



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 (MTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MTBID 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 MTBID 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, FEBRUARY 20, 2020
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
ELECTION OF CHAIR AND VICE CHAIR
BOARD MEMBER ANNOUNCEMENTS
STAFF ANNOUNCEMENTS

PRESENTATION

- Advisory Body Handbook and By-Laws Update
The City Council Liaison to TBID will be presenting the Board with an update on the recently adopted changes to the Advisory Bodies Handbook and Bylaws document. A link to the document is below:
[Advisory Bodies Handbook & By-Laws](#)
- Commercial Water Rates Presentation

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 JANUARY 16, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

- A-2 APPROVAL OF TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) BOARD MEMBERS' REQUEST FOR AN EXCUSED ABSENCE

RECOMMENDATION: Staff recommends the Board consider and approve the request submitted by Tourism Business Improvement District (TBID) Board Members, Amish Patel and Teri Ennis, to excuse their absence from the February 20, 2020 Regular TBID meeting.

- A-3 APPROVAL OF MENTAL MARKETING REPORTS FOR DECEMBER 2019 & JANUARY 2020 (MARKETING COORDINATOR)

RECOMMENDATION: Approve as submitted.

B. BUSINESS ITEMS

- B-1 DECEMBER 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (MARKETING COORDINATOR)

RECOMMENDATION: Approve as submitted.

- B-2 MID-YEAR REVIEW OF MENTAL MARKETING; (MARKETING COORDINATOR)

RECOMMENDATION: Staff recommends the board to offer feedback & receive and file the Mid-Year Review Presentation of Mental Marketing.

- B-3 MORRO BAY VISITOR CENTER LOCATION AND OPERATIONAL PLAN UPDATE AND RECOMMENDATIONS; (CITY MANAGER)

RECOMMENDATION: Staff recommends the TBID Advisory Board review the proposal by the Morro Bay Chamber of Commerce to operate the Morro Bay Visitor Center (Visitor Center) in a new location on the Embarcadero and provide recommendations to the City Council.

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 – JANUARY 16, 2020
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates	Chair (<i>arrived 9:04 am</i>)
	Steven Allen	Vice Chair
	Isaac Su	Member
	Joan Solu	Member
	Nancy Dickenson	Member
	Amish Patel	Member
	Chris Kostecka	Member

ABSENT: None

STAFF PRESENT	Jennifer Little	Tourism Manager
	Heather Goodwin	Deputy City Clerk
	Megan Leininger	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/xEOdrL0xmVA?t=19>

Vice Chair Allen called the meeting to order at 9:03 a.m. with six members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/xEOdrL0xmVA?t=98>

Board Member Solu made a brief announcement regarding the Morro Bay high school basketball team winnings.

STAFF ANNOUNCEMENTS

<https://youtu.be/xEOdrL0xmVA?t=166>

Tourism Manager Little provided brief announcements.

PUBLIC COMMENT

<https://youtu.be/xEOdrL0xmVA?t=320>

Janice Peters, By The Sea Productions, announced that their opening show “The Odd Couple” will be playing January 24 – February 16 at the St. Peter’s By-The Sea Episcopal Church; stated that tickets are \$20 for adults and \$15 for students; and thanked the City for their grant funding.

A. CONSENT AGENDA

<https://youtu.be/xEOdrL0xmVA?t=8m55s>

A-1 APPROVAL OF NOVEMBER 21, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Vice Chair Allen moved approval of the November 21, 2019 Tourism Business Improvement District (TBID) Advisory Board Meeting Minutes. The motion was seconded by Board Member Solu and carried 7-0-0.

A-2 OCTOBER AND NOVEMBER 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

The board pulled this item for discussion.

Tourism Manager went over the reports for October and November and answered questions from the Board.

MOTION: Board Member Solu moved approval to receive and file the October and November 2019 Transient Occupancy Tax (TOT) Report and Year Over Year TOT Report. The motion was seconded by Vice Chair Allen and carried 7-0-0.

B. BUSINESS ITEMS

B-1 APPROVAL OF MENTAL MARKETING REPORTS FOR NOVEMBER

<https://youtu.be/xEOdrL0xmVA?t=23m37s>

Marketing & Communications Coordinator Leininger went over the report for November and answered questions from the Board.

Public Comment:
None

Chair Yates closed public comment.

MOTION: Board Member Solu moved approval to receive and file Mental Marketing report for November. The motion was seconded by Board Member Dickenson and carried 7-0-0.

B-2 CALIFORNIA WELCOME CENTER UPDATE

<https://youtu.be/xEOdrL0xmVA?t=29m44s>

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

Public Comment:
None

Chair Yates closed public comment.

MOTION: Board Member Kostecka moved the Board to have staff to continue looking forward and investigating and securing 575 Embarcadero for use as the Visitor Center. The motion was seconded by Board Member Dickenson and carried 7-0-0.

Board Member Su left the dais at 9:49 am.

B-3 RACE SLO-SLO MARATHON

<https://youtu.be/xEOdrL0xmVA?t=48m43s>

Tourism Manager Little gave the report and answered questions from the Board. Samantha Pruitt Founder and CEO, Race SLO was invited to respond to questions from the Board.

Board Member Su returned to the dais 9:50 am.

Public Comment:
None

Chair Yates closed public comment.

MOTION: Board Member Kostecka moved the Board to have staff continue forward with research into having a marathon half marathon and associated activities either partnering with SoCal or going on our own for Morro Bay's involvement in 2021. The motion was seconded by Board Member Solu and carried 7-0-0.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/xEOdrL0xmVA?t=1h26m11s>

Vice Chair Allen requested that staff report back on why hotels pay a higher tier as it relates to water rates. Council Member Davis stated that City Manager Collins will be reporting back at the February board meeting.

Chair Yates announced that the Morro Bay Arts Center will be having the Morro Bay Plein Air Festival on April 13-16, 2020; January 30th there will be a speaking event fundraiser at the Inn at Morro Bay benefiting the Morro Bay Maritime Museum; stated that the City has an opportunity to host the Vessel Santa Maria from Spain for tours in May or June.

Vice Chair Allen and the board thanked Chair Yates for his service as Chair and for all his good efforts.

D. ADJOURNMENT

The meeting adjourned at 10:31 a.m.

The next Regular Meeting is scheduled for February 20, 2020.

Recorded by:

Heather Goodwin
Deputy City Clerk

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AGENDA NO: A-2

MEETING DATE: February 20, 2020

Staff Report

TO: Tourism Business Improvement District Advisory Board **DATE:** Feb. 10, 2020

FROM: Jennifer Little, Tourism Manager
Megan Leininger, Marketing & Communications Coordinator

SUBJECT: Approval of Tourism Business Improvement District (TBID) Board Members' request for an excused absence

RECOMMENDATION

Staff recommends the Board consider and approve the request submitted by Tourism Business Improvement District (TBID) Board Members, Amish Patel and Teri Ennis, to excuse their absence from the February 20, 2020 Regular TBID meeting.

ALTERNATIVES

The TBID Board may choose not to excuse Board Members Patel and Ennis's absences.

BACKGROUND/DISCUSSION

In December 2019, the Council adopted Resolution No. 105-19 amending the By-Laws for all standing advisory bodies to establish a policy regarding absences. That policy, which is included in the current Advisory Bodies Handbook and By-Laws, states:

"Because of quorum requirements, when an absence is anticipated, the individual advisory body member is responsible for notifying the Chair and the staff responsible in advance and the absence shall be counted in that member's attendance record. Approval for excused absences shall be the responsibility of the advisory body. Said excuses should be submitted in advance and formally approved at a regular meeting of the advisory body. Attendance requirements are contained in each advisory body's by-laws, but generally speaking missing three consecutive regular meetings or 25% of the regular meetings during any calendar year period, without formal consent of the City Council, shall constitute the resignation of the absent member. The assigned staff person responsible for taking the minutes will be responsible for monitoring advisory board members' attendance and conveying pertinent information to the City Clerk/Deputy City Clerk. City Council shall be notified when a member is determined to have not met the attendance requirements of the advisory body."

Staff received a request from Mr. Patel and attached is his letter for consideration to excuse his absence from the February 2020 regular meeting. Mr. Patel's letter details his reason for the absence. Mr. Patel does not have any unexcused absences in the previous 12-month period, and it is worth mentioning that Mr. Patel has never missed a meeting since being appointed to the Board. Mr. Patel represents the hoteliers at large and is requesting this absence be excused.

Staff also received a request for Tourism Business Improvement Advisory Board Member Teri Ennis,

Prepared By: <u> HG/DS </u>	Dept Review: <u> </u>
City Manager Review: <u> </u>	City Attorney Review: <u> </u>

for consideration to excuse her absence from the February 2020 regular meeting due to an out-of-country trip planned prior to her being appointed to the TBID Advisory Board. Ms. Ennis's attached letter details her reason for the absence which staff accepts as reasonable and warrant the Board's consideration. Ms. Ennis does not have any unexcused absences in the previous 12-month period as this would be her first meeting since being appointed to the Board. Ms. Ennis represents the Vacation Rental industry and is requesting this absence be excused.

CONCLUSION

Staff recommends the Board approve both Mr. Patel and Ms. Ennis's requests for an excused absence from the February 2020 regular TBID meeting.

ATTACHMENTS

1. Request for Excused Absence submitted by Ms. Ennis
2. Request for Excused Absence submitted by Mr. Patel
3. Link to [Advisory Bodies Handbook and By-Laws](#)

Heather Goodwin

Subject: FW: TBID Meeting Absence

From: Amish Patel <apatel@morrobayca.gov>
Sent: Monday, February 10, 2020 8:37 PM
To: Megan Leininger <mleininger@morrobayca.gov>
Subject: Re: TBID Meeting Absence

Hello Megan,

Unfortunately, I will not be able to attend February's meeting due to a family matter which requires my attention.

Thank you,
Amish

Sent from my iPhone

Heather Goodwin

Subject: FW: February 2020 TBID Meeting Absence

-----Original Message-----

From: Teri Ennis <tennis@morrobayca.gov>
Sent: Thursday, February 6, 2020 10:10 AM
To: Jennifer Little <jlittle@morrobayca.gov>
Cc: Megan Leininger <mleininger@morrobayca.gov>
Subject: Re: Email

Dear Jennifer and Megan-

I regret I will be unable to attend the TBID meeting scheduled on Thursday 2/20/2020. I will be out of the country on a previously planned vacation.

Thank you for your understanding.

Best,
Teri Ennis

Morro Bay Tourism Agency Marketing Report December 2019 Results

DIGITAL MEDIA

MorroBay.org

WEBSITE OVERVIEW: We doubled marketing budget for December social media ads Y/Y from \$2K to \$4K, and we increased ad spend with Trip Advisor. SUCCESS! Web traffic is up +51% Y/Y!

- Website Unique Visitors 26,203 (+51% or +8,902 Y/Y)
- Pageviews Y/Y 50,867 (+5% or +2609 Y/Y)
- Organic Search Referrals 11,449 (+7.7% or +816 referrals Y/Y)
- Ave Session Duration Y/Y 1.06 min (-17% or -13 seconds Y/Y)
- Bounce Rate Y/Y 72.2% (+9% Y/Y)
- Total Jack Rabbit Searches 1,350 (-22% or -394 searches Y/Y)
- Jack Rabbit Referrals to Lodging 799 (+3% or +29 referrals Y/Y)
 - **Jack Rabbit Note:** The referral to search ratio is up 15% over last year. Last year 44% of searches ended in a referral, this year 59% of searches ended in a referral.

CONTENT OVERVIEW: Megan added a promotions button on the MBT homepage starting in December, which created over 3,000 additional ad campaign pageviews.

- Ad Campaign Pageviews 8,494, +333% Y/Y or +6,534 referral clicks
- Social Media Referrals 4,993, +413% Y/Y or +4,020 referral clicks
- Blog Pageviews 3,279, +242% Y/Y or +2,321 clicks

Top Referral Sites

- | | |
|---------------------------------------|----------------------------|
| 1. Facebook Mobile | 6. Morrobay.bookdirect.net |
| 2. Slocal.com | 7. l.facebook |
| 3. Googlesyndication.com (google ads) | 8. morro-bay.ca.us |
| 4. Facebook.com | 9. linktr.ee (Instagram) |
| 5. Morrobay.org | 10. Instagram |

Top Website Content/ Views

- | | |
|---|---|
| 1. Holiday Campaign 8,494 | |
| <i>*promoted through paid digital ads</i> | |
| 2. Boat Parade 3,896 | |
| 3. Events 2,476 | |
| 4. Things to Do 1,819 | |
| 5. Lodgings 1,154 | |
| | <i>*promoted through paid digital ads</i> |
| | 6. Plan/Visitor Info 778 |
| | 7. Lodging Guide 736 |
| | 8. Restaurants 715 |
| | 9. Monarch Tours 483 |
| | 10. Friday Night Lights 475 |

July – December 2019 MBT Website Generated Revenue/Searches/Bookings

- Hotel Revenue Generated (*Adara tracked 58.2% of site visitors*)
 - Tracked Revenue (13% of MBT inventory) \$ 24,810 (100% = \$190,846)
 - Projected Revenue Generated (x7.7) \$ 191,037 (100% = \$1,469,515)
- Rooms Nights
 - Morro Bay Hotel Searches 86,143
 - Room Nights Booked (13% of MBT inventory) 148
 - Projected Room Nights Booked (x7.7) 1,139
 - Ave Length of Stay 1.8
- Flights Booked
 - SBP Flights Searched 1,326
 - SBP Flights Booked (97% of SBP inventory) 79
 - SBP Flight Nights Booked 531
 - SBP Flight Ave Length of Stay 6.7



July – December 2019 MBT Website Markets Report

Origin Market for Hotel Bookings:

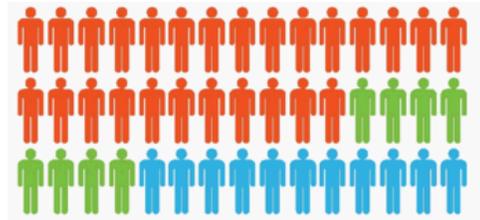
Rank	Markets	% of Booking
1	San Francisco Bay Area..., CA, US	27.4
2	Los Angeles, CA, US	14.3
3	Fresno, CA, US	10.7
4	Sacramento, CA, US	8.3
5	Santa Barbara, CA, US	7.1
6	Bakersfield, CA, US	4.8
7	Phoenix, AZ, US	4.8
8	Pittsburgh, PA, US	3.6
9	San Diego, CA, US	3.6
10	Washington, DC, US	2.4

Alternate DMAs Searched:

Rank	Markets	% of Searches
1	Cambria, CA, US	17.2
2	Monterey, CA, US	15.1
3	Fort Bragg, CA, US	9.7
4	Los Angeles, CA, US	8.6
5	Pismo Beach, CA, US	5.4
6	San Diego, CA, US	5.4
7	Carmel, CA, US	4.3
8	San Luis Obispo, CA, US	4.3
9	Avalon, CA, US	3.2
10	Redding, CA, US	2.2

Alternate DMAs Booked:

Rank	Markets	% of Booking
1	Monterey, CA, US	10.3
2	San Luis Obispo, CA, US	9.5
3	Atascadero, CA, US	7.9
4	Ventura, CA, US	6.3
5	Marina, CA, US	5.6
6	Los Angeles, CA, US	4.8
7	Boracay, PH	3.2
8	Santa Maria, CA, US	3.2
9	Anaheim, CA, US	2.4
10	Portland, OR, US	2.4



Organic Social Media Results

Facebook Fans	65,487	+7% Y/Y
Facebook Engagement	42,299	+28% Y/Y
Facebook Video Views	10,402	-937%* Y/Y
<i>*indicative of needing new video content on an ongoing basis</i>		
Instagram Followers	30,335	+58% Y/Y
Instagram Engagement	47,263	+34% Y/Y
Twitter Followers	2,648	+9% Y/Y
YouTube Minutes Watched	156	
YouTube Views	364	



Social Media Content



December Content & Stories

- Winterfest/Christmas in MB
- Boat Parade
- CA Surfing Day
- Bird Festival
- #outdoorgoals videos
- Holiday Campaign/Events
- #vacationrules
- Winter Sunsets
- Featured wildlife: Sea Lions, Whales
- Ling cod competition

