommendation on changes to the basis and method of levying the assessments, and any changes in the classification of businesses, and further addressing the effect of those proposed changes on the six required elements of the Annual Report and add Vacation Rentals (VR) to all hotel/motel sections to the annual report, as amended; and
- 2) Recommend that City Council approve moving \$10,000 from the accumulation fund to the TBID FY 2019-20 Budget for visiting journalists and change events expenses to grants expenses, as amended; and
- 3) Recommend that City Council honor vacation rental contracts put in place prior to VRs being added to the TBID for stays in Morro Bay up through June 30, 2020, with all stays thereafter being assessed the 3 percent TBID assessment regardless of contract execution date.

The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent.

B-4 RENEWAL OF THE SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT - PRESENTATION BY VISIT SLOCAL (SLOCAL CEO - 30 MINUTES)

<https://youtu.be/ySlyzf57DCU?t=1h4m41s>

Tourism Manager Little introduced the item and Visit San Luis Obispo County CEO Chuck Davison gave the presentation and answered questions from the Board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Solo moved the Board to recommend to the City Council to adopt a resolution consenting to the renewal of the San Luis Obispo County Tourism Marketing District. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/ySlyzf57DCU?t=2h15m17s>

Chair Yates asked that the public restrooms at the Rock be better maintained.

Board Member Kostecka asked Tourism Manger Little to come up with marketing ideas that are directed towards the Central Valley or indicate why it is not a good use of funds.

D. ADJOURNMENT

The meeting adjourned at 11:20 a.m.

The next Regular Meeting is scheduled for October 17, 2019.

Recorded by:

Heather Goodwin
Deputy City Clerk

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**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2019/20**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)			
					TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	(B+E+G)	TMD	MBTBID	
	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	\$3,704,864.00	\$370,486.40	82%	910	\$296,197.41	\$29,619.74	\$871,687.42	\$87,168.74	\$487,274.88	\$48,633.02	\$109,915.84
AUGUST	\$3,326,675.74	\$332,667.57	73%	909	\$221,855.72	\$22,185.57	\$682,052.73	\$68,205.27	\$423,058.42	\$42,295.84	\$99,800.27
SEPTEMBER	\$39,251.28	\$3,925.13	1%	920	\$0.00	\$0.00	\$11,491.35	\$1,149.14	\$5,074.26	\$114.91	\$1,177.54
OCTOBER	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NOVEMBER	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
DECEMBER	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JANUARY	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FEBRUARY	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MARCH	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	920	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$7,070,791.02	\$707,079.10			\$518,053.13	\$51,805.31	\$1,565,231.50	\$156,523.15	\$915,407.57	\$91,043.78	\$210,893.65

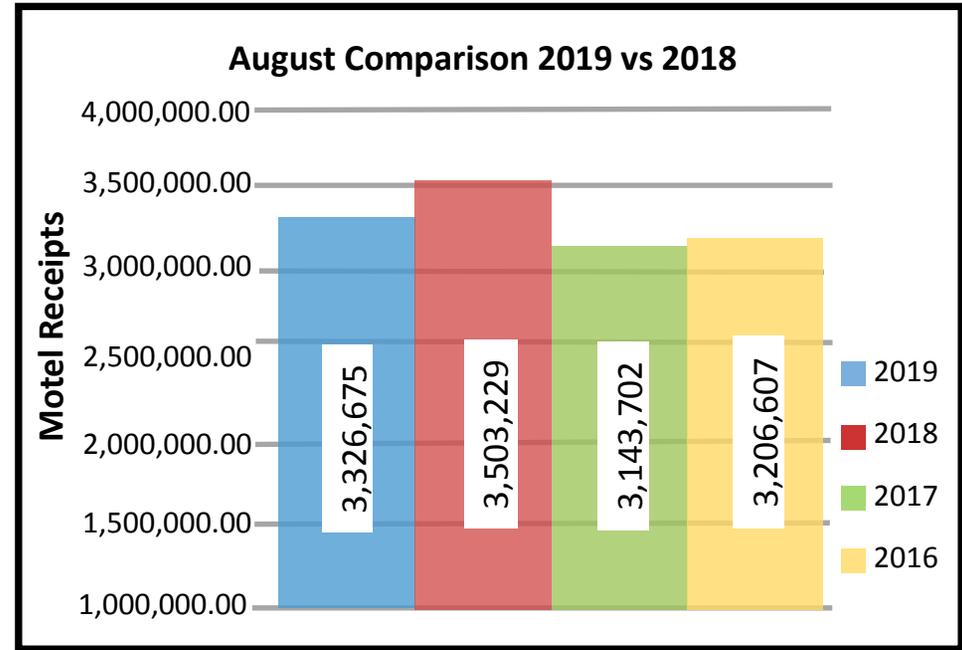
**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2018/19**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)			
					TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	(B+E+G)	TMD	MBTBID	
	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	\$3,802,709.59	\$380,270.96	84%	916	\$317,712.60	\$31,771.26	\$811,011.39	\$81,101.14	\$493,143.36	\$49,314.34	\$114,081.29
AUGUST	\$3,503,229.31	\$350,322.93	81%	915	\$261,864.58	\$26,186.46	\$696,156.62	\$69,615.67	\$446,125.06	\$43,034.89	\$105,096.88
SEPTEMBER	\$2,811,910.93	\$281,191.09	75%	915	\$247,334.70	\$24,728.97	\$457,437.51	\$45,744.25	\$351,664.31	\$36,192.63	\$84,357.33
OCTOBER	\$2,259,748.87	\$225,974.89	67%	915	\$203,736.60	\$20,373.66	\$378,388.43	\$37,838.84	\$284,187.39	\$28,373.47	\$67,792.47
NOVEMBER	\$1,896,681.96	\$189,668.20	59%	917	\$195,163.08	\$19,516.31	\$424,711.29	\$42,471.13	\$251,655.63	\$25,165.57	\$56,900.46
DECEMBER	\$1,503,732.86	\$150,373.29	47%	914	\$166,173.12	\$16,617.31	\$331,098.97	\$33,109.90	\$200,100.50	\$20,010.06	\$45,111.99
JANUARY	\$1,229,321.79	\$122,932.18	44%	914	\$142,721.50	\$14,272.15	\$266,305.61	\$26,630.56	\$163,834.90	\$16,383.48	\$36,879.65
FEBRUARY	\$1,225,308.68	\$122,530.87	47%	916	\$117,797.18	\$11,779.72	\$230,467.15	\$23,046.71	\$157,357.29	\$15,735.73	\$36,759.26
MARCH	\$1,755,023.97	\$175,606.47	59%	916	\$177,749.35	\$17,774.94	\$316,412.90	\$31,641.29	\$225,022.69	\$22,502.28	\$52,681.94
APRIL	\$2,317,177.44	\$231,717.74	70%	915	\$232,043.35	\$23,204.34	\$450,394.47	\$45,039.45	\$299,961.53	\$33,885.09	\$69,515.32
MAY	\$2,313,787.97	\$231,378.80	65%	915	\$233,322.91	\$23,332.29	\$453,234.21	\$45,323.42	\$300,034.51	\$30,003.45	\$69,413.64
JUNE	\$2,989,564.99	\$298,956.50	77%	922	\$265,555.96	\$26,555.60	\$706,018.47	\$70,601.85	\$396,113.94	\$39,611.40	\$89,686.95
	\$27,608,198.36	\$2,760,923.92			\$2,561,174.93	\$256,113.00	\$5,521,637.02	\$552,164.20	\$3,569,201.11	\$360,212.40	\$828,277.17

