



# CITY OF MORRO BAY

## Tourism Business Improvement District (TBID) Advisory Board

---

### **City Mission Statement**

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

---

### **Tourism Business Improvement District Purpose and Authority**

*The Morro Bay Tourism Business Improvement District (MBTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MBTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City's lodging industry.*

*The primary purpose of the MBTBID is to increase occupancy and room nights across all lodging types (motel, hotels, bed and breakfast) that pay the business improvement assessment (BID) along with transient occupancy tax (TOT) within the City while placing particular emphasis on marketing that positively impacts the lodging.*

---

## **MEETING AGENDA**

**THURSDAY, MARCH 19, 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

### **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 FEBRUARY 20, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

**RECOMMENDATION: Approve as submitted.**

A-2 APPROVAL OF MENTAL MARKETING REPORTS FOR FEBRUARY 2020 (MARKETING COORDINATOR)

**RECOMMENDATION: Approve as submitted.**

B. BUSINESS ITEMS

B-1 JANUARY 2020 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER & MARKETING COORDINATOR)

**RECOMMENDATION: Approve as submitted.**

B-2 THE GUIDE & VACATION RENTALS (VRS) INCLUSION 2020; (TOURISM MANAGER & MARKETING COORDINATOR)

**RECOMMENDATION: Discuss and direct staff on include Vacation Rentals in the Morro Bay Visitor Guide and to come back in April with update based on board comments.**

B-3 INCLUSION OF VACATION RENTALS (VRS) IN THE FALL WINE PROMOTION; (TOURISM MANAGER & MARKETING COORDINATOR)

**RECOMMENDATION: Staff recommends continuing the fall Wine Promotion for hotels and expand the promotion to include vacation rentals this year.**

B-4 **U.S. TRAVEL IPW TRADESHOW LAS VEGAS, NV: MAY 30 – JUNE 3, 2020;** (TOURISM MANAGER & MARKETING COORDINATOR )

**RECOMMENDATION: Staff recommends the board consider:  
Sending a volunteer TBID Advisory Board member to represent Morro Bay at the IPW Trade Show in Las Vegas, NV during May 30 – June 3, 2020 and, if approved, forward a recommendation to Council for the resulting budget adjustment.**

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.**

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – FEBRUARY 20, 2020  
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Steven Allen	Vice Chair
	Joan Solu	Member
	Nancy Dickenson	Member
	Chris Kostecka	Member

ABSENT:	Teri Ennis	Member
	Amish Patel	Member
	Isaac Su	Member

STAFF PRESENT:	Scott Collins	City Manager
	Robert Davis	Council Member
	Robert Livick	Public Works Director
	Megan Leininger	Marketing & Communications Coordinator
	Heather Goodwin	Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/06pqDQ-ysqY?t=27>

Vice Chair Allen called the meeting to order at 9:00 a.m. with four members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

ELECTION OF CHAIR AND VICE CHAIR

Board Member Solu nominated Vice-Chair Allen as Chair and Board Member Kostecka as Vice Chair Board.

Board Member Dickenson nominated Vice-Chair Allen as Chair and Board Member Patel as Vice Chair.

Following discussion, there was Board consensus to nominate Vice-Chair Allen as Chairperson and Board Member Patel as Vice-Chairperson.

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/06pqDQ-ysqY?t=284>

Board Member Solu announced that today was Marketing & Communications Coordinator Leininger birthday; the Board and staff wished her a Happy Birthday.

STAFF ANNOUNCEMENTS

<https://youtu.be/06pqDQ-ysqY?t=326>

Marketing & Communications Coordinator Leininger made brief announcements including vacation rental onboarding, yard sale maps, foodies wanted numbers, and morrobay.org signs.

## PRESENTATIONS

- Advisory Body Handbook and By-Laws Update  
Council Member Davis presented 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  
City Manager Collins provided a presentation regarding the Morro Bay Water Reclamation Project Water and Sewer Fees. Public Works Director Livick was invited to the staff table for further explanations and answered questions from the Board.

## PUBLIC COMMENT

<https://youtu.be/06pqDQ-ysqY?t=4195>

Maggie Juren, Former TBID Member, co-owner of 2 VR property management companies in Morro Bay, encouraged the board to support reasonable regulations that will help formulate a recommendation for regulations that help support the continued growth of tourism.

Derek Kirk, Visit SLO Cal, Director of Operations introduced Kelly Brickey, Communications Coordinator Communications Coordinator and Film Commission Liaison, stated that Kelly has been assigned as liaison to the TBID and will be present at all board meetings.

### A. CONSENT AGENDA

<https://youtu.be/06pqDQ-ysqY?t=4485>

#### 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.

MOTION: Board Member Solu moved approval of A-1 through A-3. The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

B. BUSINESS ITEMS

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

<https://youtu.be/06pqDQ-ysqY?t=4570>

Marketing & Communications Coordinator Leininger went over the December report and answered questions from the Board. MaryAnn Stansfield from Mental Marketing was invited to the podium to answer questions from the board.

Public Comment:

None

Chair Allen closed public comment.

MOTION: Board Member Kostecka moved to receive and file the December 2019 Transit Occupancy Tax (TOT) Report and Year Over Tear TOT Report. The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

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

<https://youtu.be/06pqDQ-ysqY?t=5046>

MaryAnn Stansfield from Mental Marketing went over the report and answered questions from the Board.

Public Comment:

None

Chair Allen closed public comment.

MOTION: Board Member Dickenson moved to approve the Mid-Year Review Presentation of Mental Marketing. The motion was seconded by Board Member Kostecka and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

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

<https://youtu.be/06pqDQ-ysqY?t=6982>

City Manager Collins gave the report and answered questions from the Board. Erica Crawford from the Morro Bay Chamber of Commerce was invited to the podium to answer questions from the board.

Public Comment:

Erica Crawford, President/CEO, Morro Bay Chamber of Commerce, stated that timing is of the essence and noted that the Visitor Center contract expires June 30<sup>th</sup>.

Chair Allen closed public comment.