Upcoming Content

- Bird Festival
- Foodies Wanted Campaign
- Butterfly tours
- Featured Wildlife
- Free things to do
- WSL Surf Contest
- #outdoorgoals videos
- MB Night life
- Pet Friendly MB
- MB Coffee Shops

PAID ADVERTISING

July – December 2019 Ad Generated Revenue/Searches/Bookings

- Hotel Revenue Generated by Campaign Ads
 - Tracked Hotel Revenue (13% of MBT inventory) \$ 58,415
 - Projected Hotel Revenue Generated (x7.7) \$ 449,795
- Rooms Nights
 - Morro Bay Hotel Searches 32,029
 - Room Nights Booked(13% of MBT inventory) 380
 - Projected Room Nights Booked (x7.7) 2,926
 - Ave Length of Stay 1.8
- Flights Booked
 - SBP Flights Searched 9,157
 - SBP Flights Booked (57% of SBP inventory) 522
 - Projected SBP Flights Booked (x1.754) 916
 - SBP Flight Nights Booked 2,646
 - Projected SBP Flight Nights Booked (x1.754) 4,641
 - SBP Flight Ave Length of Stay 5.1



Results: Holiday Campaign Nov/Dec 2019

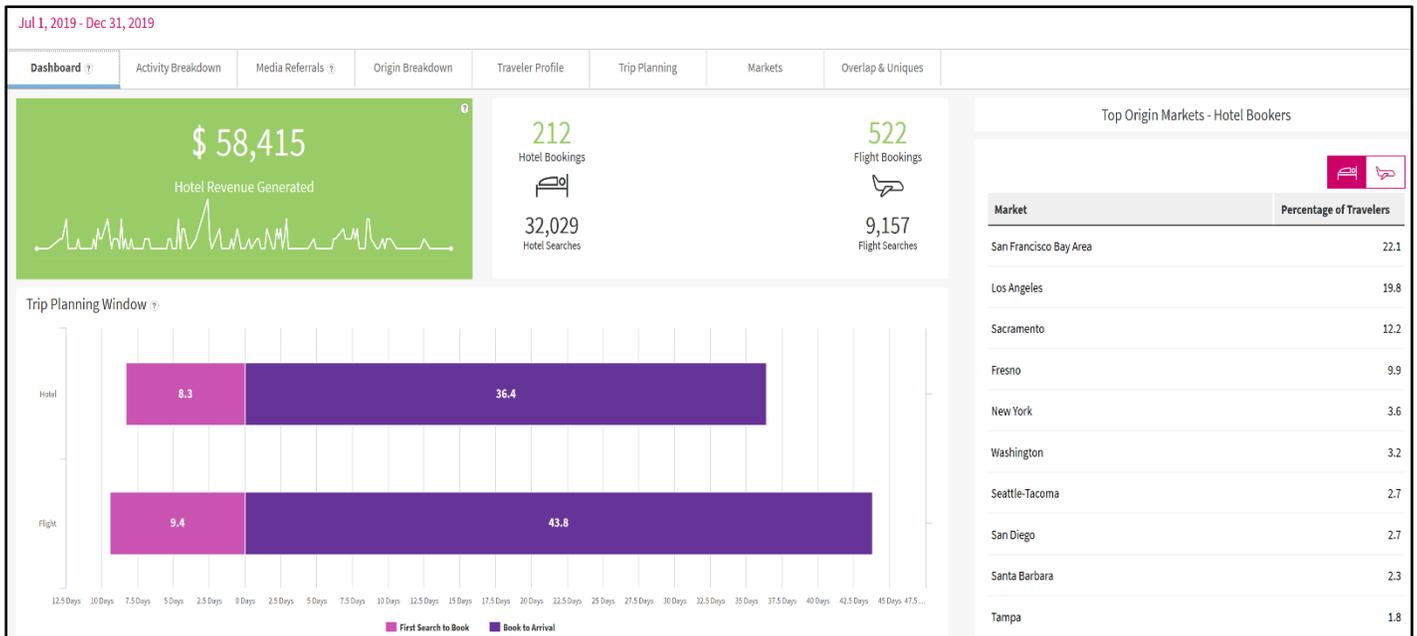
- This holiday campaign was a brand campaign driving users to MBT website to find out about events and holiday shopping ideas in Morro Bay.
- Digital Campaign Approach: retargeted ads on Trip Advisor and Adara Media, social media ads, google adwords, press releases, pitching
- <https://www.morrobay.org/plan/deals-promotions/come-for-the-ho-ho-holidays/>
 - Impressions 4.5 M
 - Ad Clicks 16,910
 - CTR .39%
 - Ad Costs \$43,032
 - CPC \$2.61
 - Conversions 44,740
 - CVR .92%
 - CPC \$1.45





Nov/Dec 2019 Adara Tracking for Holiday Brand Campaign

- Hotel Revenue Generated by Campaign Ads
 - Tracked Hotel Revenue (13% of MBT inventory) \$20,026
 - Projected Hotel Revenue Generated (x7.7) \$154,200
- Rooms Nights Generated by Campaign Ads
 - Morro Bay Hotel Searches 11,780
 - Room Nights Booked (13% of MBT inventory) 141
 - Projected Room Nights Booked (x7.7) 1,086
 - Average Length of Stay 1.8 days
- Flights Booked Generated by Campaign Ads
 - SBP Flights Searched 1,600
 - SBP Flights Booked (57% of SBP inventory) 161
 - Projected Flights Booked (x1.754) 282
 - SBP Nights Booked (57% of SBP inventory) 1,017
 - Projected Nights Booked (x1.754) 1,783

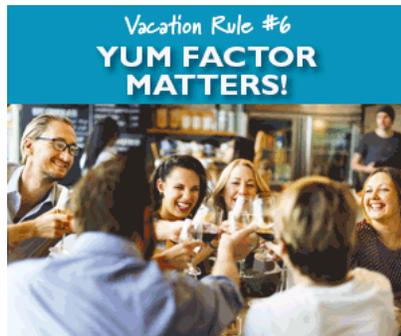


NOTE: This screenshot shows the top markets that booked hotel rooms in response to our tracked advertising from July 1 – Dec 31.



NEW: Foodies Wanted Campaign Launched January 1, 2020

- This winter promotion is a value-add brand campaign driving foodies to MBT website where discounts on appetizers, desserts, wine tastings, & beer are offered by restaurants throughout Morro Bay.
- Digital Campaign Approach: retargeted ads targeting identified audiences through Trip Advisor and Adara Media, social media ads, google adwords, press releases, and pitches to the press
- Landing Page: <https://www.morrobay.org/plan/deals-promotions/yum-factor-matters-foodies-wanted/>



MEDIA RELATIONS

Focused Efforts

- Press Releases:
 - Wrote and distributed December Press Release: **New Plein Air Festival Comes to Morro Bay, CA to Support the Town's Thriving and Growing Art Culture**
 - Wrote and distributed second December Press Release: **Crack Open Fresh Whole Crab at Home or on Vacation for the Holidays in Morro Bay** Follow up on October Press Release: Local Makers Hit the Mark for Holiday Shopping in Morro Bay
- Coordinating MB itinerary for Culinary Press Trip with SLOCAL
 - Carrie Bell, Freelance, Trip Savvy, California Wedding Day
 - Alyssa Schwartz, Freelance, Globe & Mail, Robb Report
 - Kristine Hansen, Freelance, Architectural Digest, Fodor's Travel Guide
 - Erik Trinidad, Freelance, Lonely Planet, Travel Age West
 - Leila Najafi, Freelance, California Style, Thrillist
- Booking Dates for Approved VJs:
 - James Stout rescheduling, Bicycling, Gear Patrol, Business Insider plus his wife, Megan Peet, who will be shooting photography for him.
 - Sharon Boorstin, Los Angeles Times, Feb/March
- Possible VJs
 - Shelbi Okumura, @bucketlistbums Instagram influencer
 - Samantha Thomas, *Emmy Award Winning Journalist*, Small TALK with Samantha
- Media Follow up
 - MBT hosted DC writer Bijan Bayne



- Working with editor from eHealth
- Working on story for California Wedding Magazine
- Reactive Media Relations
 - Pitched top MB attractions to VisitCA
 - Introduced KSBY to Laurie French for interview
 - Following up on all SLOCAL pitches
 - Submitted What's New pitches to VisitCA
 - The Hermit Crab
 - Lavender Blu Boutique
 - MB Paddle Sports
 - Avocado Shack
 - Rose's Bar & Grill Mixed Use Project
 - Grassy Bar Oysters on the Waterfront

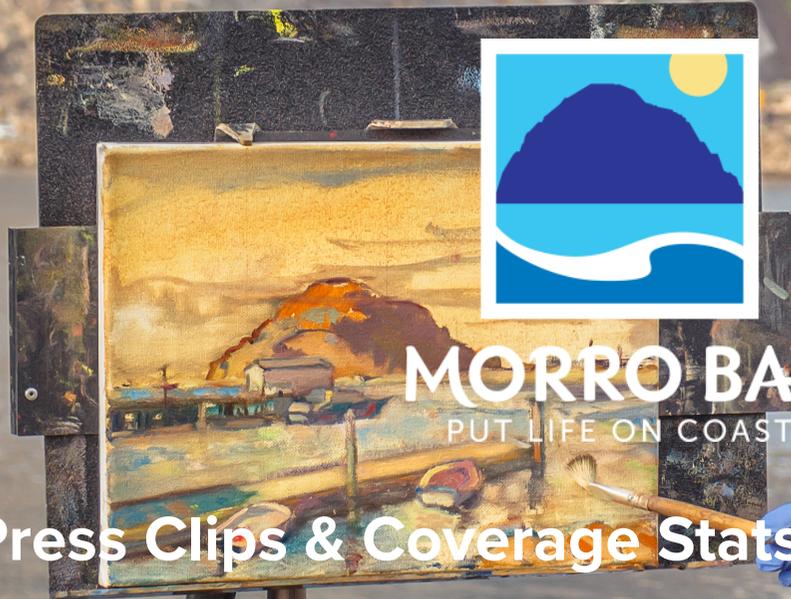
Hosted and Pending Media

Afar, Just Luxe, Bicycling, New Palatexposure Podcast on podbean, apple, google, spotify, stitcher, etc., CA Wedding Day, Globe & Mail, Robb Report, Fodor's, Lonely Planet, Travel Age West, Thrillist, Bicycline, UK Surf Girl, SF Chronicle, Epoch Times, Gear Patrol, LA Times, Business Insider

December Earned Media Results

● Earned Media Impressions	210M
● Ad Equivalency	\$1.05M
● Publicity Value	\$3.15M
● Shares of MB Press on Social Media Channels	72
● Organic Web Crawler Hits	10.4K





Press Clips & Coverage Stats December 2019

Two Press Releases in December 2020

Press Release: New Plein Air Festival Comes to Morro Bay, CA to Support the Town's Thriving and Growing Art Culture
Press Release: Crack Open Fresh Whole Crab at Home or on Vacation for the Holidays in Morro Bay

210M

ONLINE READERSHIP:

453K

ESTIMATED COVERAGE VIEWS:

72

SOCIAL SHARES:

9

LINKS FROM COVERAGE:

3.15M

PUBLICITY VALUE:

1.05M

AD VALUE:

10.4K

ORGANIC WEB CRAWLER HITS:



worth ^{THE} trip

OUR DAILY LOOK AT DEALS AND GETAWAYS

The Crab Pot Christmas Trees of Morro Bay

See the oh-so-seaful sight on the Central Coast during the holiday season.

By Alysia Gray Painter

Published Dec 3, 2019 at 9:52 PM



(EST.) MONTHLY VISITS: **3.22M**

(EST.) COVERAGE VIEWS: **8.65K**

LINKS FROM COVERAGE: **2**

“ Press release/media relations

The Crab Pot Christmas Trees of Morro Bay

See the oh-so-seaful sight on the Central Coast during the holiday season.

By Alysia Gray Painter • Published on December 3, 2019 at 11:17 am



CALL UPON NASHVILLE... in December, and you might find a stack of guitars done up in tinsel and bows. Find your way to Texas and you could encounter a tree made from cowboy boots. And in a mountain town? You might find a fun "fir" tree that's entirely comprised of old skins and poles. There are plenty of local-lively expressions of the holiday out there, and one of the most distinctive pops up in [Morro Bay](#). For that's where a series of "trees" created out of crab pots are on display in the Embarcadero area of town, including "a huge Crab Pot tree made of commercial crab pots on the waterfront in Anchor Park." That towering wonder was fashioned by Friends of the Harbor Department, and is quintessentially as Morro Bay as you can get. And can majestic Morro Rock be seen in the not-so-far-off distance? It can, which means this is one unique photo

(EST.) MONTHLY VISITS: **1.07M**

(EST.) COVERAGE VIEWS: **2.59K**

LINKS FROM COVERAGE: **2**

Press Release/Media Relations

Trend



W
SAN

6

- Home
- News
- Sport
- Inspiration
- Lifestyle
- What's On
- Energy North

Home > Lifestyle > Article

Ride the surf on America's west coast – on a road trip through California stopping at Malibu, Ventura, Morro Bay and Visalia

By Features Reporter

Published: 13:29, 01 January 2020

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- Google+
- Pinterest
- LinkedIn
- Reddit
- Email



Liz Connor catching a wave in Morro Bay. Picture: PA Photo/Megan Hemsworth

(EST.) MONTHLY VISITS: **286K**

(EST.) COVERAGE VIEWS: **1.68K**

LINKS FROM COVERAGE: **1**



5

“ MBT hosted Visit CA UK Surfer Fam

Want to surf? California's famous beaches are the ideal spots to find your feet

irishnews.com

DEC 7 2019

:: Driving to Morro Bay

We continue our road trip north along the famous Highway 101, winding our way alongside farms, hidden beaches and middle-of-nowhere gas stations until we hit Morro Bay, a quaint coastal city that's overlooked by a huge volcanic mound - the 576-foot-tall Morro Rock.

It's a nesting ground for peregrine falcons - the closest you can come to Morro Rock is surfing on its north side - where the waves are fierce and beefy.

We set our alarms for 6am, so we can get a real taste of the surf lifestyle - surrendering the early hours of sleep to chase the best waves. We zip on our wetsuits, glug a much-needed takeaway coffee on the sidewalk and load up the van with our boards at dawn.

Morro Rock Surf Shop (morrobay.org) is a local spot where you can book lessons and hire equipment (\$100/£77pp, including board and suit hire). Our instructor for the day is a local legend called 'Big Kahuna', who travels around the county in his van, with his wolf dog Big Mountain. He is a fantastic surfer - his name is a Hawaiian idiom that basically means 'big deal'.

"Surfing is addictive," Big Kahuna says as we drag the board into the icy ocean. "Even when it's cold and the weather is bad, you'll still find me out here in the waves."

I'm starting to see the appeal. There are so many things to think about when your surfing. The position of your feet, the speed and shape of the wave, steeling yourself against the direction of the wind. The stresses of everyday life, even the fears you might have about how silly you look as you grunt and gurn your way against the elements, are left on the shore. "It's the best medicine for shaking off a stressful day," says Kahuna.

(EST.) MONTHLY VISITS:

1M

(EST.) COVERAGE VIEWS:

Data not available

“ MBT hosted Visit CA UK Surfer Fam

New Plein Air Festival adds to Morro Bay's thriving art scene

December 16, 2019 / in Events



Plein-air still life and landscape by Guido Frick, who will conduct a workshop on April 14-15, 2020 in Morro Bay. Image courtesy of Art Center Morro Bay

MORRO BAY, Calif. – It's impossible to mistake Morro Bay for any other California surf town. Not just for the incredible active outdoor environment with working harbor and miles of pristine beaches. Not just for the natural estuary filled with infinite watchable wildlife, not to mention the massive, ancient volcanic plug known as Morro Rock that rises 576 feet from the ocean. Nope. But because it's also filled with incredibly talented artists showcasing [artworks](#) in every art medium imaginable from the fabulous Morro Bay Art Center to funky and fine galleries found all over town. Just wander the charming downtown village or stroll the active Embarcadero located right on the waterfront and you'll see it all for yourself.