TOT August 2019 - 2018 Year to Year Comparison



STR August Comparison	Occ %		ADR		RevPAR	
	2019	2018	2019	2018	2019	2018
	Atascadero, CA+	77.2	77.1	144.14	136.69	111.34
Cambria, CA+	80.8	83.0	223.05	218.32	180.21	181.14
Paso Robles, CA+	75.7	79.2	151.24	149.39	114.52	118.35
Pismo Beach, CA+	81.3	83.9	220.23	216.22	178.94	181.35
San Luis Obispo, CA+	77.4	81.3	177.34	166.63	137.27	135.53
San Simeon, CA+	71.5	78.9	162.41	154.34	116.09	121.78
Five Cities+	80.0	82.2	206.92	204.44	165.55	168.12
North Coast+	76.6	81.1	195.72	188.36	149.85	152.70
North County+	76.1	78.7	149.42	146.08	113.71	114.91
South County+	78.8	81.8	193.29	187.06	152.29	153.05
San Luis Obispo County	77.7	80.9	182.26	177.05	141.68	143.19



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

2019	2018
73%	81%
OCC RATE	

2019	2018
\$163	\$152
ADR	

2019	2018
\$118	\$124
REV PAR	

TOTAL ROOMS: 2019 - 909, 2018 - 915

TOTAL JACKRABBIT LEADS	
2019 - 3552	2018 - 5234

MARKET FACTORS / MOTEL RECEIPTS

2016 - \$3,206,607
BUSINESS AS USUAL

2017 - \$3,143,702
HWY 1 LANDSLIDE IN MAY, HWY 1 CLOSURES

2018 - \$3,503,229
HWY REOPENS JULY 20, 2018
HOSTED VISIT CA DREAM DRIVE WHICH HOUSED OVER 80 JOURNALISTS FOR 1-3 NIGHTS

2019 - \$3,326,675
BUSINESS AS USUAL

VALLEY WEATHER	MORRO BAY WEATHER
DAYS OVER	DAYS OVER
15—100+	0 - 70+
16 - 90+	31 - 60+

Morro Bay Tourism Agency Marketing Report September 2019 Results

DIGITAL MEDIA

MorroBay.org

• Website Unique Visitors	24,280 (-3.1% or -770 Y/Y)
• Pageviews Y/Y	50,504 (-16.78% or -9,469 Y/Y)
• Pageviews M/M	50,504 (-11.4% or -10,181 M/M)
• Organic Search Referrals	12,224 (+16.7% or +1,753 referrals Y/Y)
• Ave Session Duration Y/Y	1.23 min (+3.5% or +3 second Y/Y)
• Ave Session Duration M/M	1.23 min (-7.7% or -7 second Y/Y)
• Bounce Rate Y/Y	64.3% (-6% Y/Y)
• Total Jack Rabbit Searches	2,516 (-34% or -1276 searches Y/Y)
• Jack Rabbit Referrals to Lodging	2,161 (0% or -5 referrals Y/Y)

Y/Y ANALYSIS NOTE: September 2018 Harbor Festival was awarded a MBT Grant, of which \$3,000 was spent on social media through MBT, driving over 5,000 clicks to the MBT site; that grant was not renewed this year, which resulted in a reduced social media referral percentage Y/Y of -57.6% for September 2019. While the unique site visits Y/Y are -3.1%, organic search referrals were up for the first time in months at +16.7%, and blog views are up Y/Y by +36%.

CAMPAIGN NOTE: MBT ad campaign pageviews are **up +57% Y/Y** for the month of September. This year and last year we ran a fall wine promotion. The MBT blog grew in triple digits Y/Y, and syncs with campaigns and key/what's new messaging.

▪ Ad Campaign Pageviews	5,439, +57% Y/Y
▪ Social Media Referrals	2,301, -57.6% Y/Y or -3,127 referral clicks
▪ Blog Views	3,226, +648% Y/Y

Top Referral Sites

1. Facebook Mobile	6. Morro-bay.ca.us
2. Slocal.com	7. Morrobay.bookdirect.net
3. Facebook.com	8. Linktree (Instagram)
4. Googlesyndication.com (googleads)	9. t.co (twitter)
5. Morrobay.org	10. l.facebook

Top Website Content/ Views

1. Events	2,702 (-2.9% M/M)	3. Fall Promo:	4,923 (-12%* M/M)
2. Things to Do	2,649 (-31% M/M)	<i>*promoted through paid digital ads</i>	
		4. Lodgings	2,166 (-21%* M/M)