MOTION: Board Member Solu moved the Board to recommend to the City Council to request the Chamber to do a study on Visitor Centers including best practices, funding matrix, TBID measures and matrix for success and funding proportionally, and a comparison or small sampling of what other like size coastal communities (10K population) are doing in terms of (do they have a Visitor Center or do they not). The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

D. ADJOURNMENT

The meeting adjourned at 11:49 a.m.

The next Regular Meeting is scheduled for March 19, 2020.

Recorded by:

Heather Goodwin  
Deputy City Clerk



## Morro Bay Tourism Agency Marketing Report February 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 28,084 (+49% or +9,178 Y/Y)
- Pageviews Y/Y 53,745 (+7.5% or +3,275 Y/Y)
- Organic Search Referrals 13,312 (+52% or +4,534 referrals Y/Y)
- Ave Session Duration Y/Y 1.05 min (-20% or -16 seconds Y/Y)
- Bounce Rate Y/Y 68.07% (-1% Y/Y)
- Total Jack Rabbit Searches 2,719 (-2% or -68 searches Y/Y)
- Jack Rabbit Referrals to Lodging 1,612 (+7% or +108 referrals Y/Y)
  - **Jack Rabbit Note:** The referral to search ratio is up 6% over last year. Last year 53% of searches ended in a referral, this year 59% 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 4,487, -.02% Y/Y or -124 referral clicks
- Social Media Referrals 3,942, +53% Y/Y or +1,380 referral clicks
- Blog Pageviews 4,814, +537% Y/Y or +4,059 clicks

#### Top Referral Sites

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

#### Top Website Content/ Views

- |   |       |                       |       |
|---|-------|-----------------------|-------|
| 1. Foodies Wanted Campaign<br><i>*promoted through paid digital ads</i> | 4,487 | 5. MB Car Show        | 1,462 |
| 2. Lodgings<br><i>*promoted through paid digital ads</i>                | 2,393 | 6. SLOCAL Open        | 1,422 |
| 3. Things to Do   | 2,301 | 7. Lodging Guide      | 1,151 |
| 4. Events   | 2,237 | 8. Plan/Visitor Info  | 1,104 |
|   |       | 9. Citywide Yard Sale | 910   |
|   |       | 10. Restaurants       | 793   |

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

- Hotel Revenue Generated (*Adara tracked 56.2% of site visitors*)
  - Tracked Revenue (13% of MBT inventory) \$ 32,354 (100% = \$57,569)
  - Projected Revenue Generated (x7.7) \$ 249,125 (100% = \$443,281)
- Rooms Nights
  - Morro Bay Hotel Searches 116,284
  - Room Nights Booked(13% of MBT inventory) 200
  - Projected Room Nights Booked (x7.7) 1,540
  - Ave Length of Stay 1.8
- Flights Booked
  - SBP Flights Searched 1,577
  - SBP Flights Booked (57% of SBP inventory) 91
  - SBP Flight Nights Booked (57% of SBP inventory) 583
  - Projectred SBP Flight Nights Booked (x1.754) 1,022
  - SBP Flight Ave Length of Stay 6.4



## July – February 2020 MBT Website Markets Report

### Origin Market for Hotel Bookings:

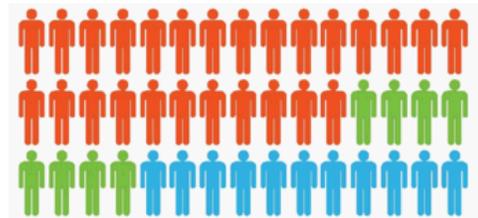
Rank	Markets	% of Booking
1	San Francisco Bay Are..., CA, US	24.3
2	Los Angeles, CA, US	12.6
3	Fresno, CA, US	9.0
4	Sacramento, CA, US	8.1
5	Santa Barbara, CA, US	6.3
6	San Diego, CA, US	4.5
7	Bakersfield, CA, US	3.6
8	New York, NY, US	3.6
9	Phoenix, AZ, US	3.6
10	Pittsburgh, PA, US	2.7

### Alternate DMAs Searched:

Rank	Markets	% of Searches
1	San Francisco, CA, US	16.9
2	Monterey, CA, US	15.7
3	Cambria, CA, US	9.3
4	Santa Barbara, CA, US	5.2
5	Fort Bragg, CA, US	5.2
6	Los Angeles, CA, US	4.7
7	Pismo Beach, CA, US	4.1
8	San Luis Obispo, CA, US	2.9
9	San Simeon, CA, US	2.9
10	Big Sur, CA, US	2.9

### Alternate DMAs Booked:

Rank	Markets	% of Booking
1	San Luis Obispo, CA, US	11.2
2	Monterey, CA, US	9.4
3	Atascadero, CA, US	5.9
4	Ventura, CA, US	4.7
5	Santa Barbara, CA, US	4.1
6	Marina, CA, US	4.1
7	San Francisco, CA, US	3.5
8	Los Angeles, CA, US	3.5
9	Santa Maria, CA, US	2.9
10	Three Rivers, CA, US	2.4



## Organic Social Media Results

Facebook Fans	66,686	+8% Y/Y
Facebook Engagement	68,262	+71% Y/Y
Facebook Video Views	37,572	-76%* Y/Y
<i>*indicative of needing new video content on an ongoing basis</i>		
Instagram Followers	32,193	+50% Y/Y
Instagram Engagement	41,359	-12% YOY
Twitter Followers	2,693	+10% Y/Y
Pinterest Followers	353	N/A
YouTube Minutes Watched	2,166	+10%
YouTube Views	4,469	+16%



## Social Media Content

### February Content & Stories

- Foodies Wanted Campaign
- Valentines/Presidents Day
- Spring Break Planning
- Featured Wildlife
- SLOCAL Open
- #outdoorgoals videos
- Off season travel
- Pet Friendly MB
- MB Coffee Shops
- Kite Festival

### Upcoming Content

- Get Outside Campaign
- Spring Break Planning
- Citywide Yard Sale
- Kite Festival
- Plein Air Festival
- Electric Boats
- MB Night life
- MB Art Galleries
- MB Mural Mile
- Wedding Planning

## PAID ADVERTISING

### July – February 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



### RESULTS: Foodies Wanted Campaign – Jan/Feb 2020

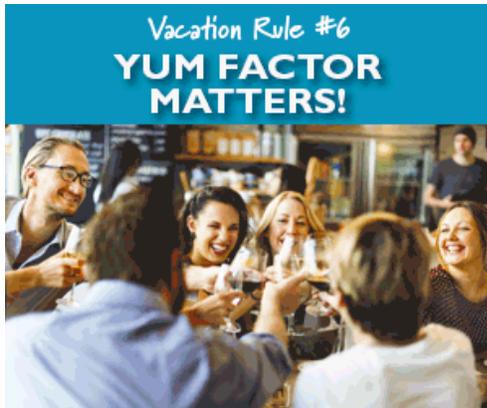
- This winter promotion is a value-add brand campaign driving foodies to MBT website where discounts on appetizers, desserts, wine tastings, & beer are offered by restaurants throughout Morro Bay. This foodie focused campaign supports the efforts of regional and statewide January Restaurant Month. **NEW:** This campaign is the first time end users can download coupons online, a program set up through eventbrite.com.