LiveAuctioneers | Auction Central News

DEC 16 2019

(EST.) MONTHLY VISITS: **3.42M**

(EST.) COVERAGE VIEWS: **13.5K**

LINKS FROM COVERAGE: **1**

“ Press release and pitching

Here are the 12 best holiday events in SLO County — from parades to Christmas markets

sanluisobispo

DEC 6 2019



The Morro Bay Lighted Boat Parade is held in Morro Bay Harbor in 2017. Laura Dickinson *the mizuner*

MORRO BAY LIGHTED BOAT PARADE

What: Beautifully decorated fishing boats, leisure craft and yachts light up the Morro Bay waterfront during this annual holiday event. Participating vessels will compete for prizes.

When: 6 to 8 p.m. Saturday

Where: 351 Embarcadero, Morro Bay

How much: Free

Info: [805-225-1621](tel:805-225-1621) or morrobay.org

(EST.) MONTHLY VISITS: **717K**

(EST.) COVERAGE VIEWS: **2.42K**

LINKS FROM COVERAGE: **1**



60

“ Press release

2020 BUCKET LIST: 13 DESTINATIONS FOR THE CONSCIOUS TRAVELLER

Ecophiles

DEC 15 2019

Paddle alongside wildlife in SLOCAL, California

The best way to experience wildlife in its natural habitat in SLO CAL is on Central Coast Outdoors' half-day kayaking tour of Morro Bay. Dependent on tides and recent wildlife activity on the bay, the three-hour tour includes visits to harbour seals, a heron rookery and an oyster farm, with the chance of seeing fluffy sea otters that their home in the quiet bay. slocal.com

(EST.) MONTHLY VISITS: **9.27K**

(EST.) COVERAGE VIEWS: **237**



3



1

“ SLOCAL FAM hosted by MBT

Crack Open Fresh Whole Crab at Home or on Vacation for the Holidays in Morro Bay

Live like a Morro Bay local and order a whole live or cooked crab to take back to your vacation rental, or dine out at one of the many restaurants offering the freshest seafood along the waterfront

NEWS PROVIDED BY

[Morro Bay](#) →

Dec 23, 2019, 15:51 ET

SHARE THIS ARTICLE



MORRO BAY, Calif., Dec. 23, 2019 /PRNewswire/ -- Fresh, sweet Dungeness crab is ready and waiting for your holiday menu in Morro Bay, CA. The authentic fishing town offers a plethora of local fresh fish for the holidays at seafood markets and restaurants up and down the waterfront. It's time to get cracking!

Pre-Order Crab for the Holidays

Hosting a large gathering this season? Nothing expresses a casual Coastal California holiday more than a cracked crab dinner in your home. Call one of Morro Bay's two waterfront seafood markets to hear what was just unloaded on the docks for the fresh fish of the day, or to order crab, Morro Bay oysters to go. Dungeness is priced at approximately \$10 a pound and our local seafood markets sell over 2,000 lbs. of crab per day on Christmas and New Year's Eve, so call a few days in advance to ensure product availability.

[Giovanni's Fish Market](#) has been family owned and operated in Morro Bay for over 25 years and is a local favorite. Dine-out on Giovanni's patio where you can pick your



(EST.) MONTHLY VISITS: **6.31M**

(EST.) COVERAGE VIEWS: **7.29K**

LINKS FROM COVERAGE: **1**



1

New Plein Air Festival Comes to Morro Bay, CA to Support the Town's Thriving and Growing Art Culture

NEWS PROVIDED BY
Morro Bay →
Dec 16, 2019, 08:40 ET

SHARE THIS ARTICLE



MORRO BAY, Calif., Dec. 16, 2019 /PRNewswire/ -- It's impossible to mistake [Morro Bay](#) for any other California surf town. Not just for the incredible active outdoor environment with working harbor and miles of pristine beaches. Not just for the natural estuary filled with infinite watchable wildlife, not to mention the massive, ancient volcanic plug known as Morro Rock that rises 576 feet from the ocean. Nope. But because it's also filled with incredibly talented artists showcasing works in every art medium imaginable from the fabulous Morro Bay Art Center to funky and fine galleries found all over town. Just wander the charming downtown village or stroll the active Embarcadero located right on the waterfront and you'll see it all for yourself.

"For the artist in many of us, Morro Bay is the perfect place to pull out a camera or easels and document all of its beauty," explains Patricia Newton, President of the [Morro Bay Art Association](#). "It's the perfect place for locals and visitors alike to enjoy breathtaking views where rolling hills meet the sea. Not to mention exploring all of the magnificent ways artists in Morro Bay interpret art and beauty at the plethora of galleries and shops."

NEW EVENT: Morro Bay Plein Air Art Festival, April 13 - 16, 2020

Morro Bay Tourism is excited to share that the inaugural Morro Bay Plein Air Art Festival is scheduled for spring of 2020. There are many ways to participate:



Don't miss the Morro Bay, CA Plein Air Art Festival, April 13 - 16, 2020

(EST.) MONTHLY VISITS: **6.41M**

(EST.) COVERAGE VIEWS: **7.4K**

LINKS FROM COVERAGE: **1**



2

Celebrate the Ho Ho Holidays in Morro Bay. CA

🕒 December 10, 2019 📄 Destination California 👤 No Comments ✉ Email



Have a Nautical Holiday in Morro Bay: Citywide Crab Pot Trees, Lighted Boat Parade Weekend, Artisan Shopping along the Embarcadero & Paddling Fun in the Bay

Morro Bay, CA, November 21, 2019 – Whatever Morro Bay creates, they do it in their own style. This goes for holiday events, gifts for everyone on your list, and fun new ways to get moving outdoors! Brimming with 15 holiday trees made from old crab pots, brightly decorated boats sailing the harbor, and Santa Claus hanging out in his house on the waterfront Embarcadero, Morro Bay celebrates its true nautical roots during this festive period.

This year the Friends of the Harbor Department will build a huge Crab Pot tree made of commercial crab pots on the waterfront in Anchor Park. Anchor park is in the heart of the

Embarcadero with uninterrupted views of the bay and MorroRock – perfect for the family holiday photo-op.

Getting out of town during the holidays can offer a much-needed change of pace, and the chance to make completely new and unforgettable holiday memories. Take part in any of the Morro Bay holiday events during December, complete your holiday shopping in Morro Bay's unique boutiques, and find the perfect outdoor activity for everyone in your family along the Embarcadero.

Winterfest 2019 Events

Visit Santa's House

Every Friday, Saturday, and Sunday | December 6 – 22, 2019

Santa's coming to the Embarcadero! Come visit and get a picture with Jolly ol' Saint Nick. Take a photo with St Nick with you, your kids or your fur-kids at no charge. You can find the man of the season in his house located next to the Giant Chess Board on the Embarcadero every weekend in December until Christmas. Hot coco and snacks will be available for purchase by various non-profit organizations.

Global Travel Media

DEC 10 2019

(EST.) MONTHLY VISITS: **13.1K**

(EST.) COVERAGE VIEWS: **91**

“ Press Release

New Plein Air Festival Comes to Morro Bay, CA to Support the Town's Thriving and Growing Art Culture

Published: Dec 16, 2019 8:40 a.m. ET



MarketWatch

DEC 16 2019

MORRO BAY, Calif., Dec. 16, 2019 /PRNewswire/ -- It's impossible to mistake [Morro Bay](#) for any other California surf town. Not just for the incredible active outdoor environment with working harbor and miles of pristine beaches. Not just for the natural estuary filled with infinite watchable wildlife, not to mention the massive, ancient volcanic plug known as Morro Rock that rises 576 feet from the ocean. Nope. But because it's also filled with incredibly talented artists showcasing works in every art medium imaginable from the fabulous Morro Bay Art Center to funky and fine galleries found all over town. Just wander the charming downtown village or stroll the active Embarcadero located right on the waterfront and you'll see it all for yourself.

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NEW EVENT: Morro Bay Plein Air Art Festival, April 13 – 16, 2020 Morro Bay Tourism is excited to share that the inaugural Morro Bay Plein Air Art Festival is scheduled for spring of 2020. There are many ways to participate:

FREE: Plein Air Art Demonstration with International Artist & Instructor Guido Frick
April 13, 2020, 3-5 pm

Workshop: Plein Air Still Life and Landscape, with Guido Frick
April 14 & 15, 2020

(EST.) MONTHLY VISITS: **55.9M**

(EST.) COVERAGE VIEWS: **64.6K**

“ Press Release Pick up

New Plein Air Festival Comes to Morro Bay, CA to Support the Town's Thriving and Growing Art Culture

Yahoo

DEC 16 2019

CISION PR Newswire December 16, 2019

MORRO BAY, Calif., Dec. 16, 2019 /PRNewswire/ -- It's impossible to mistake [Morro Bay](#) for any other California surf town. Not just for the incredible active outdoor environment with working harbor and miles of pristine beaches. Not just for the natural estuary filled with infinite watchable wildlife, not to mention the massive, ancient volcanic plug known as Morro Rock that rises 576 feet from the ocean. Nope. But because it's also filled with incredibly talented artists showcasing works in every art medium imaginable from the fabulous Morro Bay Art Center to funky and fine galleries found all over town. Just wander the charming downtown village or stroll the active Embarcadero located right on the waterfront and you'll see it all for yourself.

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April 14 & 15, 2020

(EST.) MONTHLY VISITS: **138M**

(EST.) COVERAGE VIEWS: **140K**

“ Press Release Pick up

Home

PRESS RELEASE

Crack Open Fresh Whole Crab at Home or on Vacation for the Holidays in Morro Bay

Published: Dec 23, 2019 4:06 p.m. ET



Live like a Morro Bay local and order a whole live or cooked crab to take back to your vacation rental, or dine out at one of the many restaurants offering the freshest seafood along the waterfront

MORRO BAY, Calif., Dec. 23, 2019 /PRNewswire/ -- Fresh, sweet Dungeness crab is ready and waiting for your holiday menu in Morro Bay, CA. The authentic fishing town offers a plethora of local fresh fish for the holidays at seafood markets and restaurants up and down the waterfront. It's time to get cracking!

Pre-Order Crab for the Holidays Hosting a large gathering this season? Nothing expresses a casual Coastal California holiday more than a cracked crab dinner in your home. Call one of Morro Bay's two waterfront seafood markets to hear what was just unloaded on the docks for the fresh fish of the day, or to order crab, Morro Bay oysters to go. Dungeness is priced at approximately \$10 a pound and our local seafood markets sell over 2,000 lbs. of crab per day on Christmas and New Year's Eve, so call a few days in advance to ensure product availability.

Giovanni's Fish Market has been family owned and operated in Morro Bay for over 25 years and is a local favorite. Dine-out on Giovanni's patio where you can pick your live crab, then they cook it, and serve it right on the spot. Or do the cooking yourself. Buy whole live crab and take it home, or call (805) 772-2123 ahead of time.

Tognazzini's Dockside Fish Market is a local favorite offering the highest quality local seafood available. Boats arrive to their dock daily and the catch is transferred directly from the boat to the market. Call (805) 772-8120 for the catch of the day items and to pre-order your holiday favorite.

Find Fresh Crab, Crab Cakes and Seafood on the Menu in Morro Bay From Dungeness crab cakes, cold crab cocktails, and crab and seafood salads, to hot tomato-y cioppino filled with fresh seafood and Dungeness crab claws, Morro Bay oysters by the dozen, and fresh daily caught fish, locals and visitors will find plenty of great places that feature ocean-to-table cuisine.

(EST.) MONTHLY VISITS:

55.9M

(EST.) COVERAGE VIEWS:

64.6K

Press Release Pick up

Crack Open Fresh Whole Crab at Home or on Vacation for the Holidays in Morro Bay

CISION PR Newswire December 23, 2019



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For more information on visiting Morro Bay, go to www.morrobay.org.

Yahoo

DEC 23 2019

(EST.) MONTHLY VISITS: **138M**

(EST.) COVERAGE VIEWS: **140K**

“ Press Release Pick up

Morro Bay Tourism Agency Marketing Report January 2020 Results

DIGITAL MEDIA

MorroBay.org

WEBSITE OVERVIEW: We moved marketing dollars for January like we did for December with even more successful results! Web traffic is up +57% Y/Y and +5% M/M!

- Website Unique Visitors 27,604 (+57% or +10,062 Y/Y)
- Pageviews Y/Y 54,854 (+9% or +4,567 Y/Y)
- Organic Search Referrals 11,199 (+21% or +1961 referrals Y/Y)
- Ave Session Duration Y/Y 1.10 min (-22% or -19 seconds Y/Y)
- Bounce Rate Y/Y 69.2% (+5% Y/Y)
- Total Jack Rabbit Searches 2,173 (+3% or +66 searches Y/Y)
- Jack Rabbit Referrals to Lodging 1,218 (+14% or +153 referrals Y/Y)
 - **Jack Rabbit Note:** The referral to search ratio is up 6% over last year. Last year 50% of searches ended in a referral, this year 56% of searches ended in a referral.

CONTENT OVERVIEW: Campaign pageviews, social media referrals and blog pageviews are consistently up Y/Y throughout fiscal 2019-20.

- Ad Campaign Pageviews 6,162, +43% Y/Y or +1,857 referral clicks
- Social Media Referrals 4,856, +110% Y/Y or +2,553 referral clicks
- Blog Pageviews 4,814, +537% Y/Y or +4,059 clicks

Top Referral Sites

- | | |
|---------------------------------------|----------------------------|
| 1. Facebook Mobile | 6. linktr.ee (Instagram) |
| 2. Googlesyndication.com (google ads) | 7. Morrobay.bookdirect.net |
| 3. Facebook.com | 8. Amazonaws.com |
| 4. Morrobay.org | 9. morro-bay.ca.us |
| 5. Slocal.com | 10. googleads |

Top Website Content/ Views

- | | | | |
|---|-------|-------------------------------|-------|
| 1. Foodies Wanted Campaign
<i>*promoted through paid digital ads</i> | 6,162 | 6. Plan/Visitor Info | 1,108 |
| 2. Things to Do | 2,200 | 7. Blog MB Food Tours/Seafood | 1,064 |
| 3. Events | 2,112 | 8. Restaurants | 912 |
| 4. Lodgings | 1,923 | 9. Winter Bird Fest | 887 |
| 5. Lodging Guide
<i>*promoted through paid digital ads</i> | 1,124 | 10. Things to Do Outdoors | 685 |

July – January 2019-20 MBT Website Generated Revenue/Searches/Bookings

- Hotel Revenue Generated (*Adara tracked 58.2% of site visitors*)
 - Tracked Revenue (13% of MBT inventory) \$ 28,374 (100% = \$218,261)
 - Projected Revenue Generated (x7.7) \$ 218,479 (100% = \$1,68061)
- Rooms Nights
 - Morro Bay Hotel Searches 98,689
 - Room Nights Booked(13% of MBT inventory) 174
 - Projected Room Nights Booked (x7.7) 1,340
 - Ave Length of Stay 1.8
- Flights Booked
 - SBP Flights Searched 1,394
 - SBP Flights Booked (57% of SBP inventory) 85
 - SBP Flight Nights Booked (57% of SBP inventory) 549
 - Projectred SBP Flight Nights Booked (x1.754) 963
 - SBP Flight Ave Length of Stay 6.5



July – January 2020 MBT Website Markets Report

Origin Market for Hotel Bookings:

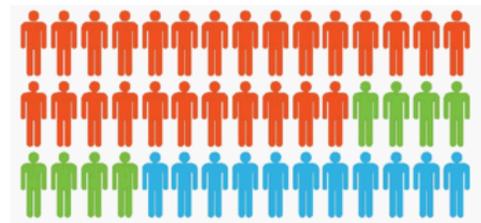
Rank	Markets	% of Booking
1	San Francisco Bay Are..., CA, US	27.1
2	Los Angeles, CA, US	13.5
3	Fresno, CA, US	9.4
4	Sacramento, CA, US	8.3
5	Santa Barbara, CA, US	6.3
6	Bakersfield, CA, US	4.2
7	Phoenix, AZ, US	4.2
8	San Diego, CA, US	4.2
9	Pittsburgh, PA, US	3.1
10	Las Vegas, NV, US	2.1