*promoted through paid digital ads

- 5. Lodging Guide 1,395 (-12% M/M)
- 6. Plan/Visitor Info 1,300 (-22% M/M)
- 7. Restaurants 1,015(-16% M/M)

- 8. MB Harbor Fest 945 (+397% m/m)
- 9. TTD/Outdoors/Beaches 711 (-39% M/M)
- 10. Blog: Learn Local Lingo 649 (+6,209% M/M)

July – September 2019 MBT Website Visitor Revenue/Searches/Bookings

- Hotel Revenue Generated (Adara tracked 56.3% of site visitors)
 - Tracked Revenue (13% of MBT inventory) \$ 24,715 (100% = \$42,939)
 - Projected Revenue Generated (x7.7) \$ 190,305 (100% = \$338,019)
- Rooms Nights
 - Morro Bay Hotel Searches 3,812
 - Room Nights Booked(13% of MBT inventory) 140
 - Projected Room Nights Booked (x7.7) 1078
 - **Ave Length of Stay** 1.9 🙄
- Flights Booked
 - SBP Flights Searched 518
 - SBP Flights Booked (97% of SBP inventory) 28



July - September 2019 Markets Report

Origin Market for Hotel Searches:

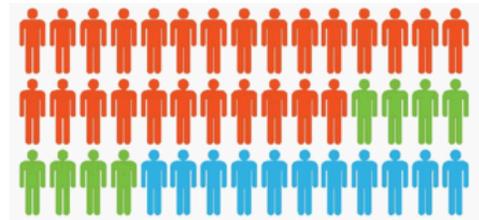
Rank	Markets	% of Searches
1	Fort Bragg, CA, US	23.7
2	Monterey, CA, US	23.7
3	Cambria, CA, US	10.5
4	Avalon, CA, US	7.9
5	Pismo Beach, CA, US	7.9
6	Carmel-by-the-sea, CA, US	5.3
7	Milpitas, CA, US	5.3
8	Arroyo Grande, CA, US	2.6
9	Atascadero, CA, US	2.6
10	Carmel, CA, US	2.6

Alternate DMAs Searched:

Rank	Markets	% of Booking
1	San Francisco Bay Are..., CA, US	29.7
2	Los Angeles, CA, US	16.2
3	Sacramento, CA, US	10.8
4	Pittsburgh, PA, US	8.1
5	Phoenix, AZ, US	5.4
6	San Diego, CA, US	5.4
7	Santa Barbara, CA, US	5.4
8	Bakersfield, CA, US	2.7
9	Baltimore, MD, US	2.7
10	Chico, CA, US	2.7

Alternate DMAs Booked:

Rank	Markets	% of Booking
1	Atascadero, CA, US	11.3
2	San Luis Obispo, CA, US	11.3
3	Ventura, CA, US	8.5
4	Monterey, CA, US	7.0
5	Boracay, PH	5.6
6	Los Angeles, CA, US	4.2
7	Marina, CA, US	4.2
8	Thousand Oaks, CA, US	2.8
9	Paso Robles, CA, US	2.8
10	Windsor Locks, CT, US	2.8



Organic Social Media Results

Facebook Fans	64,891	+8% Y/Y
Facebook Engagement	23,975	+11% Y/Y
Facebook Video Views	174,266	+47% Y/Y
Instagram Followers	28,100	+67% Y/Y



Instagram Engagement	26,359
Twitter Followers	2,604
YouTube Minutes Watched	837
YouTube Views	2,887

+NA Y/Y
+9% Y/Y



Social Media Content

September Content & Stories

- Crash Boat Final Days!
- Harbor Festival – 3 days!
- Secret Season
- CA Surfing Day
- #surftherock
- #outdoorgoals videos
- Sip & Savor Campaign
- #vacationrules
- End of summer must dos
- Avocado & Margarita Fest

Upcoming Content

- Morro Bay Triathlon
- Tall Ships in the Harbor
- Winterfest
- MB Trick or Treat
- Ling cod competition
- Sip & Savor Campaign
- Boat Parade
- Sunsets
- Thanksgiving in MB
- Featured Wildlife

PAID ADVERTISING

Sip & Savor Campaign Launched August 1 – October 31

- This fall campaign focuses on our unique food and beverage properties in Morro Bay
 - Digital Campaign Approach: retargeted ads on Trip Advisor and Adara Media, social media ads, google adwords, press release.
 - <https://www.morrobay.org/plan/deals-promotions/sip-savor/>
 - Impressions 4.4 M
 - Ad Clicks 18,366
 - Promo Pg Views 10,858
 - CTR .69%
 - Conversions 8,802
 - CVR .29%
 - Ad Cost \$30,782
 - CPC \$1.71



August & September Adara Tracking for Sip & Savor Campaign:

• Hotel Revenue Generated by Campaign Ads	
▪ Tracked Revenue (13% of MBT inventory)	\$16,793
▪ Projected Revenue Generated (x7.7)	\$129,306
• Rooms Nights Generated by Campaign Ads	
▪ Morro Bay Hotel Searches	9,814
▪ Room Nights Booked(13% of MBT inventory)	110
▪ Projected Room Nights Booked (x7.7)	847
▪ Average Length of Stay	1.7 days
• Flights Booked Generated by Campaign Ads	
▪ SBP Flights Searched	1,710
▪ SBP Flights Booked (97% of SBP inventory)	82
▪ SBP Nights Booked (97% of SBP inventory)	407



MEDIA RELATIONS

Focused Efforts

- Wrote and distributed September Press Release: **Grand Opening of Port House brings a new level of fine dining to the waterfront in Morro Bay** *Here are 5 Ways to Enjoy the “Secret Season” in this Active Seaside Town*
- Developed itineraries for following Sept media visits:
 - Visit CA Surfing Day FAM Sept 19 – 20
 - David Laws, SF Chronicle, Sept 25 – 27
 - Mental received Gold Pass on behalf of Morro Bay from Visit CA, who paid for writer Bijan Bayne to visit in October. Pismo Beach and SLO are FAM partners
 - Sharon Boorstin coming in fall for LAT story
- Reactive Media Relations
 - Submitted dog friendly pitch to SLOCal
 - Submitted What's New to VisitCA:
 - Port House
 - Three Stacks Brewing Co
 - Blooming Rose Day Spa