- 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
• Ad Clicks	9,828
• CTR	.40%
• Ad Costs	\$20,766

• CPC	\$2.11
• Conversions	17,292
• CVR	.71%
• CPConversion	\$1.20



### January/February Adara Tracking for Foodies Wanted Campaign:

- Hotel Revenue Generated by Campaign Ads
  - Tracked Revenue (13% of MBT inventory) \$18,832
  - Projected Revenue Generated (x7.7) \$145,006
- Rooms Nights Generated by Campaign Ads
  - Morro Bay Hotel Searches 12,921
  - Room Nights Booked (13% of MBT inventory) 140
  - Projected Room Nights Booked (x7.7) 1,078
  - Average Length of Stay 1.7 days
- Flights Booked Generated by Campaign Ads
  - SBP Flights Searched 1,224
  - SBP Flights Booked (57% of SBP inventory) 52
  - Projected SBP Flights Booked (x1.754) 91
  - SBP Nights Booked (57% of SBP inventory) 505
  - Projected SBP Flights Booked (x1.754) 855

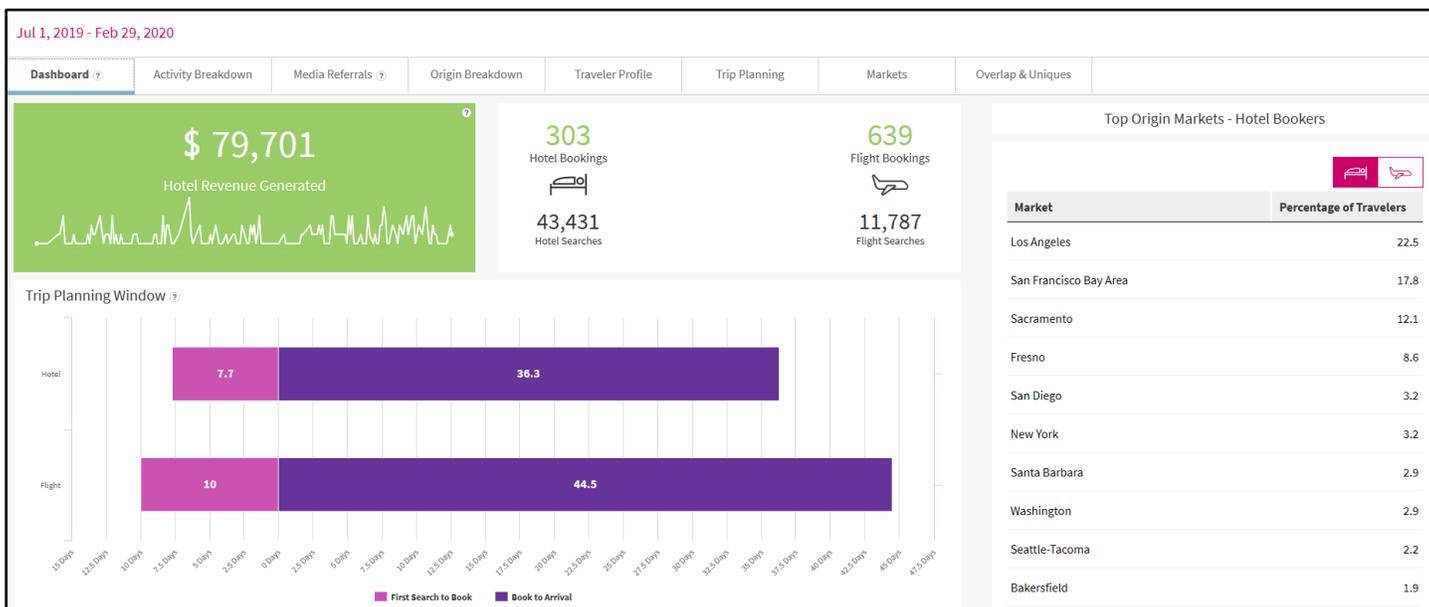


### NEW: Get Outside! Campaign Launched March 1, 2020

- Spring promotion is a value-add brand campaign driving travelers looking to get outside this spring and spring break. This campaign focuses on discounts on sportfishing, kayaking, surfboard/wetsuit, electric boat and bike rentals.



- 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/get-outside/>



**NOTE:** This screenshot shows the top markets that booked hotel rooms in response to our tracked advertising from July 1 – Feb 29.

## 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/](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

### February 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 Hitsw	843





MORRO BAY  
PUT LIFE ON COAST

## February 2020 Press Clips & Coverage Stats

Press Release: Hit the Beach this Spring in Morro Bay, CA, the Epic Outdoor, Spring Break Destination

**260M**

ONLINE READERSHIP:

**330K**

ESTIMATED COVERAGE VIEWS:

**4.63K**

SOCIAL SHARES:

**1**

LINKS FROM COVERAGE:

**3.9M**

PUBLICITY VALUE:

**1.3M**

AD VALUE:

**1.58K**

ORGANIC WEB CRAWLER HITS:



Boutique Hotel, Inns, USA Lodging

## Central Coast Estero Inn: Morro Bay

BY NANCY BROWN ON AUGUST 5, 2014



Driving up Morro Bay's Main Street in my Mini Cooper, I could feel the ocean breeze pour into my sunroof. I had finally arrived at my Morro Bay lodging destination, **Estero Inn**, on California's central coast. After several hours of driving from San Francisco, I planned to take a three-day vacation all to myself.