Alternate DMAs Searched:

Rank	Markets	% of Searches
1	Monterey, CA, US	20.3
2	Cambria, CA, US	13.0
3	Fort Bragg, CA, US	7.3
4	Los Angeles, CA, US	6.5
5	Pismo Beach, CA, US	5.7
6	Santa Barbara, CA, US	4.9
7	San Diego, CA, US	4.1
8	Carmel, CA, US	3.3
9	San Luis Obispo, CA, US	3.3
10	Atascadero, CA, US	2.4

Alternate DMAs Booked:

Rank	Markets	% of Booking
1	Atascadero, CA, US	9.5
2	San Luis Obispo, CA, US	9.5
3	Monterey, CA, US	7.6
4	Ventura, CA, US	7.6
5	Marina, CA, US	6.7
6	Los Angeles, CA, US	5.7
7	Boracay, PH	3.8
8	Windsor Locks, CT, US	1.9
9	San Diego, CA, US	1.9
10	San Francisco, CA, US	1.9



Organic Social Media Results

Facebook Fans	66,435	+8% Y/Y
Facebook Engagement	33,144	-7% Y/Y
Facebook Video Views	19,217	-955%* Y/Y
<i>*indicative of needing new video content on an ongoing basis</i>		
Instagram Followers	31,296	+48% Y/Y
Twitter Followers	2,679	+10% Y/Y
YouTube Minutes Watched	228	
YouTube Views	495	



Social Media Content

January Content & Stories

- Bird Festival
- Foodies Wanted Campaign
- Butterfly tours
- Featured Wildlife
- Free things to do
- WSL Surf Contest
- #outdoorgoals videos
- MB Night life
- Pet Friendly MB
- MB Coffee Shops

Upcoming Content

- Citywide Yard Sale
- Foodies Wanted Campaign
- Wine/Bars/Breweries
- Featured Wildlife
- Kite Festival
- WSL Surf Contest
- #outdoorgoals videos
- Off season travel
- MB Art Galleries
- MB Mural Mile

PAID ADVERTISING

July – January 2019-20 Ad Generated Revenue/Searches/Bookings

- Hotel Revenue Generated by Campaign Ads
 - Tracked Revenue (13% of MBT inventory) \$ 67,394
 - Projected Revenue Generated (x7.7) \$ 518,933
- Rooms Nights
 - Morro Bay Hotel Searches 35,685
 - Room Nights Booked (13% of MBT inventory) 446
 - Projected Room Nights Booked (x7.7) 3,434
 - Ave Length of Stay 1.8 days
- Flights Booked
 - SBP Flights Searched 9,942
 - SBP Flights Booked (57% of SBP inventory) 563
 - Projected SBP Flights Booked (x1.754) 987
 - SBP Flight Nights Booked 2,818
 - Projected SBP Flights Booked (x1.754) 4,843
 - SBP Flight Ave Length of Stay 5.0



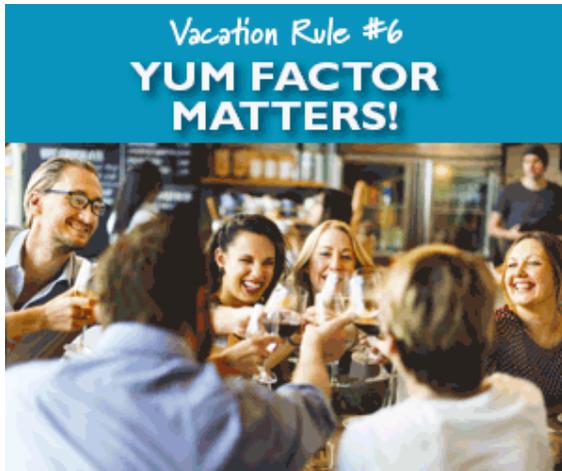
NEW: Foodies Wanted Campaign Launched January 1, 2020

- This winter promotion is a value-add brand campaign driving foodies to MBT website where discounts on appetizers, desserts, wine tastings, & beer are offered by restaurants throughout Morro Bay. This foodie focused campaign supports the efforts of regional and statewide January Restaurant Month.



- Digital Campaign Approach: retargeted ads targeting identified audiences through Trip Advisor and Adara Media, social media ads, google adwords, press releases, and pitches to the press
- Landing Page: <https://www.morrobay.org/plan/deals-promotions/yum-factor-matters-foodies-wanted/>

• Impressions	2.4 M	• CPC	\$2.11
• Ad Clicks	9,828	• Conversions	17,292
• CTR	.40%	• CVR	.71%
• Ad Costs	\$20,766	• CPCConversion	\$1.20

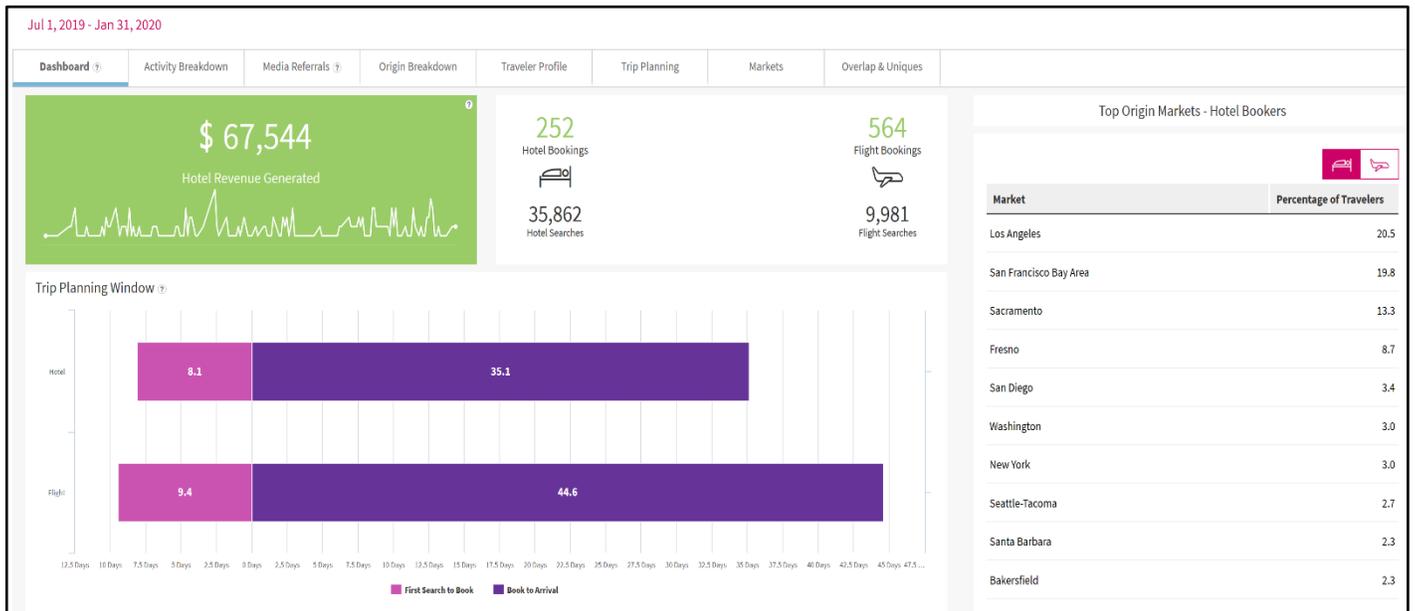


January Adara Tracking for Foodies Wanted Campaign:

- Hotel Revenue Generated by Campaign Ads
 - Tracked Revenue (13% of MBT inventory) \$10,833
 - Projected Revenue Generated (x7.7) \$83,414
- Rooms Nights Generated by Campaign Ads
 - Morro Bay Hotel Searches 5,872
 - Room Nights Booked(13% of MBT inventory) 84
 - Projected Room Nights Booked (x7.7) 647
 - Average Length of Stay 1.9 days
- Flights Booked Generated by Campaign Ads
 - SBP Flights Searched 973
 - SBP Flights Booked (57% of SBP inventory) 48
 - Projected SBP Flights Booked (x1.754) 82
 - SBP Nights Booked (57% of SBP inventory) 390
 - Projected SBP Flights Booked (x1.754) 684



NOTE: This screenshot shows the top markets that booked hotel rooms in response to our tracked advertising from July 1 – Nov 30.



MEDIA RELATIONS

Focused Efforts

- Press Releases:
 - Wrote and sent January Press Release over PR Newswire and to proprietary travel/influencer list: **Surf’s Up in Morro Bay this February with Two Epic Contests: First-Ever World Surf League Morro Bay Qualifying Series Event, and the Big, Bad & Ugly Surf Invitational**
 - Wrote and sent release to proprietary list: **You “Otter” Visit Morro Bay NOW to Witness Newborn Sea Otter Pup Frolicking in the Bay with their Mommies**
- Coordinating MB itinerary for
 - Traveling Newlyweds, Feb 3 – 6, focus on Vacation Rentals
 - CCTC lead Jennifer H. Cunningham, amNewYork, coordinating activities with Paso and SLO, Feb 20 - 23
 - Gale Barnes, Calabasas Magazine May 15 - 17, coordinating with SLO CBID on Hearst Castle Visit
- Booking Dates for Approved VJs:
 - James Stout rescheduling, Bicycling, Gear Patrol, Business Insider plus his wife, Megan Peet, who will be shooting photography for him.
 - Sharon Boorstin, Los Angeles Times, March/April
 - Social Media Influencers Chris Poplawski and his fiancé Meagan Bourne rescheduling
- Vetting Possible VJs
 - Shelbi Okumura, @bucketlistbums Instagram influencer
 - Samantha Thomas, *Emmy Award Winning Journalist*, Small TALK with Samantha



- CrossFit star and actress Brooke Ence, who has nearly a million followers on Instagram and whose YouTube videos get anywhere from tens of thousands to hundreds of thousands of views. <https://www.brookeence.com/>
- Health and wellness guru Mike Bledsoe who is also a personal coach for others, https://www.instagram.com/mike_bledsoe/
- Charles McCool, McCool Travel, <https://www.mccooltravel.com/>
- Anastasia Ashley, <http://anastasiaashley.com/>, a hot surfer chick and model as well as a big time Social Media Influencer. Maybe one of the surf contests?
- Luke Pearsall, stunning landscape photography by [Luke Pearsall](#). As one of the top Los Angeles social media influencers, his images have garnered him a following of over 130,000 people. He's also an ambassador for Lowepro and Vasque.
- Liv Jaeger, fitness and wellness influencer [Liv Jaeger](#).
- Genevieve Morton, [Genevieve](#) stands out on social media as one worth following. The top Los Angeles social media influencer has over 370,000 Instagram followers, and was featured on the front cover of Esquire magazine.
- Chachi Gonzales, beautiful selfies, hilarious candid photographs, and high-octane dance routines — no wonder 1.6 million people are regularly checking out [Chachi's](#) Instagram page.
- WeBlogTheWorld, an online travel and lifestyle magazine dedicated to Transformative Travel!
- Media Follow up
 - MBT hosted DC writer Bijan Bayne
 - Working with editor from eHealth
 - Working on story for California Wedding Magazine
- Reactive Media Relations
 - Submitted more stories for Outside.com
 - Following up on all SLOCAL opportunities
 - Wrote and submitted CCTC outdoor adventure pitches:
 - Guided SUP Nature Tours by Morro Bay Paddlesports
 - Guided Tour of Morro Bay Estuary from Central Coast Outdoors
 - Estero Adventures in Morro Bay
 - Submitted pitches to VisitCA
 - Best Group Accommodations
 - Rugged Races, Outdoor Competitions and Endurance Events
 - Witches and Warlocks Paddle
 - Custom Surfboard Makers
 - Textile Makers
 - Beads by the Bay
 - Paula Radke Gallery
 - Plein Air Festival
 - Art Galleries in Morro Bay

Hosted and Pending Media

Traveling Newlyweds, Afar, Just Luxe, Bicycling, CA Wedding Day, Globe & Mail, Robb Report, Lonely Planet, Travel Age West, Thrillist, UK Surf Girl, SF Chronicle



January Earned Media Results

• Earned Media Impressions	732M
• Ad Equivalency	\$3.66M
• Publicity Value	\$11M
• Shares of MB Press on Social Media Channels	4,860
• Organic Web Crawler Hits	843





MORRO BAY
PUT LIFE ON COAST

Press Clips & Coverage Stats January 2020

Press Release

Surf's Up in Morro Bay this February with Two Epic Contests: First-Ever World Surf League Morro Bay Qualifying Series Event, and the Big, Bad & Ugly Surf Invitational

732M

ONLINE READERSHIP:

1.66M

ESTIMATED COVERAGE VIEWS:

4.86K

SOCIAL SHARES:

2

LINKS FROM COVERAGE:

11M

PUBLICITY VALUE:

3.66M

AD VALUE:

843

ORGANIC WEB CRAWLER HITS:



Where to See Sea Lions, Elephant Seals & Whales

Red Tricycle

JAN 28 2020



photo: Kate Loweth

Sub Sea Tours Whale Watching and Harbor Cruises, Morro Bay

Reserve a spot on a three-hour whale watching tour or one-hour harbor tour. The whale watch tour takes you out past the calm harbor waters to see if you can spot gray or humpback whales that come to feed on the abundant sea life offshore. A shorter, less bumpy option (for those who might get seasick) is the harbor tour. A glass-bottomed boat takes you to visit the sea lions that have taken over a wooden platform in the harbor and the sea otters that frolic near shore. You can also rent kayaks and stand-up paddle boards from this location. Check out our [Morro Bay guide](#) for more info.

Online: subseatours.com

—Kate Loweth

(EST.) MONTHLY VISITS: **1.41M**

(EST.) COVERAGE VIEWS: **7.13K**

“ MBT hosted Kate Loweth back in 2015

The 10 Most Romantic American Road Trips for Couples

Travel + Leisure

JAN 2 2020

EXPLORE TRAVEL+LEISURE

PHOTO: THE MORRISONS

Pin

FB

More

Nothing says California dreamin' like seaside scenery combined with the tranquil ambience of Big Sur on the drive from San Luis Obispo to San Francisco. Start in [San Luis Obispo](#), heading up Highway 1 through the seaside town of [Morro Bay](#). Be sure to check out the majestic Morro Rock, and stop for vegan and vegetarian fare at [Shine Cafe](#) or a latte at dog-friendly [Top Dog Coffee Bar](#). After soaking up the vibes in this artsy enclave, drive up to Cambria and take a look at [Nitt Witt Ridge](#), a quirky Registered Historical Landmark. Farther up the coast is Ragged Point, where you can catch a glimpse of the awe-inspiring Big Sur coastline. Spend the night at [Ragged Point Inn and Resort](#) and hike down [Ragged Point Trail](#) for unparalleled views of the sea and a hidden waterfall. Enjoy the atmosphere of this laid-back, two-lane highway and make stops at McWay Falls and [Pfeiffer Beach](#), where the sand turns purple after the rain. Leaving Big Sur, you'll hit Monterey County, where you can walk along [Cannery Row](#) and check out its historic antique shops, or share an ice cream at the very first Ghirardelli Ice Cream & Chocolate Shop opened outside of San Francisco. Then, embark on the [scenic 17-mile drive](#) in Pebble Beach for more incredible coastal views. Bonus points if you can hit Santa Cruz and its sturdy redwood forests as well as [Half Moon Bay's tide pools](#) before reaching your final destination. Finally, upon arriving in San Francisco, check out the romantic views of the [Golden Gate Bridge](#) from the adjacent Marin Headlands.

(EST.) MONTHLY VISITS: 7.52M

(EST.) COVERAGE VIEWS: 36.8K

LINKS FROM COVERAGE: 1



3.5K



25



200

Press releases/media relations

4 | Morro Bay, California



Shutterstock

If you're **driving along** the California coast, you could easily pass right through this small and sleepy surf town without even noticing it. But located right smack in between Los Angeles and San Francisco, Morro Bay is a perfect stopping point on any California road trip. It's the kind of town where no one is in a rush and the sun always manages to come out from the fog. Sea lions and otters bob around in the harbor, small shops dot the Embarcadero, and patient surfers float with the waves next to Morro Rock. If you want a bite to eat, pop into **Bayside Cafe** for local seafood like fish and chips, chowder, and shrimp tacos.