Hosted and Pending Media

Women's Health, UK Surf Girl, SF Chronicle, LA Daily News, Smart Meetings, Animal Planet, Golf Content Network, Epoch Times, Animal Planet, Gear Patrol, Bay Area News Group, San Jose Mercury News, www.paletexposure.com, Calabasas Style Magazine

September Earned Media Results

• Earned Media Impressions	991M
• Ad Equivalency	\$4.96M
• Publicity Value	\$14.9
• Shares of MB Press on Social Media Channels	113





September 2019 Press Clips & Coverage Stats

Press Release: Grand Opening of Port House Brings a New Level of Fine Dining to the Waterfront in Morro Bay



991M

ONLINE READERSHIP:

860K

ESTIMATED COVERAGE VIEWS:

130

SOCIAL SHARES:

8

LINKS FROM COVERAGE:

14.9M

PUBLICITY VALUE:

4.96M

AD VALUE:

1.7K

ORGANIC WEB CRAWLER HITS:



Lifestyle > Travel & Play

Weekend getaway: Morro Bay adventures, from ocean to table



1 of 9

Morro Bay's fishing boats tie up along the city's Embarcadero, waiting for morning. (Courtesy Danna Dykstra)



By GEORGEANNE BRENNAN, CORRESPONDENT |

PUBLISHED: September 15, 2019 at 7:00 am | UPDATED: September 16, 2019 at 7:09 am

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There's a reason Europeans flock to Morro Bay to experience the small central coast town, with its mom-and-pop businesses, bustling harbor, fresh fish

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- 5 Miss Manners: No wedding gift? What should I say to them?
- 6 Carolyn Hax: I married him, and now he ignores me
- 7 Mountain View: Coroner IDs drivers killed in wrong-way crash

(EST.) MONTHLY VISITS: **8.83M**

(EST.) COVERAGE VIEWS: **10.2K**



70



3

Hosted VJ Georgeanne Brennan



TRENDING: East Bay jail death Langston Walker's Oakland home Fate of Fry's Electronics A 49er proposal Cheaper in-law units

BREAKING NEWS | Map: PG&E planned power shutoff in Bay Area, Northern California

Lifestyle > Travel & Play

Weekend getaway: Morro Bay adventures, from ocean to table



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Morro Bay's fishing boats tie up along the city's Embarcadero, waiting for morning. (Courtesy Danna Dykstra)



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- 5 Photos: Former Raiders lineman trims price on Oakland Hills home
- 6 East Bay woman tells court how famed ballet dancer allegedly raped her numerous times when she was

(EST.) MONTHLY VISITS: **933K**

(EST.) COVERAGE VIEWS: **2.9K**

“ Pick up of the SJ Mercury News story by Georgeanne Brennan

EBT East Bay Times 
@EastBayTimes

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Weekend getaway: Morro Bay adventures, from ocean to table bayareane.ws/2AleLGj



8:01 AM - 15 Sep 2019

East Bay Times

@EastBayTimes

Winner of the 2019 Breaking News Reporting award for news from throughout the Bay Area, including Contra Costa and Alameda counties.

East Bay

eastbaytimes.com

Joined March 2011

The Mercury News added this to Travel and Play



#FISHING

Weekend getaway: Morro Bay adventures, from ocean to table

The Mercury News - Georgeanne Brennan, Correspondent

CLICK HERE if you are having trouble viewing these photos on a mobile device There's a reason Europeans flock to Morro Bay to experience the small ...

View on mercurynews.com

September 15



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The Telegraph



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iheart.com - Dave Basner



The sea is running out of fish, despite nations' pledges to stop it

National Geographic - Todd Woody



Enhancements to Finesse Swimbait Rigging Bass

wired2fish.com



UK fishing exports 'could be halted within 48 hours of no deal'

The Guardian - Lisa O'Carroll Brexit correspondent

(EST.) MONTHLY VISITS:

7.37M

(EST.) COVERAGE VIEWS:

9.54K

Hosted VJ Georgeanne Brennan's article pick up on aggregate news site Flip Board



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🕒 SEPTEMBER 15, 2019 👤 EASTBAYTIMES 💬 LEAVE A COMMENT

Morro Bay's fishing boats tie up along the city's Embarcadero, waiting for morning. (Courtesy Danna Dykstra) Seafood lovers congregate at the Dockside and the more casual Dockside Too for free fish, oysters and other delights in Morro Bay. (Courtesy Maryann Stansfield) The seaside town of Morro Bay woos vacationers with aquatic recreation, including paddle boarding, kayaking and tours aboard the Subsea tour boat. (Courtesy Danna Dykstra) Morro Bay's recreation possibilities include kayaking and canoeing in the gentle waters near famous Morro Rock. (Courtesy Jenna Dosch) Morro Bay Oyster Company owner Neal Maloney harvests oysters in the bay. (Morro Bay Oyster Company) Pacific Gold oysters from Morro Bay Oyster Company await at STAX, a wine bar and restaurant in Morro Bay. (Courtesy Georgeanne Brennan) Morro Bay is a seafood lover's dream. You can watch the fishermen unload their day's catch at the wharf, go sport fishing yourself and indulge in oysters and fresh fish at markets and restaurants on the Embarcadero. (Courtesy Maryanne Stansfield) Morro Bay is a seafood lover's dream with fresh oysters, fish and chowders available everywhere. Be sure to sample the house-smoked salmon on rye at Frankie and Lola's, too. (Courtesy Georgeanne Brennan) It's early morning in Morro Bay, as the Fiesta sport fishing boat waits to load its seafood loving crew and passengers. (Courtesy Georgeanne Brennan) Show

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SEP 15 2019

(EST.) MONTHLY VISITS:

15K

(EST.) COVERAGE VIEWS:

3.36K

🗨️ Pick up of Georgeanne Brennan's article



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SEP 14 2019

Travel

Pet-Friendly Getaway to Morro Bay

Traveling with Dogs to a Central Coast Gem



The author's daughters explore the western edge of the Morro Bay jetty. | Credit: K. Hamm

By Keith Hamm

(EST.) MONTHLY VISITS: **283K**

(EST.) COVERAGE VIEWS: **1.04K**

LINKS FROM COVERAGE: **1**



3



1

Hosted VJ Keith Hamm

Recent News | Top Stories

Santa Barbara Sheriff's Lieutenant Arrested for DUI Injury Crash

By Tyler Hayden

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Judge Perplexed and Puzzled by Blaze Pizza Settlement

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Best Bets

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Getaway to Morro Bay, California

How to Spend a Day or a Weekend at Morro Bay

BY BETSY MALLOY | Updated 04/29/19 | Disclosure ⓘ

SHARE PIN EMAIL



©2007 Betsy Malloy Photography. Used by Permission.