On my way to Estero Inn I stopped to see the beautiful view of Morro Rock, but nothing compared to the view I had from my queen bed in the Kelp Forest Suite. The outdoor scenery had me wanting to keep my curtains open, but in fear of no privacy on the first floor, I chose to keep them closed. Luckily, the owner of the four-year-old boutique hotel was clever enough to put in one-way windows out to the waterfront so I was able to keep those blinds open and feel comfortable and at ease in the privacy of my hotel room.

(EST.) MONTHLY VISITS:

8.91K

(EST.) COVERAGE VIEWS:

777



5



2

“ MBT hosted journalist

Do not sell my personal information



## SurfGirl Magazine

FEB 7 2020

(EST.) MONTHLY VISITS: **11.5K**

(EST.) COVERAGE VIEWS: **240**



4



1



19

“ Hosted VisitCA Surf FAM

After Ventura, we were back on the open road, with Morro Bay plugged into the sat nav. The landscape in California is fantastic; the roads stretch along open beaches, hugging the mountains. Morro Bay turned out to be one of the most beautiful places I have ever been to. Morro Rock stands at 576-feet tall, perched at the edge of the harbour. It is a CA state Historic Landmark and iconic to the area. Our hotel, The Landing, overlooked the bay, set back in the sleepy streets.

Morro Bay felt ‘small town’, but in a perfect way. In many ways, it reminded me of Norwegian fishing towns that I had visited in the past. With seals and sea otters playing in the calm waters, the bay felt rugged and untamed – untouched by the modern world. We didn’t score great waves here, but it’s somewhere I would love to come back to. Even if it’s just to visit the Tognazzini’s Dockside Restaurant again, which served the best locally caught fish we had on the trip.





Autoplay

OCS3\_302\_MASTER\_HB

1 of 1



(EST.) MONTHLY VISITS: **1.34M**

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

“ MBT Hosted Our California team in Oct 2019, features Central Coast Outdoors and Grassy Bar Oyster Company - MB coverage starts at 13:42.





traveling\_newlyweds 5w



MORRO BAY, CALIFORNIA



@morrobayca

#morrobay

#morrerock

# Instagram Story from Traveling Newlyweds

FEB 6 2020

(EST.) MONTHLY VISITS:

**85K**

(EST.) COVERAGE VIEWS:

Data not available

“ Hosted Micro Influencers Traveling Newlyweds to develop vacation rental content





**traveling\_newlyweds** · Follow  
Morro Bay, California

**primary123** Love you soooooo much  
XXOO  
2d Reply

**dontforget2move** It's great to see you guys treasure this important time together!  
1d Reply

**dallasannerwood** Baby bump's even more beautiful than the sea's bump!  
1d Reply

**visitcalifornia** Hopefully, the whole family can come back together one day!  
3h Reply

1,810 likes  
3 DAYS AGO

Log in to like or comment.

Hosted Micro Influencers Traveling Newlyweds to develop vacation rental content

**traveling\_newlyweds** • Follow  
Morro Bay, California

1d Reply

**leith\_swan** Love this photo - Christmas present?  
17h Reply

**susanvanzanten** Great post  
13h Reply

**billnes** Loved following this experience and journey!  
4h Reply

**thebeautifullifeofglamour** Yes, time really flies 🌈  
43m Reply

943 likes  
2 DAYS AGO

Log in to like or comment.

Hosted Micro Influencers Traveling Newlyweds to develop vacation rental content

# Instagram

FEB 5 2020



“ Hosted Micro Influencers Traveling Newlyweds to develop vacation rental content - this is a post from when they did an Instagram takeover of the MBT account

# Can't-miss stops on the ultimate Northern California road trip

Houston Chronicle

FEB 13 2020

By Peter Hockaday Updated 10:17 am CST, Sunday, February 16, 2020



(EST.) MONTHLY VISITS: **28M**

(EST.) COVERAGE VIEWS: **32.4K**

“ Press releases



Rund um San Simeon gibt es noch viele weitere sehenswerte Orte, wie z.B. das Städtchen *Solvang* oder das „*Hearst Castle*“. Aber uns zieht es weiter, wir wollen zur **Morro Bay** und dem **Morro Rock**. Dabei handelt es sich um einen riesigen Vulkankegel und eine Lagune geschützt durch eine vorgelagerte Halbinsel, wo sich der „**Morro Bay Harbor**“ befindet. Wir parken beim Parking Lot und spazieren Richtung Coleman Park. Dort haben wir eine wunderbare Aussicht über die ruhige Lagune, den riesigen Morro Rock und genießen die kalifornische Sonne während wir eine Gruppe von Stand-up-Paddlern beobachten. Hier herrscht herrliches Licht!



*Morro Bay Harbor*

## Anna | Immer unterwegs

FEB 11 2020

(EST.) MONTHLY VISITS: **3.05K**

(EST.) COVERAGE VIEWS: **633**



**5**

“ Visit CA international media FAM



# Calculated Traveller Magazine

FEB 5 2020

(EST.) MONTHLY VISITS: **7.46K**

(EST.) COVERAGE VIEWS: **2.23K**

		
<b>10</b>	<b>1</b>	<b>210</b>

“ press releases

Located in the Morro Bay area is [Tognazzini Docksides Restaurant](#) in historic Embarcadero. I would describe the atmosphere of this sit-down restaurant as cosy. We ate our seafood from the patio, under the watchful gaze of Morro Rock in the background. You may be lucky and catch a glimpse of the fishing boats with fresh, delicious seafood returning to shore.



## Morro Bay Skateboard Museum

To me, there is nothing more compelling than seeing the history of something. The [Morro Bay Skateboard Museum](#) had me intrigued even before I walked through the doors. This museum is unique because you get to see the entire history of skateboarding to the present day. The museum features exhibits from skateboarding in the early 1930s through 2019. I was able to walk through the museum and see over 200 skateboards from the various eras.