(EST.) MONTHLY VISITS: **7.16M**

(EST.) COVERAGE VIEWS: **29.2K**



210



3



24

“ Press Releases and media relations/2 separate MSN writers wrote 2 articles from this piece

33 Utterly Amazing Travel Destinations in the U.S. You've Never Heard Of

MSN

Hannah Lorenzenthall 1/24/2020



5/34 SLIDES © Provided by Best Life

Full screen

4. Morro Bay, California

If you're [driving along](#) the California coast, you could easily pass right through this small and sleepy surf town without even noticing it. But located right smack in between Los Angeles and San Francisco, Morro Bay is a perfect stopping point on any California road trip. It's the kind of town where no one is in a rush and the sun always manages to come out from the fog. Sea lions and otters bob around in the harbor, small shops dot the Embarcadero, and patient surfers float with the waves next to Morro Rock. If you want a bite to eat, pop into [Bayside Cafe](#) for local seafood like fish and chips, chowder, and shrimp tacos.

(EST.) MONTHLY VISITS: **707M**

(EST.) COVERAGE VIEWS: **522K**

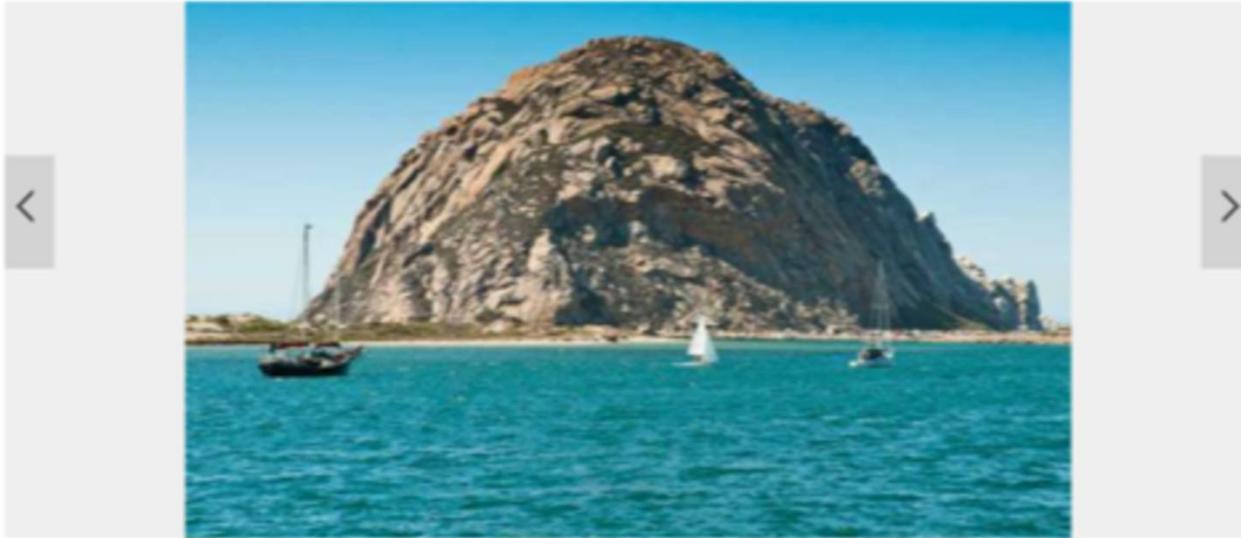


4

“ Press release and media relations/pick up from Best Life article

100 Destinations So Magical You Won't Believe They're in the U.S.

Sara Ventiera 14-01-2020



8/101 SLIDES © Provided by Best Life

Full Screen

MSN

JAN 14 2020

(EST.) MONTHLY VISITS: **707M**

(EST.) COVERAGE VIEWS: **522K**

“ Press release and media relations/pick up from Best Life article

7. Morro Rock; Morro Bay, California

Where to fly: San Luis Obispo County Regional Airport
Morro Rock is a 576-foot volcanic plug that formed about 23 million years ago, the last peak in the chain of Nine Sisters that starts in San Luis Obispo. The rock is now a designated bird sanctuary for the peregrine falcon and other species as part of the Morro Rock State Preserve.
Pro tip: Book a kayak tour with Central Coast Outdoors to visit harbor seal haul out areas, a heron rookery, or an oyster farm—and expect to see plenty of birds and otters along the way.

Heart-melting moment an otter pup is reunited with its mom

rumblestaff · Published January 8, 2020

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EMBED

Rumble / Heroic Animals — Morro Bay Harbor Patrol responded to a report of an otter pup crying out for it's mother but unable to locate her on it's own. With the help of The Marine Mammal Center volunteers, veterinarian Dr. Heather Harris and Fish and Wildlife Senior Environmental Scientist/Sea Otter Biologist, Mike Harris, the pup was determined to be less than 12 hours old. After a search through the bay, the match was made and the pup was reunited with her mother. Relief was felt by all.

Video credit: City of Morro Bay

Heart-melting moment an otter pup is reunited with its mom

JAN 8 2020

(EST.) MONTHLY VISITS: **1.49M**

(EST.) COVERAGE VIEWS: **4.4K**

f 230

“ Viral story is getting picked up again





กำกับ: Puppy-play Is To Blame For Home Fire >

Rumble

Heart-melting moment an otter pup is reunited with its mom!

ระยะเวลา: 00:50 10/1/2563



Morro Bay Harbor Patrol responded to a report of an otter pup crying out for its mother but unable to locate her on its own. With the help of The Marine Mammal Center volunteers, veterinarian Dr. Heather Harris and Fish and Wildlife Senior Environmental Scientist/Sea Otter Biologist, Mike Harris, the pup was determined to be less than 12 hours old. After a search through the bay, the match was made and the pup was reunited with her mother. Relief was felt by all. Video credit: City of Morro Bay

เพิ่มเติมจาก Rumble

(EST.) MONTHLY VISITS: **707M**

(EST.) COVERAGE VIEWS: **522K**

“ MSN picked up story from Rumble

BLOG: CENTRAL COAST TOWN WILL HOST SURFING COMPETITION FOR THE FIRST TIME



Published On January 20, 2020 - 11:52 AM
Written By Gabriel Dillard

[f Share](#) [t Tweet](#) [in LinkedIn](#) [✉ Email](#) [SHARES](#) 0

A couple of years after competitive professional surfing came to — of all places — Lemoore, a pair of Central Coast towns familiar to Valley travelers will be in the spotlight this year.

Morro Bay is being added to the World Surf League’s 2020 competition schedule for the first time. And Pismo Beach will once again host a competition after successful runs in 2017 and 2018.

The SLO Cal Open at Pismo Beach will take place Jan. 30-Feb. 2 while the inaugural SLO Cal Open at Morro Bay will be held Feb. 27-March 1.

Visit SLO CAL is a nonprofit organization that promotes tourism in San Luis Obispo County.

“We are pretty fired up with a few new changes,” said Event Director and Surfers of Tomorrow President Andy McKay. “First we are welcoming a new title sponsor, Visit SLO CAL. They are really supportive of our cause of adding more California events to the WSL schedule and they view this as an excellent opportunity to expose the greater San Luis Obispo County area to a new tourism audience.”

(EST.) MONTHLY VISITS: **40.1K**

(EST.) COVERAGE VIEWS: **242**

[f](#)
5

“ Press Release



Volunteer-based nonprofit Morro Bay Art Association plans its first plein air festival for April

Sometime around the '80s Patricia Newton decided it was finally time to pursue her lifelong dream of becoming an oil painter, but she wasn't sure where to begin or how to cultivate the necessary skills. So she went to **Art Center Morro Bay**, and there she found a group of volunteers so welcoming and helpful that she spent much of the next 35 years working with them—showing work in their gallery, taking classes, and joining on as an Art Center member.

"Then I decided it was time to give back a little," Newton told *New Times*.



Photos By Kasey Bubnash
PAY A VISIT The Morro Bay Art Association Gallery (835 Main St., Morro Bay) is open every day from noon to 4 p.m. Entry is free.

She eventually started volunteering with the Morro Bay Art Association herself. At first she just helped out with marketing, but she slowly became more and more involved until she joined the board of directors in 2016. By 2017, she landed her current volunteer position: president.

Since it started in 1951, the Morro Bay Art Association has operated almost entirely on the power of volunteers. The longstanding nonprofit runs the Art Center and gallery in downtown Morro Bay, hosts a plethora of free and low-cost classes for adults and children, provides students with art scholarships and work experience, and manages Art in the Park, which is on its 65th year.

Aside from hiring a professional manager for Art in the Park and a teacher for children's summer classes here and there, Newton said everyone working with the Art Association—roughly 75 individuals a year—is a volunteer. They help organize events, hang shows, act as docents at the gallery and events,

teach classes, and work on marketing, fundraising, and advertising.

"They just do everything," Newton said. "It takes a lot to run a huge organization like Art Center Morro Bay."

This year the organization is taking on even more than usual and joined forces with the Inn at Morro Bay and Morro Bay Tourism to plan its first-ever plein air festival.

"*En plein air*," is a French phrase meaning "in the open air," Newton said, and plein air painting is a method in which painters leave the four walls of an indoor studio and paint a scene while sitting right in front of it—in the great outdoors. The **inaugural Morro Bay Plein Air Festival** is slated for April 13 to 16 and will give professional and non-professional artists at all levels an opportunity to attend workshops on plein air painting with international artist Guido Frick and participate in an all-day paint-out and quick-draw contest.

(EST.) MONTHLY VISITS: **33.8K**

(EST.) COVERAGE VIEWS: **274**



37



2



5

“ Press Release

7 EXHILARATING WATER ACTIVITIES TO TRY ON YOUR NEXT BEACH VACATION

January 20, 2020

6. Surfing

Of course, no list of water sports would be complete without mentioning surfing. While this sport comes with a big learning curve, there's perhaps nothing more invigorating and rewarding than catching your first wave.

If you've never surfed before, we definitely recommend taking a few lessons before you paddle out on your own. If you're looking for some great surf spots for beginners, we recommend the following:

- Waikiki, Hawaii
- Morro Bay, California
- Cocoa Beach, Florida
- Byron Bay, Australia
- Algarve, Portugal
- Santa Elena, Ecuador
- Guanacaste, Costa Rica

Athleisure Mag

JAN 20 2020

(EST.) MONTHLY VISITS:

4.37K

(EST.) COVERAGE VIEWS:

416



1

“ Press Releases, media relations

Morro Bay hosting two "epic" surf contests

Posted: 3:52 PM, Jan 28, 2020 Updated: 11:54 PM, Jan 28, 2020

 By: Katie Luper



DAYBREAK WEEKDAYS 5-7AM



Wake up with Daybreak for the latest local news, weather and traffic

(EST.) MONTHLY VISITS: **1.1M**

(EST.) COVERAGE VIEWS: **5.27K**

[f](#)
400

[“](#) Press Release

Morro Bay is hosting two "epic" surfing contests next month.

People are invited to watch 96 men and 32 women compete along with the Morro Bay High School Surf Team.

"We are stoked to host the World Surf League SLO CAL Open at Morro Bay," explains Morro Bay City Manager Scott Collins. "As a surfer myself and huge fan of the WSL, I can't wait to see the world's top talent shred the waves in Morro Bay."

Visit SLO CAL is the event's title sponsor.

The competitions are happening February 27 through March 1.

To sign up for the SLO CAL Open Morro Bay visit

ADVERTISEMENT

NEWS > LOCAL NEWS



Morro Bay's unique landscape makes for birders paradise during annual festival

Posted: 7:10 AM, Jan 16, 2020 Updated: 3:10 PM, Jan 16, 2020

By: Aja Goare



Photo by: Goare, Aja

+ Show Caption



Hundreds of people will flock to Morro Bay this weekend for the annual Bird Festival, which is now in its 24th year.

"Morro Bay is so great because it's on the Pacific flyway," Bird Festival Program Committee Chair Chris Cameron said. "Lots of birds come here from the North and South for a break."

PRICE OF PARADISE
How do you make it work on the Central Coast?
KSBY NEWS EVERYWHERE Click for Original Reports
Click here for original reports on the 'Price of Paradise'

KSBY

JAN 16 2020

(EST.) MONTHLY VISITS: **855K**

(EST.) COVERAGE VIEWS: **4.08K**

220

Press Release

Photowalks are such a great way to get out of the car and see what the world really looks like. You just notice things when your camera eye is open that you don't at other times. Things like big and little details, crazy signs, unusual buildings and people (hello street photographers) that seem way more interesting than when you're soaring past them at 20 or 30 mph.



*Jefferson Graham hams it up with photographer Ginger DiNunzio of Sandprints
Photos on a photowalk of Morro Bay. Credit: Jefferson Graham*

Photowalker Jefferson Graham

JAN 8 2020

(EST.) MONTHLY VISITS: **44.6K**

(EST.) COVERAGE VIEWS: **430**



41



1



1

“ Hosted photographer

Surf's Up in Morro Bay this February with Two Epic Contests: First-Ever World Surf League Morro Bay Qualifying Series Event, and the Big, Bad & Ugly Surf Invitational

NEWS PROVIDED BY
[Morro Bay, CA](#) →
Jan 28, 2020, 08:56 ET

SHARE THIS ARTICLE



MORRO BAY, Calif., Jan. 28, 2020 /PRNewswire/ -- [Morro Rock Beach](#) is the place to watch talented up and coming surfers hit the waves February 27 to March 1, 2020 to compete in the first ever men's and women's qualifying series event [SLO Cal Open at Morro Bay](#). This inaugural surfing event from the [World Surf League](#) (WSL), is made possible with funding from title sponsor [Visit SLO CAL](#) and local nonprofit [Surfers of Tomorrow](#).

"We are stoked to host the World Surf League SLO CAL Open at Morro Bay," explains Morro Bay City Manager Scott Collins. "As a surfer myself and huge fan of the WSL, I can't wait to see the world's top talent shred the waves in Morro Bay." The new contest will follow the 30th annual [Big, Bad & Ugly Surf Invitational](#) on February 15, 2020. "The Ugly," as it's called, is one of the most challenging surfing events on the [Coalition of Surfing Clubs](#) schedule.

Morro Bay Surf Culture

Morro Bay is renowned for its #surfculture, offering miles of unspoiled beaches serving up some [sweet surf breaks](#). Of note, Morro Bay even has its own [High](#)



Watch talented surfers compete in two epic surf contests this February at Morro Rock Beach in Morro Bay, CA.

(EST.) MONTHLY VISITS: **6.31M**

(EST.) COVERAGE VIEWS: **7.29K**

LINKS FROM COVERAGE: **1**

“ Press Release



Travel Writer's Network welcomes all travel industry professionals:

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- » Travel Services Providers
- » Travel Agencies
- » Tour Operators
- » Tourism Boards
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CISION

Surf's Up in Morro Bay this February with Two Epic Contests: First-Ever World Surf League Morro Bay Qualifying Series Event, and the Big, Bad & Ugly Surf Invitational

MORRO BAY, Calif., Jan. 28, 2020 /PRNewswire/ -- Morro Rock Beach is the place to watch talented up and coming surfers hit the waves February 27 to March 1, 2020 to compete in the first ever men's and women's qualifying series event SLO Cal Open at Morro Bay. This inaugural surfing event from the World Surf League (WSL), is made possible with funding from title sponsor Visit SLO CAL and local nonprofit Surfers of Tomorrow.

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"A Year in the National Parks: The Greatest American Road Trip"

By [Stefanie Payne](#) (Author), [Jonathan Irish](#) (Author, Photographer)
Now available for purchase on [Amazon](#) and at the official website, [The Greatest Road Trip](#).



Announcements



SPECIAL ASSIGNMENTS

Travel Writers' Network works closely with both Tourism Bureaus and our members to create an ongoing series about specific geographies. To this

Travel Writer's Network

APR 2 2016

(EST.) MONTHLY VISITS:

261

(EST.) COVERAGE VIEWS:

60

“ Press Release pick up





CISION™

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Morro Rock Beach

Sprawling from the base of Morro Rock to the north, this renowned iconic surfing location has become known as *the* place to catch a wave on the Central Coast.