Don't overlook Morro Bay on [California's Central Coast](#), even if you are in a hurry to get to [Hearst Castle](#). It's a lower-cost alternative to nearby [Cambria](#), with a pretty location right on the water.

Morro Bay is popular with families, birdwatchers (especially in winter) and with fishermen, kayakers, surfers and others who enjoy outdoor recreation. It's also one of the most affordable spots on the California coast.

(EST.) MONTHLY VISITS: **16M**

(EST.) COVERAGE VIEWS: **40.7K**

5 **40**

“ Media relations with Betsy Malloy



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OUR DAILY LOOK AT DEALS AND GETAWAYS

Awww Over Sea Otter Awareness Week

Morro Bay will feature Sea Otter Outreach Stations for those who want to learn more about these whiskery wonders.

By Alysia Gray Painter

Published Sep 17, 2019 at 12:41 PM



Universal Images Group via Getty

Morro Bay will feature Sea Otter Outreach Stations for those who want to learn more about these whiskery wonders. When to swim by? It's all happening from Sept. 22-28, 2019.

STAYING AWARE... of sea otters? You probably know someone who is not only aware but fully and totally alert, if not outright obsessed. This is the sort of person who keeps current on issues facing otter populations, and where to go to find otters in the wild, and to see their aquarium-residing brethren, and how we humans can help out these mammal-magnificent ocean dwellers. There may even

TRENDING STORIES



VIDEO Navy Confirms UFO Videos Posted by Blink 182 Rocker Are Real



2 Massage Therapist Who Sued Spacey for Sexual Battery Dies



3 Getting Eaten Alive By Mosquitoes? Here's All You Ever Needed to Know



VIDEO Man Who Was Adopted Brings Pit Bull to His Hollywood Home

WEATHER FORECAST

Los Angeles, CA [Change](#) ▾



80°

Clear

Feels Like 81°

TBID 2019-10-17 Page 24 of 38

NBC Southern California

SEP 17 2019

(EST.) MONTHLY VISITS: **2.62M**

(EST.) COVERAGE VIEWS: **7.04K**

LINKS FROM COVERAGE: **2**



7

Media Relations with Alysia Gray Painter; she included a link to a MBT blog





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TRENDING STORIES



VIDEO White House Says It Won't Comply With Impeachment Probe



Porn Website Producer Testifies, Faces Accusers in Trial



3 POLICE Man Chases, Hits Teen Who Threw Food at His Mercedes: CVPD



VIDEO Great White Shark Sinks Teeth Into San Diego Man's Kayak

WEATHER FORECAST

WEATHER ALERTS [View all](#)

San Diego, CA [Change](#)

75° Few Clouds
Feels Like 75°

(EST.) MONTHLY VISITS: **1.85M**

(EST.) COVERAGE VIEWS: **5.47K**

LINKS FROM COVERAGE: **2**

“ Pick up of Alisia Gray Painter's article on otters with link to MBT blog



White House says it will not cooperate with...

Turkey amasses troops on Syrian border

Police ID 3 suspects in murder of Amber...

Senate report urges action to prevent...

Judge slams DeVos, Education...

SCOT LGBT



Awww Over Sea Otter Awareness Week

ALYSIA GRAY PAINTER 9/17/2019 [Social sharing icons]

STAYING AWARE... of sea otters? You probably know someone who is not only aware but fully and totally alert, if not outright obsessed. This is the sort of person who keeps current on issues facing otter populations, and where to go to find otters in the wild, and to see their aquarium-residing brethren, and how we humans can help out these mammal-magnificent ocean dwellers. There may even be several otter photos on this otter aficionado's social feeds, and on their phone, and perhaps their bedroom walls, too. But for most of us? Even if we truly adore otterdom and all it represents? Our general shared awareness could definitely be brought up a notch or two. Thank goodness, then, there is...



© Universal Images Group via Getty Morro Bay will feature Sea Otter Outreach Stations for those who want to learn more about these whiskery wonders. When to swim by? It's all happening from Sept. 22-28, 2019.

SEA OTTER AWARENESS WEEK, which is celebrated, each September, by coastal communities in a variety of ways. There might be a school



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listenlively.com

(EST.) MONTHLY VISITS: 717M

(EST.) COVERAGE VIEWS: 529K

LINKS FROM COVERAGE: 2

“ Pick up of Alisia Gray Painter's article on otters with link to MBT blog

Culture

Weekend getaway: Morro Bay adventures, from ocean to table

September 15, 2019 admin 0 Comments

0 SHARES

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There's a reason Europeans flock to Morro Bay to experience the small central coast town, with its mom-and-pop businesses, bustling harbor, fresh fish markets and waterside eateries. It's both the California of their imagination and an echo of their own villages and small towns along the coasts of Normandy and Brittany, Liguria and the Costa Brava, where fishing is woven into every part of daily life.

Morro Bay produces local oysters that you can buy seaside, fresh out of the water, as well as seasonal fish, from the kelp-dwelling rock fish to the grand migratory species of tuna and salmon. Bakeries, candy stores, fish markets and cafes dot the Embarcadero, lined with docks housing fishing boats and small pleasure craft.

All is dominated — some might say watched over — by El Morro, the massive plug of a long-extinct volcano, rising from the ocean. Once an island, now connected to land by a man-made spit, it was given its name by the explorer Juan Rodríguez Cabrillo in 1542 when he sailed into the harbor. Eventually the land, like much of California, was claimed for Spain.