**Dal deserto al mare.** Altro giro, altra opportunità, da **Morro Rock** a **Morro Bay**.  
Facendo base a Visalia, è facile trascorrere una giornata guardando il sole sorgere sulle montagne della *Sierra Nevada* e vederlo tuffarsi nell'Oceano Pacifico.  
L'itinerario offre ai viaggiatori più intrepidi l'opportunità di salire **le scale scolpite a Morro Rock** fino alla cima panoramica nel Parco nazionale di Sequoia e finire l'esperienza sulla costa presso il famoso vulcano Morro Rock nella baia di Morro.

Latitudes

FEB 19 2020



Morro Rock

(EST.) MONTHLY VISITS: **33.6K**

(EST.) COVERAGE VIEWS: **3.01K**

f  
10

“ Visit CA International FAM

LOS ANGELES

# WEEKEND GETAWAYS FROM LOS ANGELES

## San Luis Obispo

San Luis Obispo is around 3 hours and 30 minutes from Los Angeles, so it's perfect for a long weekend getaway. The city has a relaxed atmosphere and many unique attractions, such as Bubblegum Alley, a street covered in pieces of used chewing gum, and the San Luis Obispo Museum of Art. The epitome of Central Coast beach life, the city also has small beachside towns like Morro Bay, where you can swim and sunbathe with the kids. There are also galleries and shops to visit.

(EST.) MONTHLY VISITS: **7.51M**

(EST.) COVERAGE VIEWS: Data not available

“ press releases

NEWS > LOCAL NEWS



# Morro Bay hosting two "epic" surf contests

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

By: Katie Luper



**PRICE OF PARADISE**  
How do you make it work on the Central Coast?

**KSBY NEWS**  
Click for Original Reports

**Click here for original reports on the 'Price of Paradise'**

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

<https://surfersoftomorrow.org/slo-cal-open-morro-bay/>.

Copyright 2020 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

CURATION BY Smartfeed |



Sponsored  
**Before you renew Amazon Prime, read this**  
Wikibuy



Sponsored  
**Europe Cruise Trip: Top Deals on Unsold Cabins. Research Best European Cruises 2020**

(EST.) MONTHLY VISITS:

**855K**

(EST.) COVERAGE VIEWS:

**4.28K**



**430**

press release

NEWS > LOCAL NEWS



# World Surf League qualifier to take place in Morro Bay this weekend

Posted: 4:32 PM, Feb 26, 2020 Updated: 2:49 AM, Feb 27, 2020

By: KSBY Staff



Click here for original reports on the 'Price of Paradise'

World-class surfers are gearing up for a surfing competition in Morro Bay this weekend.

The SLO CAL Open at Morro Bay kicks off Thursday, Feb. 27, at Morro Rock and continues through Sunday, March 1.

It's a chance for the community to see up and coming surfers hit the waves.

There are nearly 100 men and 40 women in the competition. Eight Central Coast surfers are taking part.

The competition is part of the the World Surf League Qualifying Series.

"They're going to see some really good surf action," said Andy McKay, Surfers of Tomorrow Executive Director. "Not many of these events take place in California. I think there's three total this year in this category and one of them is here in Morro Bay."

This is the first time a WSL event will be held at Morro Rock.

If you can't make it out to the beach to watch the event in person, you can watch a livestream at [www.WorldSurfLeague.com](http://www.WorldSurfLeague.com).

Copyright 2020 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

CURATION BY Smartfeed



Sponsored Read This Before You Renew Amazon Prime Again Wikihiv

(EST.) MONTHLY VISITS: 855K

(EST.) COVERAGE VIEWS: 20.1K

Facebook icon 2K

## Surf's Up with SLO Cal Open at Morro Rock

By [Atascadero News](#) | Feb 21, 2020



### The First-Ever World Surf League's Qualifying Series Event in Morro Bay • February 27 Through March 1

[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](#). Watch as 96 male and 32 female competitors hang ten and ride the waves like you've never seen before.

**The Atascadero News**  
Delivering your Hometown News, since 1916

SLO CAL Open at Morro Bay Hotel Sponsors [La Serena Inn in Morro Bay](#) is the official hotel for the event. This warm and inviting hotel is within walking distance to the beach making it the perfect choice for those entering the contest or coming to town to watch the surfers hang ten. It is also close to the center of town and the Embarcadero

### THE 2020 WINNERS



SEARCH ...

**The Atascadero News**

Atascadero.  
Real News.

Subscribe Today.

Sign up to get The Atascadero News delivered right to your email inbox.

Email\*:

Name:

(EST.) MONTHLY VISITS: **9.12K**

(EST.) COVERAGE VIEWS: **620**



61



1

### SLO Cal Open at Morro Bay Begins Today

By [Atascadero News](#) | Feb 27, 2020



Locals Austin Neuman and Braden Jones of Pismo Beach to compete with 'some of the biggest names in surfing'

Some of the biggest names in surfing are at [Morro Rock Beach](#) today through March 1, 2020 to compete in the first ever men's and women's qualifying series event [SLO Cal Open at Morro Bay](#).



#### THE 2020 WINNERS



SEARCH ...

The Atascadero News

Atascadero.  
Real News.

Subscribe Today.

Sign up to get The Atascadero News delivered right to your email inbox.

Email\*:

Name:

(EST.) MONTHLY VISITS: **3.53K**

(EST.) COVERAGE VIEWS: **393**

“ Press release

[Q](#)
[MEG DONNELLY](#)
[HOME](#)
[ISSUE](#)
[FEATURE](#)
[AUTO](#)
[TRAVEL + FOOD](#)
[TECH](#)
[FASHION + MUSIC](#)
  
[DESIGN](#)
[WINE](#)
[SPIRITS](#)
[HEALTH](#)
[MEDIA KIT](#)
[ABOUT](#)

## Surfing x Morro Bay

[Leave a reply](#)

### SURF'S UP TODAY IN MORRO BAY!

*First-Ever World Surf League's SLO Cal Open at Morro Rock Qualifying Series Event Starts Today Though March 1, 2020*

Some of the biggest names in surfing are at Morro Rock Beach today through March 1, 2020 to compete in the first ever men's and women's qualifying series event SLO Cal Open at Morro Bay. Competitors include Conner Coffin from Santa Barbara, currently rated # 20 on the World Surf League's Championship, along with the next biggest name in the sport, 24 year old Kevin Shulz from San Clemente. Shulz, pictured here, just won the SLO CAL Open at Pismo Beach last week and placed 2nd the year before. Cory Arrambide is also competing. He won the Pismo Beach title in 2017. Locally there are have two really good central coast boys competing: Austin Neuman and Braden Jones both from Pismo Beach.