South Jetty Break on the Sandspit

As the most secluded beach in the area, surfers must paddle across the bay to reach these epic breaks.

Joe's Surfboard Shop

Joe's believes "good surfboards make happy surfers," and this shaping studio offers a wide variety of high-performance surfboards designed to keep surfing progressive and fun.

Morro Rock Surf Shop

Morro Rock Surf Shop sells and rents surfboards, wetsuits, stand up paddleboards and offers surf lessons.

(EST.) MONTHLY VISITS: **7.65K**

(EST.) COVERAGE VIEWS: **483**

“ Press Release pick up

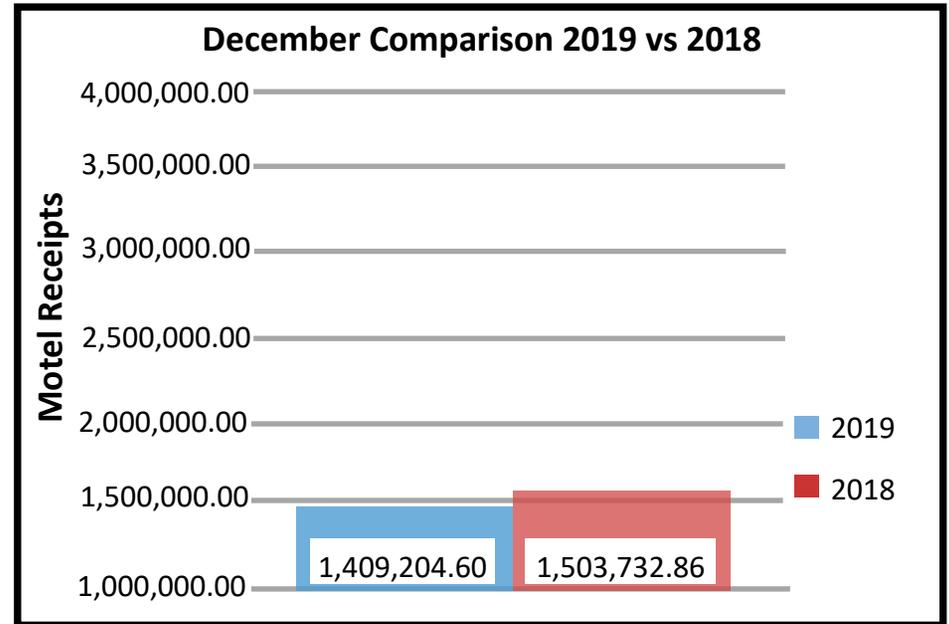


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TOT December 2019 - 2018 Year to Year Comparison



STR December Comparison	Occ %		ADR		RevPAR	
	2019	2018	2019	2018	2019	2018
Atascadero, CA+	54.5	55.4	107.51	108.39	58.58	60.08
Cambria, CA+	56.4	59.4	176.43	178.36	99.59	105.93
Paso Robles, CA+	55.1	58.5	118.40	125.39	65.22	73.33
Pismo Beach, CA+	50.9	52.9	157.79	157.49	80.25	83.25
San Luis Obispo, CA+	57.7	59.2	134.41	135.59	77.59	80.32
San Simeon, CA+	44.6	46.7	119.19	121.16	53.21	56.61
Five Cities+	51.8	53.3	145.39	146.76	75.24	78.26
North Coast+	51.1	53.3	150.94	153.19	77.12	81.71
North County+	54.9	57.7	115.68	121.05	63.54	69.81
South County+	54.5	56.1	139.98	141.30	76.34	79.21
San Luis Obispo County	53.6	55.4	134.51	136.97	72.11	75.84



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

2019	2018
42%	47%
OCC RATE	

2019	2018
\$116	\$113
ADR	

2019	2018
\$49	\$53
REV PAR	

TOTAL ROOMS 2019 - 924 2018 - 914

TOTAL JACKRABBIT LEADS	
2019 - 1,350	2018 - 1,744

MARKET FACTORS FOR DECEMBER

LIGHTED BOAT WEEKEND 12/6 - 8

TALL SHIPS CANCELLED 2 WEEK STAY

WINTER SCHOOL BREAK 11/28 - 12/1

5 - DAYS OF RAIN

RAIN PREDICTED FOR LIGHTED BOAT PARADE CANCELLATION WAS DISCUSSED

VALLEY WEATHER

DAYS OVER

4 - 70+

12 - 60+

15 - 50+

MORRO BAY WEATHER

DAYS OVER

27 - 60+

4 - 50+

	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	\$872,387.42	\$87,238.74	\$487,344.88	\$48,640.02	\$109,915.84
AUGUST	\$3,326,675.74	\$332,667.57	73%	909	\$221,855.72	\$22,185.57	\$684,357.73	\$68,435.77	\$423,288.92	\$42,318.89	\$99,800.27
SEPTEMBER	\$2,633,389.73	\$263,338.97	73%	907	\$232,420.49	\$23,242.05	\$474,880.41	\$47,488.04	\$334,069.06	\$33,406.91	\$78,233.81
OCTOBER	\$2,272,012.87	\$227,201.29	68%	918	\$196,043.93	\$19,604.39	\$427,016.27	\$42,701.63	\$289,507.31	\$28,950.73	\$68,160.39
NOVEMBER	\$1,755,815.97	\$175,581.60	56%	917	\$181,599.77	\$18,159.98	\$377,606.15	\$37,760.61	\$231,502.19	\$23,150.22	\$52,326.40
DECEMBER	\$1,409,204.60	\$140,920.46	42%	924	\$157,652.55	\$15,765.26	\$418,524.55	\$41,852.46	\$198,538.17	\$19,853.82	\$41,958.06
JANUARY	\$0.00	\$9,794.87	0%	908	\$0.00	\$0.00	\$5,851.27	\$585.13	\$10,380.00	\$58.51	\$2,938.46
FEBRUARY	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MARCH	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$15,101,962.91	\$1,519,991.16			\$1,285,769.87	\$128,576.99	\$3,260,623.80	\$326,062.38	\$1,974,630.53	\$196,379.10	\$453,333.23

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

	(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	\$3,802,709.59	\$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



AGENDA NO: B-2

MEETING DATE: February 20, 2020

Staff Report

TO: Tourism Business Improvement District Advisory Board **DATE:** Feb. 10, 2020

FROM: Megan Leininger, Marketing & Communications Coordinator

SUBJECT: Mid-Year Review of Mental Marketing

RECOMMENDATION

Staff recommends the board to offer feedback & receive and file the Mid-Year Review Presentation of Mental Marketing.

ALTERNATIVES

No alternatives are recommended.

BACKGROUND/DISCUSSION

Operating for 13 years, Mental Marketing is a locally based full-service branding, marketing and media communications agency with related experience delivering successful brand insights, managing advertising and marketing strategy, identity, creative, public relations, events and digital content for a wide variety of clients.

Mental Marketing has been contracted with Morro Bay Tourism since 2014 first under Morro bay Tourism Bureau and now under the city office of Morro Bay Tourism. They are currently the Agency of Record for Advertising and PR. Under the current 2-year contract Mental marketing reduced their agency commissions from 15% down to 12% which is money directly back into the tourism budget. In December of 2019, Council agreed to extend the current 2-year contract for an additional 12 months to allow time to complete the inclusion on Vacation Rentals into TBID. Their objectives for the current fiscal year, driven by the adopted Morro Bay Tourism Strategic Plan and the Council approved Marketing Plan, are as follows:

1. Build Relationships (Media & Community)
2. Increase Morrobay.org Traffic
3. Increase Morro Bay Lodging Demand
4. Increase ADR (Average Daily Rate)
5. Extend LOS (Length of Stay)
6. Increase Campaign Generated Revenue
7. Broaden exposure into the Vacation Rental market

This presentation will provide an update on how Mental Marketing has worked towards these objectives for the first half of the fiscal year (July 1 – December 31, 2019).

CONCLUSION

Staff recommends the board to offer feedback & receive and file the Mid-Year Review Presentation of Mental Marketing.

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

ATTACHMENT

1. Mental Marketing's July 1 – December 31, 2019 Presentation



**MORRO BAY
TOURISM**

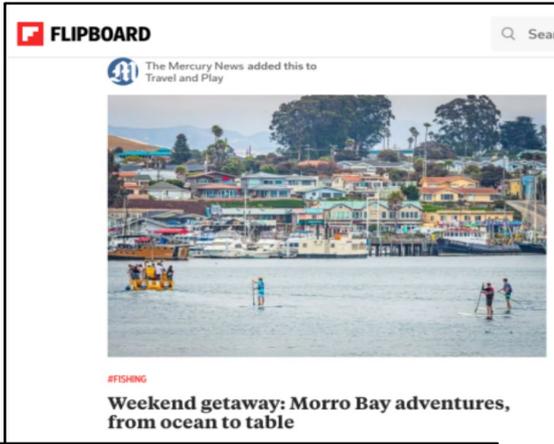
JULY 1 – DEC 31, 2019

FEBRUARY 20, 2020

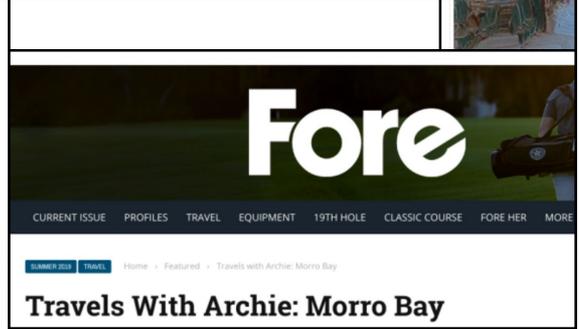
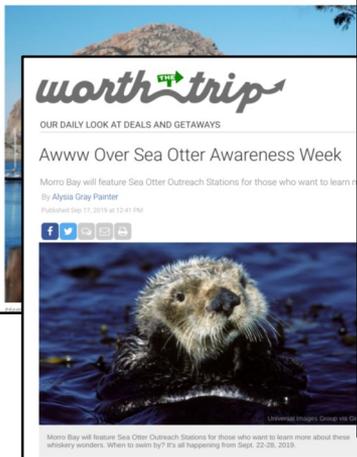
2019-20 OBJECTIVES ON POINT

1. BUILD STRONGER RELATIONSHIPS
2. INCREASE TRAFFIC TO MORRO BAY TOURISM WEBSITE BETWEEN 10 – 20%
3. INCREASE DEMAND FOR MORRO BAY LODGING
4. INCREMENTALLY INCREASE ADR
5. EXTEND THE NUMBER OF AVERAGE LOS
6. INCREASE CAMPAIGN GENERATED REVENUE

MEDIA & INFLUENCER LOVE



- 1. Morro Bay, California



GROWING AWARENESS

PUBLIC RELATIONS IMPACT	JULY – DEC 2019
EARNED MEDIA IMPRESSIONS <i>(INCLUDING 2 VIRAL STORIES)</i>	2.23 B
AD EQUIVALENCY	\$20.8 M
PUBLICITY VALUE	\$33.5 M
SOCIAL MEDIA SHARES	9,475



RED TRICYCLE



CAMPAIGN FUN

JULY & AUGUST – STAY ALL WEEK!

Vacation Rule #8
THE COAST IS CLEAR!



MORRO BAY
PUT LIFE ON COAST



COME MONDAY STAY ALL WEEK
[Get Mid-Week Savings Here]
#morrobaycation

CAMPAIGN FUN

SEPT & OCT 2019 – HANG WITH THE LOCALS: 663 BOTTLES ENJOYED!



CAMPAIGN FUN

NOV & DEC – HOLIDAY EVENTS

Vacation Rule #5
COME FOR THE HO-HO-HOLIDAYS

 **MORRO BAY**
PUT LIFE ON COAST

STAY FOR THE FUN!
[#vacationrules](#)

JULY – DEC 2019 CAMPAIGN IMPACT

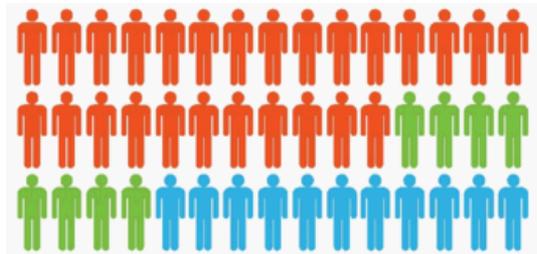
KPI	Fiscal to Date	Projected
Ad Campaign Driven Revenue	\$58,415*	\$449,795
Hotels Booked	343	1,715
Flights Booked	522	916
Hotels Searched	32,029	N/A
Flights Searched	9,157	N/A
Room Nights Booked	380	2926
Flight Nights Booked (SBP)	2,646	4,641

* REVENUE -45% Y/Y – WORKING WITH VENDOR FOR MORE DETAILS ON TRAVEL TRENDS, AND STAFF IS WORKING WITH A HOTEL THAT DROPPED THEIR FLAG

- ADARA TRACKS 13% OF MBT HOTEL INVENTORY
- ADARA TRACKS 57% OF SBP INVENTORY

DATA MOVEMENT

- LENGTH OF STAY (LOS) BENCHMARK
 - JULY 1, 2018 – JUNE 31, 2019 1.7
 - JULY – DEC 2019 1.8
- WEBSITE TRAFFIC
 - +11% SINCE JULY – DEC 2017
 - + 2% SINCE JULY – DEC 2018*
 - *NEW SITE LAUNCHED 4/18, SEEING GAINS AS OF NOVEMBER
- #MORROBAYCATION ON SOCIAL MEDIA
 - USED 1,344 TIMES SINCE HASHTAG PROGRAM LAUNCHED JUNE 2018



TRENDS, OCC, ADR, REVPAR

- SLOCAL STR REPORT DATA JULY – DEC 2019 INDICATES DOWNWARD OCC TREND IN SLO COUNTY CITIES
- MANY OF OUR COMP SET HAVE INCREASED ROOM COUNT AND SHOULD BE TRENDING UPWARDS
- EVEN THOUGH MB OCC (-3%) AND REVPAR ARE DOWN (\$89 VS \$94) JULY - DECEMBER 2019, ADR IS FIRM AT \$133, SAME RATE Y/Y
- LAST AUGUST WITH THE HIGHWAY 1 OPENING CAR RALLY IN MORRO BAY PUSHED RATE AND OCC
- STRONG SPRING COMING UP WITH NEW EVENTS!



HERE WE GO – VACATION RENTALS!

- 2020 SHORT TERM RENTAL TRENDS
 - PHOTOGRAPHY WILL INCLUDE PEOPLE MORE OFTEN
 - PEOPLE HAVE HIGHER IMAGE QUALITY EXPECTATIONS
 - THE PUBLIC IS LOOKING FOR PANORAMIC VIEWS AND 360°
- INFLUENCER PLAN
 - CONTENT DEVELOPMENT IE VIDEOS, PHOTOS OF VRS WITH PEOPLE, DOING ACTIVITIES
- MEDIA PLAN
 - MORRO BAY #OUTDOORGOALS VIDEOS ON VR SITES
- WEBSITE INTEGRATION
 - JACK RABBIT BOOKING ENGINE AND VR LISTINGS



IN ADDITION

GROWING COMMUNITY RELATIONSHIPS

- NEW PLEIN AIR FESTIVAL
- SPORTS FOCUSED TRAVEL WRITERS
- HELPED PROMOTE THE USAAF P-520 WITH MARITIME MUSEUM
- SHARING CONTENT AND NEWS SOCIAL MEDIA LOVE WITH MBEP

PRINT AND ONLINE MAGAZINE ADS

- BIRDERS DIGEST – EVERGREEN ONLINE NATIVE SPREAD
- SPG – SPORTS PLANNING GUIDE
- WOMAN’S DAY FRESNO SPRING EVENTS AD
- ADVENTURE OUTDOORS
- TRAVEL 50 AND BEYOND
- CAL POLY CALENDAL
- ROAD TRIPS
- ANNUAL PUBLICATIONS – SLOCAL, VISITCA, CCTC

**USAAF P-520
DOCKED
AND READY
TO ROCK**



**WOMAN'S DAY
FRESNO
APRIL 2020**

Vacation Rule #9
TRAVEL IS AMAZING IN APRIL
#outdoorgoals #morrobaycation #vacationrules



**APRIL 2 - 5, 2020
HUGE CITYWIDE YARD SALE**

**2020
SPRING BREAK**

**APRIL 12, 2020
EASTER SUNDAY**

**APRIL 13 - 16, 2020
NEW: PLEIN AIR ART FESTIVAL**

**APRIL 24 - 26, 2020
15TH ANNUAL KITE FESTIVAL**

**APRIL 30 - MAY 3, 2020
CRUSIN' MORRO BAY CAR SHOW**





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Boards
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Q & A

AVOID MU
LAUNCH H

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AGENDA NO: B-3

MEETING DATE: February 20, 2020

Staff Report

TO: Tourism Business Improvement District Advisory Board **DATE:** Feb. 13, 2020

FROM: Scott Collins, City Manager
Jennifer Little, Tourism Manager

SUBJECT: Morro Bay Visitor Center Location and Operational Plan Update and Recommendations

RECOMMENDATION

Staff recommends the TBID Advisory Board review the proposal by the Morro Bay Chamber of Commerce to operate the Morro Bay Visitor Center (Visitor Center) in a new location on the Embarcadero and provide recommendations to the City Council.