Dozens of motels dot the hillsides overlooking the bay, and a few, like the Anderson Inn, have rooms right over the water, outfitted with fireplaces for chilly nights and fogbound mornings. For the more hardy, Morro Bay State Park offers a campground tucked into rolling hills studded with eucalyptus groves, surrounding an inlet where a kayak rental stand and the rustic, down-home Bay Café are located.

The seaside town of Morro Bay woos vacationers with aquatic recreation, including paddle boarding, kayaking and tours aboard the Subsea tour boat. (Courtesy Danna Dykstra)

Morro Bay identifies as a sustainable fishing community and one of the fish companies, Giovanni's Fish Market operates a vertically integrated system. Fishing boats arrive at the company's docks, and fish, thousands of pounds of them, are unloaded into bins which are then filled with ice from the company's ice house and brought to the processing room. On the day of my visit, just before the end of the local salmon season, four bins of glistening salmon were waiting to be processed, each bin holding 900 pounds of fish. This was a light day for the company, I was told.

The fish is shipped nationwide, either as whole fish or fillets, and ...

Entertainment – Popular Posts



Carolyn Hax: I married him, and now he ignores me (9)

Kim Kardashian Rebuffs 'Loser' New Neighbor Tori Spelling's Attempts At Friendship

Kim Kardashian Rebuffs 'Loser' New Neighbor Tori... (8)



Ask Amy: My whole family knew he was sexting her,... (7)

Word Game: Sept. 17, 2019 Word Game: Sept. 17, 2019 (7)

Entertainment – Recent post

Arnold Schwarzenegger Had A Strict No Blinking Rule For The Terminator

'So You Think You Can Dance': The Season

(EST.) MONTHLY VISITS:

4.33K

(EST.) COVERAGE VIEWS:

863

Grand Opening of Port House Brings a New Level of Fine Dining to the Waterfront in Morro Bay

Here are 5 Ways to Enjoy the "Secret Season" in this Active Seaside Town

NEWS PROVIDED BY
Morro Bay →
Sep 30, 2019, 08:49 ET

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MORRO BAY, Calif., Sept. 30, 2019 /PRNewswire/ -- The crowds are gone, the sunsets are as breathtaking as ever, and the weather in this seaside town of **Morro Bay** is extraordinary - which is why locals call October and November Morro Bay's "Secret Season." In the fall the coast is clear, sunny, and warm, and this year's "Secret Season" is infused with new ways to enjoy Morro Bay. Here are 5 new and fun ways to enjoy Morro Bay this fall.

1) Dinner with a Sunset View at the NEW Port House Restaurant

Enjoy amazing sunsets, hand crafted cocktails and California coastal cuisine with an Italian flair—and really great steaks —at the new **Port House Restaurant**. That's how executive chef Joe White describes the menu at this completely renovated new fine dining establishment on Morro Bay's Embarcadero.



Romance abounds in Morro Bay, CA-the perfect place to ask for her hand! Photo Credit: Danna Dykstra-Coy

2) Enjoy the NEW Morro Rock Fire Pits

After a day of fun in the sun, enjoy an evening bonfire at the city's new Morro Rock Fire Pits that overlook the beach or the bay. Stargaze by the fire to the sound of the waves crashing on the shore.



3) Cruise the Bay or the Boardwalk with

(EST.) MONTHLY VISITS: **5.8M**

(EST.) COVERAGE VIEWS: **6.7K**

LINKS FROM COVERAGE: **1**



1

A New Watchlist
 We've updated Watchlist! The changes include a new, responsive design featuring extended-hours data and more news. [Learn More](#)

Home

PRESS RELEASE

Grand Opening of Port House Brings a New Level of Fine Dining to the Waterfront in Morro Bay

By
 Published: Sept 30, 2019 8:49 a.m. ET



Aa

Here are 5 Ways to Enjoy the "Secret Season" in this Active Seaside Town

MORRO BAY, Calif., Sept. 30, 2019 /PRNewswire/ -- The crowds are gone, the sunsets are as breathtaking as ever, and the weather in this seaside town of [Morro Bay](#) is extraordinary - which is why locals call October and November Morro Bay's "Secret Season." In the fall the coast is clear, sunny, and warm, and this year's "Secret Season" is infused with new ways to enjoy Morro Bay. Here are 5 new and fun ways to enjoy Morro Bay this fall.

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3) Cruise the Bay or the Boardwalk with the NEW Estero Adventures [Estero Adventures](#) offers electric pontoon boats, kayaks, standup paddleboards, and fat-tire beach hike rentals and is conveniently located along the Embarcadero inside the



MARKETWATCH PARTNER CENTER

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- GE freezes worker pensions — what to do if your employer changes the terms of your retirement plan**
- Dow falls 300 points, stocks end lower for second day as hopes for U.S.-China trade talks fade**
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(EST.) MONTHLY VISITS: **66.7M**

(EST.) COVERAGE VIEWS: **77.1K**



S&P 500
2,893.06
-45.73 (-1.56%)



Dow 30
26,164.04
-313.96 (-1.19%)



Nasdaq
7,823.78
-132.52 (-1.67%)



Russell 2000
1,472.60
-25.19 (-1.68%)

(EST.) MONTHLY VISITS: **163M**

(EST.) COVERAGE VIEWS: **165K**

“ press release pick up

Grand Opening of Port House Brings a New Level of Fine Dining to the Waterfront in Morro Bay

CISION PR Newswire September 30, 2019

Here are 5 Ways to Enjoy the "Secret Season" in this Active Seaside Town

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AGENDA NO: B-6

MEETING DATE: October 17, 2019

Staff Report

TO: Tourism Business Improvement District Advisory Board **DATE:** October 9, 2019

FROM: Jennifer Little, Tourism Manager

SUBJECT: Funds transfer from the 2019 September-October Wine Promotion to advertising spend in shoulder season of Fiscal Year 2019-2020

RECOMMENDATION

Recommend for unused funds from the September-October Wine promotion to be spent on shoulder season advertising under one of these options:

- 1) Spend additional funds promoting #outdoorgoals videos on social media to the Central Valley; or
- 2) Spend additional funds promoting shoulder season events to the Central Valley through social media; or
- 3) Spend additional funds on two 2-page spreads in *Bird Watcher's Digest* e-books exclusively on CA birding locations.