On the Women's side, it is a very young field with 34 confirmed surfers including 14 year old Sawyer Lindblad. She's from San Clemente and just won the SLO CAL Open at Pismo Beach, her first professional surf contest. She is competing in Morro Bay along with local Sydney Beckett, who is a standout surfer from the MB High School Surf Team. More information about the event can be found here. More info about Morro Bay can be found here, [www.morrobay.org](http://www.morrobay.org).

### About Morro Bay

A true #outdoorgoals destination, this active seaside fishing village with bustling waterfront offers a fun and funky getaway for travelers who seek great wine, seafood and outdoor adventures filled with wildlife. Located along coastal Highway 1 in San Luis Obispo County just south of Big Sur, midway between Los Angeles and San Francisco, Morro Bay offers year-round activities in an unspoiled slice of California. From ocean-side golf, kayaking, sailing, hiking, fishing, surfing, biking, and bird watching, to kite flying, shopping, dining, wine bars, local craft brews and miles of unspoiled beaches, there is something for everyone. Sitting majestically between the beach and the harbor lays the iconic and historic landmark Morro Rock, welcoming travelers from miles away as they approach Morro Bay. Located just minutes from world-renowned Hearst Castle, historic missions, breathtaking Montana de Oro State Park, and surrounded by vineyards from Paso Robles to Edna Valley. Morro Bay is a destination designed to fit any style and budget.





### Recent Posts

- » CDC x COVID-19
- » Citroën
- » Halsey's New Album
- » Lil Baby – My Turn
- » DreamWorks Water Park

### Archives

- » February 2020
- » January 2020
- » December 2019
- » November 2019
- » October 2019
- » September 2019
- » August 2019
- » July 2019
- » June 2019
- » May 2019
- » April 2019
- » March 2019
- » February 2019
- » January 2019
- » December 2018
- » November 2018
- » October 2018
- » September 2018
- » August 2018
- » July 2018
- » June 2018

(EST.) MONTHLY VISITS: **23.8K**

(EST.) COVERAGE VIEWS: **2.45K**

LINKS FROM COVERAGE: **1**



# Does it get any cuter than this? Watch sea otter babies cuddle with their moms in Morro Bay

BY DAVID MIDDLECAMP

FEBRUARY 03, 2020 05:00 AM



(EST.) MONTHLY VISITS: **813K**

(EST.) COVERAGE VIEWS: **18.5K**

<b>1.8K</b>	<b>11</b>	<b>1</b>

“ press release

Now is the time to see baby sea otters in the Morro Bay, California, harbor, where doting moms are raising their fuzzy pups right near shore. BY [DAVID MIDDLECAMP](#)

If you haven't swung by the Morro Bay Harbor lately, now's the time to go: The place is a veritable sea otter nursery filled with fuzzy babies floating in the calm waters and cuddling with their mothers.

Sharon Blakely, a volunteer with [Sea Otter Savvy](#), said that there isn't a specific season for sea otter births like there is for elephant seals. Otters can pup any time of the year and often choose Morro Bay because it offers a safe haven to give birth and raise their pups.

Sea Otter Savvy helps survey populations, and its website offers educational information about otters.

FOOD & DRINK

# 'Stores don't buy local like they used to.' So Morro Bay produce seller stepped in

BY CASSANDRA GARIBAY

FEBRUARY 24, 2020 05:00 AM



New restaurants, shops and businesses that have opened in San Luis Obispo County in 2020 include natural food markets in Atascadero and Santa Margarita and Hotel Cerro, Bear and the Wren restaurant and Liquid Gravity Brewing Co. in San Luis Obispo. BY ALYSSA HODENFIELD

The small blue building with the half-painted sign is unassuming from the outside. But inside, [The Avocado Shack](#) is bursting with life.

The Morro Bay produce market's floor-to-ceiling shelves are filled with fresh, mostly local fruits and vegetables. A continuous flow of people streams in and out of the business.

Owner Michael Wolfe greets every customer with a smile and talks to them like they've been friends for years. And when a farmer walks in, he says "Let's talk numbers."

(EST.) MONTHLY VISITS: 717K

(EST.) COVERAGE VIEWS: 2.42K

press release

### TRENDING STORIES

Fatte's Pizza in Atascadero is closed — and the owner blames a mysterious crime spree

FEBRUARY 24, 2020 2:41 PM

'Stores don't buy local like they used to.' So Morro Bay produce seller stepped in

FEBRUARY 24, 2020 5:00 AM

Man dies at SLO County Jail after DUI arrest

FEBRUARY 24, 2020 10:51 PM

Applications to Cal Poly decline for a 2nd straight year, but competition remains stiff

FEBRUARY 24, 2020 5:00 AM

Couple in 70s lost on hike survives for a week on water from puddle, CA rescuers say

FEBRUARY 23, 2020 11:32 AM



# Hit the Beach this Spring in Morro Bay, CA, the Epic Outdoor Spring Break Destination

Morro Bay's EIGHT Pristine Beaches, Unspoiled Back Bay and Stunning Harbor Are Waiting for You

NEWS PROVIDED BY  
Morro Bay →  
Feb 24, 2020, 08:18 ET

SHARE THIS ARTICLE

f t in p e

MORRO BAY, Calif., Feb. 24, 2020 /PRNewswire/ -- In 2018 *Coastal Living Magazine* named Morro Bay one of "The Best Little Beach Towns to Visit in Spring" and there are abundant reasons for this great distinction! Morro Bay has incredible aquatic districts where getting outside is a must. You can't miss the town's EIGHT pristine beaches, or the captivating harbor, and the Morro Bay State Park & National Estuary located in the back bay, each offering its own set of outdoor activities, events, fun tours, watchable wildlife and incredible experiences to share.