ALTERNATIVES

The TBID Board could recommend to City Council the following alternatives:

- 1) Maintain the Morro Bay Visitor Center at its current location on Harbor Street, or
- 2) Seek an alternative location on the Embarcadero, or
- 3) Provide other recommendations.

BACKGROUND

The City of Morro Bay was considered as a potential location for the California Welcome Center (CWC), a Visit California activation, when the Pismo Beach closed on October 29, 2019. Visit SLO CAL extended the opportunity to each destination partner in the interest that one of them may want to establish a new center in their city. The TBID Board appointed a sub-committee which collaborated to create a compelling Morro Bay submittal to SLO CAL. The proposal recommended locating the CWC in a vacant store front on the Embarcadero (575 Embarcadero) and joining operations with the City's Visitor Center there. Ultimately, SLO CAL selected a different location in the County to host the CWC.

Through this process it became clear to all parties that the City should strongly consider moving the City's Visitor Center to the 575 Embarcadero location. Previous working groups have discussed a transition to better locations, as Visitor Center numbers have been declining at the Harbor Street location. Those discussions yielded consensus that the currently Visitor Center location is less than ideal, but no formal recommendations to move to a specific location emerged. However, now that a space is available on the Embarcadero, there is an opportunity to explore transitioning the Visitor Center to our main tourist serving area in town.

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

Following the SLO CAL decision, staff brought forward a concept to City Council to move the Visitor Center to 575 Embarcadero, with the Chamber maintaining operations of the Center. By consensus at their January 28, 2020 meeting, Council offered their support for that concept. Council directed staff to work with the TBID Board sub-committee and Chamber Board sub-committee on a proposal and budget and bring back recommendations to the TBID Board and City Council in February 2020.

DISCUSSION

Since that time, the Chamber sub-committee (consisting of Board members who work in the lodging and real estate industries and the Board Chair) developed a Chamber proposal to manage the Visitor Center at 575 Embarcadero. That proposal was approved by the Chamber Board at their February Board meeting. Chamber Executive Director Erica Crawford submitted the proposal to City staff, which was shared with the TBID Board sub-committee (proposal attached).

A summary of the main terms of the proposal are as follows:

- **Goals**
 - Locate Visitor Center where our visitors actually are.
 - Connect visitors to our lodging establishments and local businesses, encourage longer stays and repeat visits.
 - Significantly increase number of visitors into the Visitor Center.
 - Enhance the user experience at the Visitor Center.
- **Operations and Offerings**
 - Enhanced staffing, which would include an on-site manager at 32 hours a week and part-time staff
 - The Visitor Center will include a concierge desk/reception, printed collateral section, interactive feature, displays/graphics, small storage, option for local consignment space, and public ADA accessible restroom.
 - Open 362 days/year, 10am to 6pm (May to October), 10am to 5pm (November to April)
- **Facilities**
 - 5-year lease for 575 Embarcadero, 425 total square feet (compared to 200 square feet at existing VC location).
 - Two-month build out, estimated cost of nearly \$40,000 to outfit.
 - ADA restroom included, to be serviced via contract.
- **Parking**
 - On-street parking and two off-street parking spaces verbally committed by the nearby Shell Shop.
- **Management arrangement**
 - City would be the owner of the Visitor Center, the Chamber is the contracted operator.
 - Recommends a review committee, which could consist of TBID Board members, City staff and Chamber representatives.
- **Budget**
 - Total first year costs (two months for build out in March/April 2020, and operations from May 2020 to end of April 2021) are estimated to be \$157,000. Following the first year, the annual costs will level off at \$121,000 and then have modest increases from that year forward to account for cost of living increases. The Chamber is proposing a five-year term. When accounting for all projected costs, including build-out, start-up, and regular operations with modest increases, the total five year spend is approximately \$664,257.

Staff believes the Chamber's proposal would significantly improve the Visitor Center user experience and likely significantly increase the number of visitors to our Visitor Center. The enhanced offering does carry a much higher annual budget compared to the current VC budget of \$50,000. Staff believe the costs are reasonably estimated, and that the proposed budget is commensurate with the enhanced visitor experience the Chamber will provide in the proposed new setting and operation plan. The question for the TBID Board is ultimately if they believe the enhanced offerings are worth the investment of TBID funds (approximately \$107,000 in the first year to account for start-up costs and ranging from \$68,000 in the second year to \$73,000 annually). Staff recommends that the TBID Board review the attached proposal in full and provide recommendations to the City Council.

FINANCIAL IMPACT

Under the proposal, the City contract with Chamber to run the Visitors Center would stay in place but additional funds would be needed to support the build out/start-up costs, enhanced staffing and building lease. Additional FY2019/20 costs to account for build out and some start-up and two months of enhanced operations are estimated to be approximately \$51,500. That amount assumes the City would not pay rent at 575 Embarcadero through the proposed build-out phase (March/April 2020). The proposal estimates the FY2020/21 total Visitor Center costs would be approximately \$116,000 (\$64,500 additional costs compared to the current costs to operate the existing Visitor Center). The FY2020/21 Budget includes some start-up costs.

Staff would recommend that the funds needed to build out/start up and provide enhanced services above the existing level be funded through a combination of TBID accumulation funds (to cover build out/start up costs) and TBID operating funds (to cover enhanced services). Staff will bring forward a more detailed budget recommendation to the February 20, 2020 TBID Board meeting to review.

CONCLUSION

Staff recommends the TBID Board review the Chamber proposal to operate a new Visitor Center with enhanced service offerings compared to the existing Morro Bay Visitor Center and provide recommendations to City Council.

ATTACHMENT

1. Morro Bay Chamber of Commerce Proposal to Open and Operate a Visitor Center at 575 Embarcadero



Proposal to Open and Operate a Visitor Center at 575 Embarcadero

February 10, 2020

Introduction

The Morro Bay Chamber of Commerce has operated a Visitors' Center (VC) for the community for a number of years. The VC has been at various locations including Main Street between MB Blvd and Harbor, the Boatyard on Embarcadero, MB Blvd between Main and Market, and presently at 695 Harbor co-located with the Chamber in a City-owned building. In 2019 the VC served 5,072 total visitor inquiries from its current location, a decrease from 8,225 visitors as recorded in 2016. Of the inquiries received in 2018, 60% were for Day-Stay Assistance (directions, maps, events, recreational activities), and 12% were for business referrals for lodging, retail, dining, and other similar activities. The staff at the VC also provide some administrative support to Community Resource Connections, Estero Bay Community Radio, Morro Bay Historical Society, Morro Bay Tourism Department and the Morro Bay Chamber of Commerce.

Since a principal purpose of the VC is to promote business for the area's businesses and hotels, the overall decline in total traffic, and the small fraction of inquiries oriented towards business referrals has caused the City and Chamber to evaluate service options and locations that would better serve the City and the Chamber's membership. To assess various alternatives, the Chamber held a small focus group of retail, restaurant, and accommodation operators in February 2019 to ask for their assessment of the performance of the Visitor Center. Overall, the recommendations of this small group was to make the VC more ubiquitous and "mobile", and to have VC Associates on the street to distribute trolley maps, restroom maps, posters for upcoming events, notification of upcoming events; to set up information stations/kiosks in multiple business locations throughout the city, stocked by the street team; and, to produce a fold out map for distribution with points of interest including museums, art galleries, otters, golf course, marina, Tidelands Park, Franklin Riley Park, and Cloisters Park.

The Chamber also convened a focus group of City Department heads and their advisory board members (2 each from Planning Commission, TBID, HAB, and City Council) and Chamber Board members in March/April of 2019 to investigate the ideal location and function of a Visitor Center in Morro Bay. The outcome of that effort was to keep the VC operations in its current location, with minor changes to outreach. A "Street Team" is scheduled for deployment on weekends in the high season to serve as City Ambassadors and an extension of our Visitor Center out into the field.

In late fall of 2019, the City competed for the designation as the San Luis Obispo County California Welcome Center (CWC) as the Pismo Beach Outlets location was closed. SLO CAL, the county

Destination Marketing Organization, issued a Request for Proposals (RFP) to the region's local agencies to assume operations of a CWC with support of Visit California, the statewide tourism marketing entity. Morro Bay's Tourism Business Improvement District (TBID) submitted a proposal to SLO CAL, identifying 575 Embarcadero (formerly The Paddleboard Company) as its proposed location for the CWC. The South County Chamber was successful in landing the CWC at the Pismo Beach Outlets.

It is obvious that there is substantial interest, and need, in relocating Morro Bay's current VC to a location with enough traffic to justify the expense, and to coordinate with the TBID in the operation of the VC. In early January, the City of Morro Bay and the Tourism Marketing District advisory board requested a proposal from the Morro Bay Chamber of Commerce to relocate and operate a Visitors Center at the 575 Embarcadero location. The proposal below is a response to that request.

Key Decision Points

In developing this proposal there are a number of key decision points and principles that have been addressed:

1. A relocated VC would need to have direct, tangible benefit to the Chamber's members, businesses subject to the TBID tax, and the City of Morro Bay. The total cost of operations for relocated VC is estimated to be up to \$665,000 over a five-year period (assuming a five-year lease). By comparison, the City would spend \$250,000 to \$275,000 to continue operations at the current location. To justify such an increase in expenses, there would need to be a measurable increase in visitor contacts, and an increase in Transient Occupancy Tax, TBID revenues, and Chamber member revenues to warrant the time and expense. However, it is unlikely that there will be a turnaround in the number of visitors at the current location, nor an increase in the number of direct business referrals, so some change is warranted.
2. The tangible results from these efforts will not be immediate. This is not a commitment that can be cut off after a year or so, and all parties would need to have a commitment. It is unclear whether the proposed site has adequate current traffic, and whether the VC will lure traffic to a portion of the Embarcadero where there is a limited amount of retail and foot traffic. The decline in visitation numbers over five years at 695 Harbor Street would, in fact, indicate that a Visitor Center is not a sought-after attraction in and of itself. Nonetheless, we project that we can expand the number of visitor inquiries/contacts to 15,500+ per year in the near term and 18,500+ by the end of the five-year term with a location in this south section of the Waterfront district. New programs and training will need to be established to convert these "contacts" to local purchases, and more "heads in beds."
3. There would need to be a different and expanded staffing solution to the VC, with a dedicated VC manager and some part time staff. The Chamber CEO currently oversees these operations directly because of the co-location with Chamber offices. However, the Chamber is not equipped, nor able to, perform the VC Manager function. This would be a new, key employee.
4. The proposed space is larger than the current VC space and it would need to be programmed correctly. The Chamber is not in a position to open a retail store, nor are there significant potential revenues from doing so. The Chamber only sees risk and ill will resulting from that approach. And, the Chamber does not wish to compete with its retailer members on the Embarcadero or elsewhere. There may be opportunities for some incidental sales of locally

produced goods and consumer products, and sale of fundraising items for local non-profits.

5. The Chamber’s direct and indirect management and development expenses would need to be completely compensated, and some additional “fee” for management. Any real net revenue to the Chamber from these operations would be used to support Chamber member education, information and advocacy.
6. The Chamber sees its role as contract manager and project manager, and not as an “owner-operator.” The Chamber is not in position to put its own funds into this venture, as most of these revenues are restricted to other uses, programs, events, and obligations. We see this as an opportunity for a new strategic economic development relationship with the TBID and City. Such a three-way strategic partnership is probably necessary to a meaningful effort and would be reinforced by a VC management committee populated by representatives from each entity to assist with decision making for the duration of the contract.
7. Finally, the proposal is focused specifically on the site proposed by TBID. Other sites could be considered and may or may not be more appropriate. If the current site is not found to be feasible and desirable, we would be pleased to work with the City and TBID on other locations and formats.

The Development and Operation Concept

The project site presents a number of opportunities and strategies to sell Morro Bay as a destination, to extend the experiences (and expenditures) of our current visitors, as well as to continue the information distribution functions that are performed at the current location. The proposed site has a total of 550 square feet, compared to the current 250 square feet of space at 695 Harbor. The concept would allocate that space as follows, based on the concept plan that is attached.

<u>Function</u>	<u>Square Feet</u>	<u>Square Feet at Current Location</u>
Printed Collateral information	200	60
Visitor Concierge Desk (ADA) and Reception	50	15
Guest Book/Interactive Feature	25	0
Local Goods/Consignment Retail	20	5
Public Bathrooms	60	30
Displays and Graphic Information	50	10
Storage	20	10
Total	425	200

The new space provides an opportunity to provide a higher quality visitor experience. One expectation is that it may be able to act as a draw to encourage visitors to venture south of Marina Street. Because of its location just south of the heavily trafficked section Embarcadero, prominent building signage and offsite signage at Pacific, Harbor and Beach Streets will be key. The project site does not have dedicated parking like the current location, and the project concept plan assumes (and depends on) securing dedicated parking from East side Embarcadero private lots and/or reserved and dedicated street parking. At least four parking spaces would be optimal, with a verbal commitment by The Shell Shop for two of their spaces received to date.

The Visitor Center will feel light, bright and open and will feature elements of Morro Bay life including a kayak, surfboard or paddleboard; a fishing pole, net or crab pot hanging light feature; an art mural made by a local artist; and artifacts from the historical, maritime and natural history museums.

Displays will be classified into the following categories:

- Eat and Drink - restaurants, coffeeshops, bars, wineries, breweries
- Stay - hotels, motels, vacation rentals
- Shop - Retail, farmers' markets
- Explore - bay, ocean, beach, trails
- Experience - watersports, sport fishing and boating, art and culture, museums, theater

There will be a "Made in Morro Bay" exhibit for locally made consumer products and commodities, some of which we may choose to sell on consignment, and a "Live Like a Local" area which will display relocation and promotional materials from resident-serving businesses.

Financial Plan

The Chamber's proposal funds the operation of a Visitor Center that is open 362 days a year each year from 2020-2025. Proposed hours are 10am to 6pm May to October and 10am to 5pm from November to April. VC would be closed Thanksgiving, Christmas and New Year's Day. A two-month build-out is anticipated as the Visitor Center transitions from its current location to the location proposed by TBID. During this transition, the Chamber would continue to operate the existing Visitor Center, and the Chamber CEO would provide project management for the development of the new space. Start-up costs include minor tenant improvements such as reception, display, and office installations, a custom interior mural, onsite and offsite sign fabrication and installation, perforated window graphics, a demi wall and sliding barn door; city permits and inspection fees; technology investments such as iPads and a cell phone to provide modern customer service; uniforms and name tags; refreshed design for signage in line with existing tourism branding; and 10% contingency. Total development costs as shown in the budget are estimated in the range of \$37,500 to \$40,000, including project management and start-up.