ALTERNATIVES

No alternatives are recommended.

BACKGROUND

Tourism Business Improvement District (TBID) Advisory Board allocated \$8,000 in the FY 2019/2020 budget towards our current promotion of a complementary bottle of wine for any 2-night stay in September and October 2019. As of October 8, 2019, a total of 301 coupons had been redeemed from Morro Bay hotel guests for a total cost to the TBID of \$1,505. (see coupon totals on next page) Now at the end of the 5th week of the promotion, we are averaging a total of \$301 per week in cost (\$5 per bottle redeemed). Staff is projecting a total cost for this 9-week promotion to be \$2,709, with an estimated \$5,291 left in this event budget. Staff recommends that these remaining funds be used to support one of the three recommended options.

Currently our Morro Bay social media channels have grown significantly and social media channels are starting to lead the way in bookings with younger demographics.

Prepared By: <u>SM/JL</u>	Dept Review: <u>JL</u>
City Manager Review: <u>SC</u>	City Attorney Review: _____

Hotel/Motel 10/8/19	Batch 1	Batch 2	Totals
456 Embarcadero Inn & Suites	1	6	7
Anderson Inn	1	8	9
Ascot Suites	1	4	5
B. W. Plus San Marcos	0	1	1
Bay View Inn	0	0	0
Bayfront Inn at the Waterfront	8	35	43
Beach Bungalow Inn	0	12	12
Best Western Tradewinds	4	22	26
Blue Sail Inn	8	7	15
Coastal Breeze Inn	2	2	4
Comfort Inn	1	0	1
Estero Inn	2	5	7
Fireside Inn	0	3	3
Front Street Inn	0	5	5
Grays Inn	3	5	8
Harbor Front Suites	0	0	0
Harbor House Inn	3	26	29
Holland Inn & Suites	0	0	0
Inn at Morro Bay	1	0	1
La Roche	0	0	0
La Serena Inn	3	5	8
Marina Street Inn	1	3	4
Masterpiece Hotel	5	26	31
Morro Bay Beach Inn	1	1	2
Morro Crest Inn	4	11	15
Morro Shores Inn & Suites	0	1	1
Motel 6	0	13	13
Pacific Shores Inn	4	3	7
Pleasant Inn Motel	5	12	17
Rockview Inn & Suites	5	12	17
Salty Sister at Morro Rock	0	0	0
Sandpiper Inn	0	2	2
Sea Air Inn	2	2	4
Seaside Inn	0	0	0
Sundown Inn	0	0	0
The Landing	0	3	3
Twins Bay	0	1	1
Total	65	236	301



DISCUSSION

Staff recommends to move up to \$5,000 into one of these possible advertising mediums during the shoulder season. Staff will move funds immediately at the close of October to be able to start the advertising by the holiday season.

1) #OUTDOORGOALS VIDEOS

- a. Spend additional funds promoting #outdoorgoals videos on social media to the Central Valley
- b. Push outdoor recreation throughout the shoulder season to grow top of mind awareness that Morro Bay is an all year-round outdoor destination.
- c. Allows a direct link onto our booking platform on morrobay.org.
- d. Supports strategic plan outdoor recreation destination focus.
- e. Grows brand awareness.

#OUTDOORGGOALS

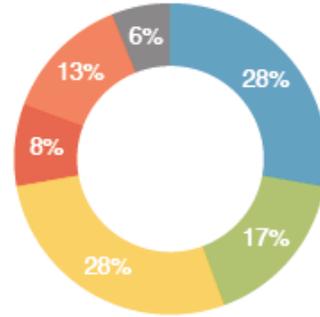


Total Full Video Views
361,839

CAMPAIGN PLATFORMS

Description	Impressions (min. 10sec view)	Clicks	Total Costs
Facebook: July	164,833	187	\$548.75
Facebook: August	118,099	132	\$326.69
Facebook: September	182,914	224	\$548.75
YouTube: July	12,266	40	\$167.05
YouTube: August	18,822	98	\$261.50
YouTube: September	9,688	51	\$120.36
Totals	506,622	732	\$1,973.10

PERFORMANCE OVERVIEW



- Facebook: July
- Facebook: August
- Facebook: September
- YouTube: July
- YouTube: August
- YouTube: September

2) EVENT AD SUPPORT IN CENTRAL VALLEY

- a. Spend additional funds promoting shoulder season events such as; Winterfest, Winter Bird Festival, Citywide Yard Sale, Morro Bay Car Show, Kite Festival to the Central Valley through social media channels
- b. Social media allows for geographic and lifestyle targeting, drives users to Morro Bay Tourism website, creates opportunities for users to share event information and create buzz
- c. These are responsive ads to drive bookings (versus branding ads)
- d. Supports strategic plan event focus
- e. Top Cities for engagement:

Facebook:

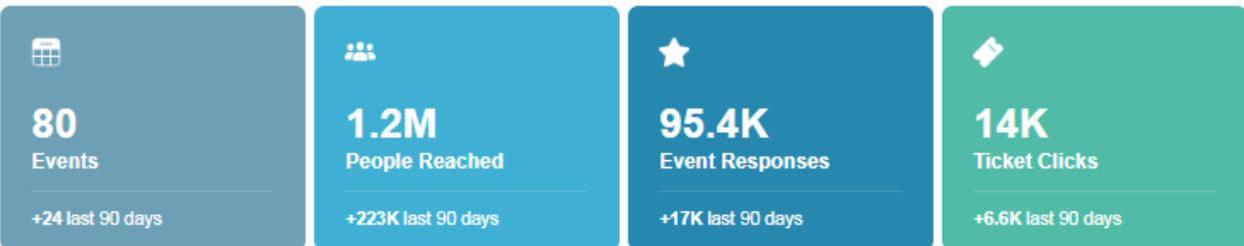
Top Cities - Fresno Area (9.96k), Bakersfield (5.8k), Los Angeles (3.4k), San Diego/Sacramento (both 1.1k)

Top Age Groups - 35-44 (17k), 45-54 (15k), Engagement - 69% Women, 30% Men.