## Morro Bay's EIGHT Beaches, Six Miles of White Sandy Shores

1. The most popular [Morro Rock Beach](#) with more than four miles of pristine beach to wander and sand dollars to collect. Don't miss [The Annual Morro Bay Kite Festival](#), April 24-26, 2020, or the [First Annual SLO CAL Open at Morro Bay](#) sponsored by the World Surf League taking place February 27 - March 1, 2020.
2. [Coleman Park & Beach](#) is a calm spot for launching kayaks and paddle boards right into the harbor.
3. [Morro Bay State Park Beach](#) is located on the calm, pristine bay, and a short walk to the [Heron and Cormorant Rookery](#) found near the entrance of the Natural History Museum.
4. [Sand Spit Beach](#) offers miles of pristine sand dunes, loads of wildlife, and, uniquely, is only accessible by water.
5. [Morro Strand State Beach](#) is a vast sandy paradise with plenty of room to spread out and stay a while.
6. [North Point Beach & Tide Pools](#) are located at the very north end of Morro Bay, right off scenic Highway 1. And these tide pools don't disappoint.
7. [Toro Creek Dog Beach](#) is the ideal off-leash dog beach with plenty of room to let your furry friend run wild with other furry friends.
8. [Morro Rock Jetty Beach](#) is a small beach tucked away on the southside of Morro Rock.



Morro Bay, CA has EIGHT pristine beaches waiting for you to explore!



Kayak the pristine waters of Morro Bay, CA this Spring

(EST.) MONTHLY VISITS:

6.21M

(EST.) COVERAGE VIEWS:

7.18K

S&P 500

2,832.51  
+85.95 (+3.13%)



Dow 30

24,561.71  
+710.69 (+2.98%)



Nasdaq

8,210.09  
+259.41 (+3.26%)



Russell 2000

1,332.69  
+19.25 (+1.47%)



Crude Oil

34.49  
+3.36 (+10.79%)



U.S. markets close in 50 minutes

# Hit the Beach this Spring in Morro Bay, CA, the Epic Outdoor Spring Break Destination

CISION PR Newswire February 24, 2020

## Morro Bay's EIGHT Pristine Beaches, Unspoiled Back Bay and Stunning Harbor Are Waiting for You

MORRO BAY, Calif., Feb. 24, 2020 /PRNewswire/ -- In 2018 *Coastal Living Magazine* named Morro Bay one of "The Best Little Beach Towns to Visit in Spring" and there are abundant reasons for this great distinction! Morro Bay has incredible aquatic districts where getting outside is a must. You can't miss the town's EIGHT pristine beaches, or the captivating harbor, and the Morro Bay State Park & National Estuary located in the back bay, each offering its own set of outdoor activities, events, fun tours, watchable wildlife and incredible experiences to share.

### Morro Bay's EIGHT Beaches, Six Miles of White Sandy Shores

1. The most popular [Morro Rock Beach](#) with more than four miles of pristine beach to wander and sand dollars to collect. Don't miss [The Annual Morro Bay Kite Festival](#), April 24 – 26, 2020, or the [First Annual SLO CAL Open at Morro Bay](#) sponsored by the World Surf League taking place February 27 – March 1, 2020.
2. [Coleman Park & Beach](#) is a calm spot for launching kayaks and paddle boards right into the harbor.
3. [Morro Bay State Park Beach](#) is located on the calm, pristine bay, and a short walk to the [Heron and Cormorant Rookery](#) found near the entrance of the Natural History Museum.
4. [Sand Spit Beach](#) offers miles of pristine sand dunes, loads of wildlife, and, uniquely, is only accessible by water.
5. [Morro Strand State Beach](#) is a vast sandy paradise with plenty of room to spread out and stay a while.
6. [North Point Beach & Tide Pools](#) are located at the very north end of Morro Bay, right off scenic Highway 1. And these tide pools don't disappoint.
7. [Toro Creek Dog Beach](#) is the ideal off-leash dog beach with plenty of room to let your furry friend run wild with other furry friends.
8. [Morro Rock Jetty Beach](#) is a small beach tucked away on the southside of Morro Bay.

Quote Lookup

Recently Viewed >

Your list is empty.

### What to Read Next



Stock market news live updates: Stocks fluctuate, Dow climbs 500 points  
Yahoo Finance



American Airlines, Delta cut capacity amid COVID-19  
Page 36 of 70

(EST.) MONTHLY VISITS: 152M

(EST.) COVERAGE VIEWS: 154K

Home

PRESS RELEASE

# Hit the Beach this Spring in Morro Bay, CA, the Epic Outdoor Spring Break Destination

Published: Feb 24, 2020 8:18 a.m. ET



Morro Bay's EIGHT Pristine Beaches, Unspoiled Back Bay and Stunning Harbor Are Waiting for You

MORRO BAY, Calif., Feb. 24, 2020 /PRNewswire/ -- In 2018 *Coastal Living Magazine* named Morro Bay one of "The Best Little Beach Towns to Visit in Spring" and there are abundant reasons for this great distinction! Morro Bay has incredible aquatic districts where getting outside is a must. You can't miss the town's EIGHT pristine beaches, or the captivating harbor, and the Morro Bay State Park & National Estuary located in the back bay, each offering its own set of outdoor activities, events, fun tours, watchable wildlife and incredible experiences to share.

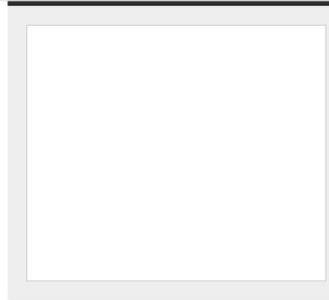
## Morro Bay's EIGHT Beaches, Six Miles of White Sandy Shores

- The most popular *Morro Rock Beach* with more than four miles of pristine beach to wander and sand dollars to collect. Don't miss *The Annual Morro Bay Kite Festival*, April 24 - 26, 2020, or the *First Annual SLO CAL Open* at Morro Bay sponsored by the World Surf League taking place February 27 - March 1, 2020.
- *Coleman Park & Beach* is a calm spot for launching kayaks and paddle boards right into the harbor.
- *Morro Bay State Park Beach* is located on the calm, pristine bay, and a short walk to the *Heron and Cormorant Rookery* found near the entrance of the *Natural History Museum*.
- *Sand Spit Beach* offers miles of pristine sand dunes, loads of wildlife, and, uniquely, is only accessible by water.
- *Morro Strand State Beach* is a vast sandy paradise with plenty of room to spread out and stay a while.
- *North Point Beach & Tide Pools* are located at the very north end of Morro Bay, right off scenic *Highway 1*. And these tide pools don't disappoint.
- *Toro Creek Dog Beach* is the ideal off-leash dog beach with plenty of room to let your furry friend run wild with other furry friends.
- *Morro Rock Jetty Beach* is a small beach tucked away on the southside of Morro Rock.