Once open, the VC will employ a 32 hour per week manager plus part time staff. Wages and staff costs vary with the high and shoulder seasons and are budgeted to increase 3.5% each year for the duration of the contract. The Chamber believes that paid staff who are professionally trained and managed are necessary. Volunteers will not be viewed as a replacement to paid positions, but as an enhancement. Quarterly staff training in customer service and trends in tourism and economic development will be provided by the Chamber CEO and business mentors from Chamber partner

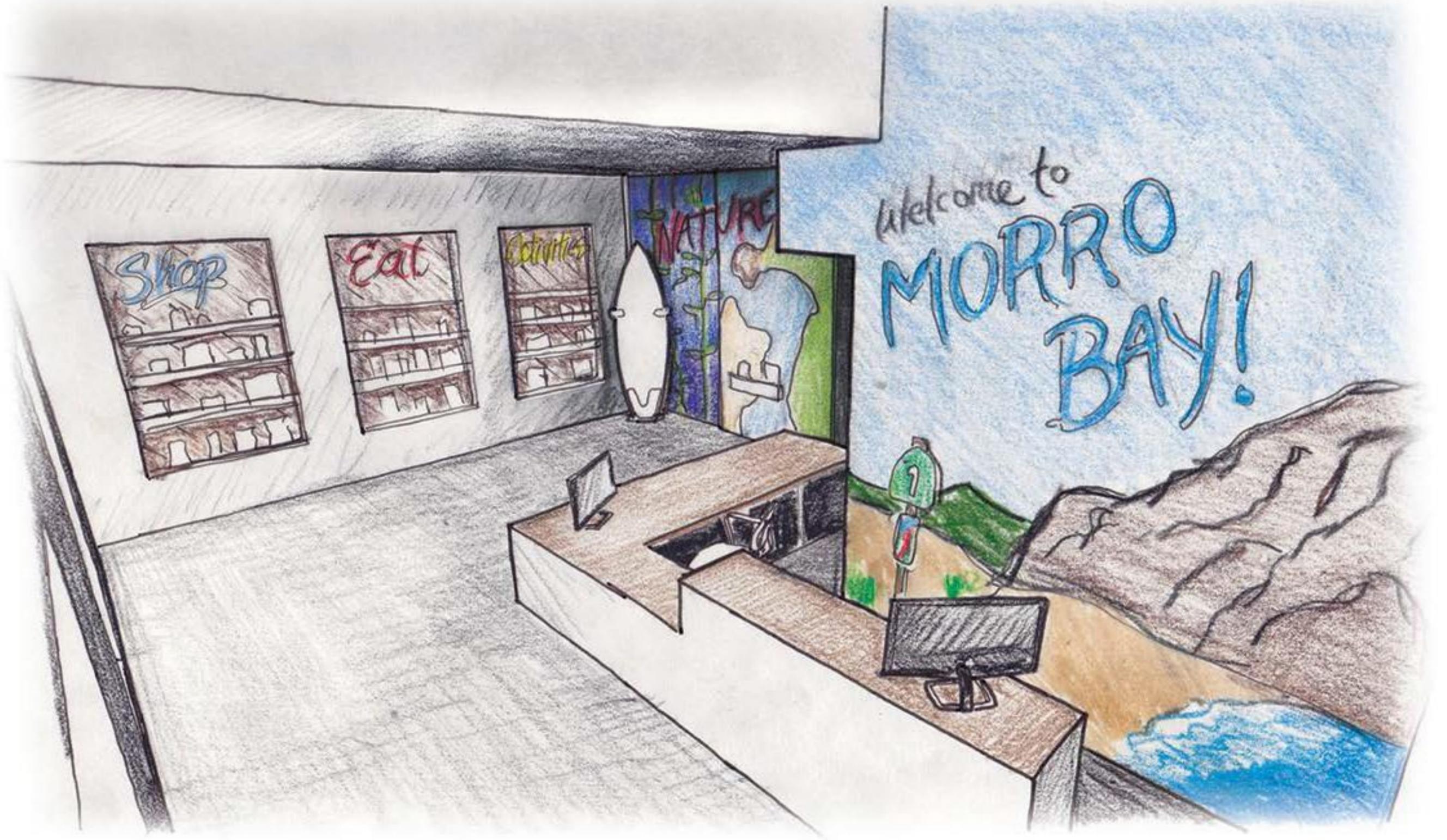
networks. First year staffing expenses are estimated to total \$54,150 per year, compared to the Chamber's current VC staffing costs of \$35,300 per year.

Restroom cleaning and trash disposal will be bid out to one company for a 362 days per year service contract valued at between \$9,000-\$10,500 annually. Restroom fixture maintenance and repairs and water and sewer are assumed to be the responsibility of the landlord and the City of Morro Bay is assumed as the named tenant responsible for making timely rent payments. Total annual facility costs, including rent, restroom supplies, utilities (trash, electric), mobile phone and internet, office supplies, and restroom cleaning are estimated to be \$37,700 in the first year, compared to less than \$1,500 per year for the current location.

Operational oversight would be provided by the Chamber CEO, in conjunction with representatives from the City and TBID representatives. The Visitor Center Manager would be responsible for the successful operation of the VC each day. The Chamber's oversight and allocated costs would be estimated to be \$15,700 per year, including a management fee of 12.5% of total expenses and allocated bookkeeping expenses. Current allocated costs under the current city contract is approximately \$8,500 per year.

Total first-year costs are estimated to be \$157,021, including tenant improvements, signage, furnishings and project management and 12 months of operation. Total costs for five years of operation (assumed minimum term of the building lease) would be approximately \$664,257, including contingency and assumed nominal increases in costs.

The City and TBID have suggested that some onsite retail operations could offset some of the increased operational costs. The Chamber has reviewed this concept and has not included it for a number of reasons: 1) a TBID and City funded program should not "compete" with local retailers and Chamber members; 2) the expanded space is better used to advertise the destination and not offer goods that are offered elsewhere; and, 3) purchasing inventory would substantially increase the upfront development costs. There may be opportunities to sell locally produced goods on a consignment basis, or goods offered elsewhere. Wine, avocado oil, beauty and wellness items, etc. can be offered, as well as discount books, theatre tickets, and tickets to local events. Proceeds from such sales could be split with City/TBID to defer operational costs. Alternatively, excess space may be sublet to another user. These concepts are not represented in the proposal.



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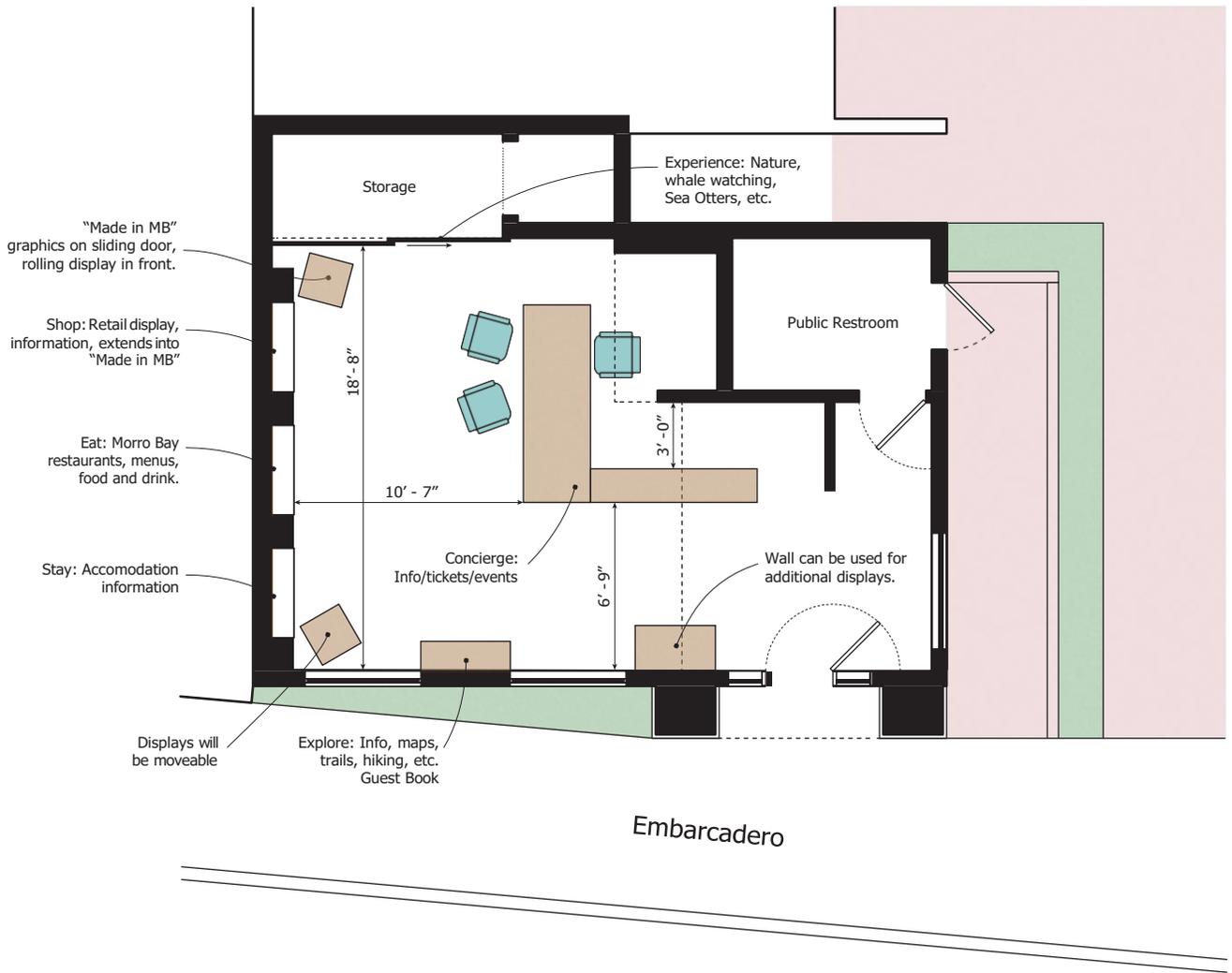
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Scale: 1/8" = 1'

CHAMBER PROPOSAL

575 Embarcadero Years 2-5 Budget	2020												2021		2020/2021	2021/2022	2022/2023	2023/2024	2024/2025	2020/2021-2023/2024
	March	April	May	June	July	August	September	October	November	December	January	February	March	April	Annual	Annual	Annual	Annual	Annual	Five Years
Income																				
City Contribution (Current + 3.5% annual increase)			\$ 4,168	\$ 4,166	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 4,312	\$ 51,452	\$ 53,253	\$ 55,117	\$ 57,046	\$ 59,042	\$ 275,910
MB TBID Contribution (Balance+Startup)	\$ 19,326	\$ 19,326	\$ 6,315	\$ 6,317	\$ 6,171	\$ 6,171	\$ 6,171	\$ 6,171	\$ 4,934	\$ 4,934	\$ 4,934	\$ 4,934	\$ 4,934	\$ 4,934	\$ 105,569	\$ 68,377	\$ 69,886	\$ 71,449	\$ 73,066	\$ 388,347
Merch Revenue																				\$ -
Sponsorships/Fees																				\$ -
Other Revenue																				\$ -
Total Funding	\$ 19,326	\$ 19,326	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 157,021	\$ 121,630	\$ 125,003	\$ 128,495	\$ 132,108	\$ 664,257
Expenses																				
Start Up	\$ 19,326	\$ 19,326													\$ 38,651					\$ 38,651
Admin/Staff Payroll (at mid of wage range)																				
Wages & Salaries			\$ 4,446	\$ 4,446	\$ 4,446	\$ 4,446	\$ 4,446	\$ 4,446	\$ 3,545	\$ 3,545	\$ 3,545	\$ 3,545	\$ 3,545	\$ 3,545	\$ 47,946	\$ 49,624	\$ 51,361	\$ 53,159	\$ 55,019	\$ 257,109
Payroll Taxes @ 11%			\$ 489	\$ 489	\$ 489	\$ 489	\$ 489	\$ 489	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 5,274	\$ 5,459	\$ 5,650	\$ 5,847	\$ 6,052	\$ 28,282
Worker's Compensation			\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 35	\$ 420	\$ 435	\$ 450	\$ 466	\$ 482	\$ 2,252
Payroll Processing Fees			\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 43	\$ 510	\$ 528	\$ 546	\$ 565	\$ 585	\$ 2,735
Total Admin/Staff Payroll			\$ 5,013	\$ 5,013	\$ 5,013	\$ 5,013	\$ 5,013	\$ 5,013	\$ 4,012	\$ 4,012	\$ 4,012	\$ 4,012	\$ 4,012	\$ 4,012	\$ 54,150	\$ 56,045	\$ 58,007	\$ 60,037	\$ 62,138	\$ 290,378
Facility																				
575 Embarcadero Rent			\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 102,000
Restroom Supplies			\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 208	\$ 2,496	\$ 2,583	\$ 2,674	\$ 2,767	\$ 2,864	\$ 13,385
Utilities (trash, electric) Landlord to pick up water/sewer			\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400	\$ 2,484	\$ 2,571	\$ 2,661	\$ 2,754	\$ 12,870
Mobile Phone Contract and Internet			\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 2,700	\$ 2,795	\$ 2,892	\$ 2,994	\$ 3,098	\$ 14,479
Office Supplies			\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 720	\$ 745	\$ 771	\$ 798	\$ 826	\$ 3,861
Restroom cleaning			\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 9,000	\$ 9,315	\$ 9,641	\$ 9,978	\$ 10,328	\$ 48,262
Total Facility			\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 3,143	\$ 37,716	\$ 38,322	\$ 38,949	\$ 39,599	\$ 40,271	\$ 194,856
Allocated Overhead																				
Contract Administration Fee *12.5%			\$ 1,019	\$ 1,019	\$ 1,019	\$ 1,019	\$ 1,019	\$ 1,019	\$ 894	\$ 894	\$ 894	\$ 894	\$ 894	\$ 894	\$ 11,483	\$ 11,796	\$ 12,120	\$ 12,454	\$ 12,801	\$ 60,654
Bookkeeping			\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 355	\$ 4,260	\$ 4,409	\$ 4,563	\$ 4,723	\$ 4,888	\$ 22,844
Total Allocated Overhead	\$ -	\$ -	\$ 1,374	\$ 1,374	\$ 1,374	\$ 1,374	\$ 1,374	\$ 1,374	\$ 1,249	\$ 1,249	\$ 1,249	\$ 1,249	\$ 1,249	\$ 1,249	\$ 15,743	\$ 16,205	\$ 16,683	\$ 17,178	\$ 17,690	\$ 83,498
Contingency @ 10%			\$ 953	\$ 953	\$ 953	\$ 953	\$ 953	\$ 953	\$ 840	\$ 840	\$ 840	\$ 840	\$ 840	\$ 840	\$ 10,761	\$ 11,057	\$ 11,364	\$ 11,681	\$ 12,010	\$ 56,873
Total Expense	\$ 19,326	\$ 19,326	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 10,483	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 9,245	\$ 157,021	\$ 121,630	\$ 125,003	\$ 128,495	\$ 132,108	\$ 664,257
Visitor Inquiries and Contacts			1,500	1,500	1,750	1,750	1,750	1,750	1,500	750	750	750	750	750	15,250	16,013	16,813	17,654	18,536	84,266
Cost per Inquiry/Contact			\$ 6.99	\$ 6.99	\$ 5.99	\$ 5.99	\$ 5.99	\$ 5.99	\$ 6.16	\$ 12.33	\$ 12.33	\$ 12.33	\$ 12.33	\$ 12.33	\$ 10.30	\$ 7.60	\$ 7.43	\$ 7.28	\$ 7.13	\$ 7.88
Net Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

9.85804 is current cost per visitor

Build Out

Reception Counter, desk, displays	\$7,000.00
Mural	\$5,000.00
Rolling Barn Door	\$500.00
Demi Wall	\$4,000.00
iPads with keyboard	\$2,000.00
iPhone	\$600.00
Perforated window decal/images	\$300.00
Pub Sign 36inch x 18 inch	\$350.00
Building Signs	\$1,500.00
Offsite Directional and Wayfinding	\$1,500.00
Parking Agreement/Signage	\$500.00
Uniforms	\$500.00
Utilities	\$1,500.00
Design	\$1,500.00
City Permits and Inspection	\$2,500.00
VC sign/brand design	\$500.00
Moving Expense	\$1,000.00
Chamber/City Project Management @ 15%	\$4,387.50
Contingency @ 10%	\$3,513.75
Total	\$38,651.25