Instagram:

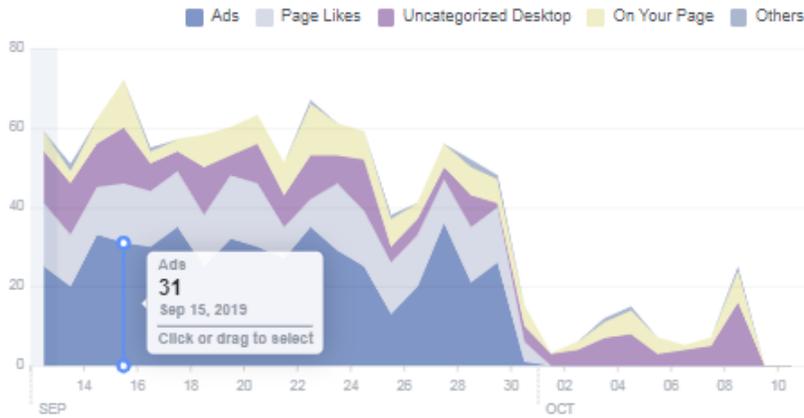
Top Cities - Fresno, San Luis Obispo, Bakersfield, Los Angeles (all 5%, about 1.5k)

Top Age Groups - 34-44 (8k), 25-34 (6.7k) Engagement - 68% Women, 32% Men



Where Your Page Follows Happened

The number of times your Page was followed, broken down by where it happened.



BENCHMARK

Compare your average performance over time.

Ads ⓘ

Page Likes

Uncategorized Desktop

On Your Page

Others

Page Fans 63,371 total



People we reach



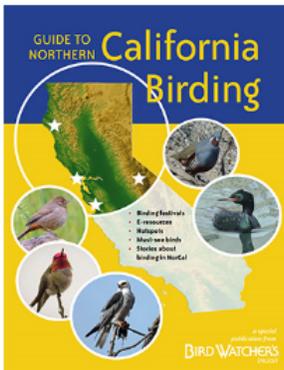
People who are engaged with us on Facebook



3) BIRD WATCHER'S DIGEST

- a. Spend additional funds on two 2-page spreads in *Bird Watcher's Digest* e-books exclusively on CA birding locations. Both the Northern California and Southern California Bird Watchers Digests will be available until mid-2020s. We will make sure content is “evergreen” for both publications and will remain accurate for years to come.
- b. Total impressions: 18,061, Total Downloads: 5,124
- c. According to the U.S. Fish & Wildlife Service, birders spend approximately \$12 billion a year on trip expenditures
- d. According to the 2017 Outdoor Industry Topline Report bird watching—along with camping--were the top activities for ages 45+, a growth market identified in the 2019-20 Marketing Plan
- e. Supports strategic plan wildlife and estuary focus
- f. Supports one of the Marketing Plan objectives; to grow this demographic audience
- g. Grow long-term brand awareness that Morro Bay is an Audubon designated Important Bird Area

FREE DOWNLOAD!
Guide to Northern California Birding



By land area, California is the third-largest state, but no other U.S. state can boast the habitat diversity found in the Golden State. If you are traveling to NorCal—whether specifically for birding, or for another reason but aiming to hit a few birding hotspots while you’re there, this guide will help you plan.

What’s In This Guide?

Find a list of 30 hot birding destinations that include beautiful state parks, beaches, and Farallon Island (which boasts an astounding 372 species!). You’ll also find lists of California’s must-see birds, birding festivals, and online resources to help you spot your target birds. To whet your appetite, you’ll also find several stories about birding experiences in Northern California.

Source	Date(s)	Views / Impressions	Downloads (North)	Downloads (South)
Website Landing Page (North)	July 1 - October 1, 2019	1,270	697	0
Website Landing Page (South)	July 1 - October 1, 2019	1,170	0	595
Email Announcement	July 16, 2019	5,106	1,994	1,699
BirdWire Promotion (July)	July 20, 2019	4,474	47	30
BirdWire Promotion (August)	August 3, 2019	6,041	30	32
Totals		18,061	2,768	2,356

Southern California Guide Stats	
Metro	Downloads
(not set)	315
Los Angeles CA	95
Houston TX	32
Sacramento-Stockton-Modesto CA	22
Detroit MI	20
Indianapolis IN	18
Orlando-Daytona Beach-Melbourne FL	14
Knoxville TN	13
Grand Rapids-Kalamazoo-Battle Creek MI	12
Gainesville FL	11
Chicago IL	10
St. Louis MO	9
Oklahoma City OK	8
Sherman-Ada, OK	5
San Francisco-Oakland-San Jose CA	5
Seattle-Tacoma WA	2
San Diego CA	2
Midlands	2
Total	595

Northern California Guide Stats	
Metro	Downloads
(not set)	329
Sacramento-Stockton-Modesto CA	80
New York, NY	51
San Francisco-Oakland-San Jose CA	50
Sacramento-Stockton-Modesto CA	48
Savannah GA	30
Baltimore MD	28
Orlando-Daytona Beach-Melbourne FL	21
Grand Rapids-Kalamazoo-Battle Creek MI	20
Charlottesville VA	12
Gainesville FL	8
St. Louis MO	2
Houston TX	2
Oklahoma City OK	2
Denver CO	2
Yakima-Pasco-Richland-Kennewick WA	2
Midlands	2
(not set)	2
Washington DC (Hagerstown MD)	2
Casper-Riverton WY	2
London	2
Total	697

CONCLUSION

Staff recommends the TBID's unused funds from the September-October Wine promotion to be spent on shoulder season advertising under one of the following options:

- 1) Spend additional funds promoting #outdoorgoals videos on social media to the Central Valley; or

- 2) Spend additional funds promoting shoulder season events to the Central Valley through social media; or
- 3) Spend additional funds on two 2-page spreads in *Bird Watcher's Digest* e-books exclusively on CA birding locations.