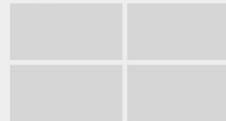
Find out about the Morro Bay State Park & Back Bay National Estuary Preserve, the many hiking trails found in the park, the bustling Embarcadero and the exciting Spring Events in Morro Bay here. For more information, visit [www.morrobay.org](http://www.morrobay.org).

MEDIA CONTACT:

Susan Hartzler  
Public Relations Manager  
Mental Marketing



### MARKETWATCH PARTNER CENTER



### MOST POPULAR



Influenza kills more people than the coronavirus so everyone is overreacting, right? Wrong — and here's why



Think it's bad now? Wait a month, says hedge-fund manager Kyle Bass



The S&P 500 just lost a stunning 7.6%—here's how the stock market tends to perform historically after a 'Black Monday'



Markets are betting the Dow crash will lead the White House to reverse its fiscal response to the coronavirus



Stocks stabilize with gains after worst day since 2008 crisis



(EST.) MONTHLY VISITS:

63.8M

(EST.) COVERAGE VIEWS:

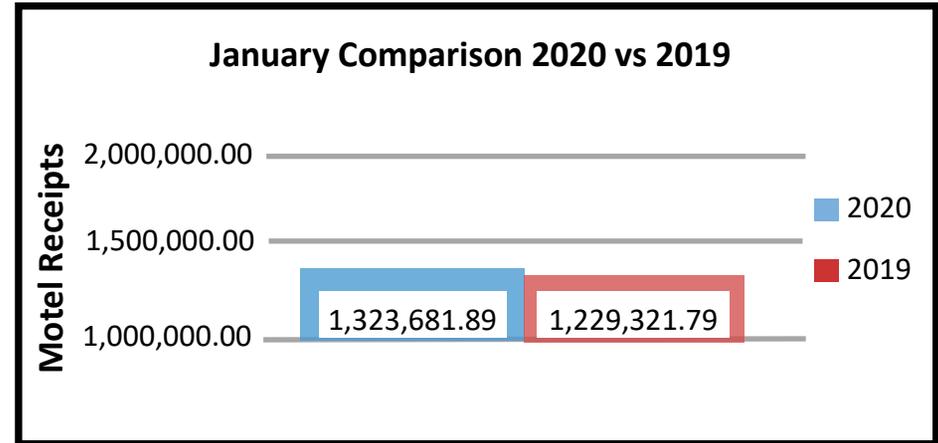
73.7K

This Page Intentionally Left Blank

# TOT January 2020 - 2019 Year to Year Comparison



STR January Comparison	Occ %		ADR		RevPAR	
	2020	2019	2020	2019	2020	2019
Atascadero, CA+	55.1	43.9	100.70	103.24	55.49	45.35
Cambria, CA+	57.6	51.3	145.24	148.59	83.64	76.27
Paso Robles, CA+	54.4	50.8	113.29	115.68	61.59	58.79
Pismo Beach, CA+	56.2	54.8	141.60	139.75	79.64	76.52
San Luis Obispo, CA+	62.3	59.3	130.45	125.59	81.27	74.43
San Simeon, CA+	42.1	37.9	102.55	102.84	43.21	38.94
Five Cities+	55.2	54.1	131.86	131.30	72.83	71.08
North Coast+	50.8	45.3	127.53	129.39	64.74	58.60
North County+	54.6	49.0	110.08	112.72	60.05	55.22
South County+	58.6	56.5	131.15	128.53	76.82	72.63
San Luis Obispo County	56.1	52.1	124.10	123.62	69.58	64.42



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

2020	2019
49%	44%
<b>OCC RATE</b>	

2020	2019
\$95	\$98
<b>ADR</b>	

2020	2019
\$46	\$43
<b>REV PAR</b>	

**TOTAL ROOMS 2020 - 921    2019 - 914**

TOTAL JACKRABBIT LEADS	
2020 - 2173	2019 - 2107

## MARKET FACTORS FOR JANUARY

WINTER BIRD FESTIVAL 1/18 - 1/21

3-DAY WEEKEND 1/19 - 1/21

RESTAURANT PASSPORT REDEMPTION: 745

0 DAYS OF RAIN

### VALLEY WEATHER

DAYS OVER

11 - 60+

18 - 50+

2 - 40+

### MORRO BAY WEATHER

DAYS OVER

4 - 70+

18 - 60+

9 - 50+

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
						TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	(B+E+G)	TMD	MBTBID
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS				TOTAL TAX COLLECTED		
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	\$420,629.55	\$42,062.96	\$198,748.67	\$19,874.87	\$41,958.06
JANUARY	\$1,323,681.89	\$132,368.19	49%	921	\$150,090.70	\$15,009.07	\$271,533.58	\$27,105.83	\$174,483.09	\$17,453.06	\$39,462.64
FEBRUARY	\$0.00	\$0.00	0%	923	\$0.00	\$0.00	\$25,479.16	\$2,547.92	\$2,547.92	\$250.29	\$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
	\$16,425,644.80	\$1,642,564.48			\$1,435,860.57	\$143,586.06	\$3,553,890.27	\$355,341.50	\$2,141,492.04	\$214,044.99	\$489,857.41

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
						TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	(B+E+G)	TMD	MBTBID
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS				TOTAL TAX COLLECTED		
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: March 19, 2020

# Staff Report

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

**FROM:** Jennifer Little, Tourism Manager  
Megan Leininger, Marketing Coordinator

**SUBJECT:** The Guide & Vacation Rental Inclusion 2020

## RECOMMENDATION

Discuss and direct staff on including Vacation Rentals in the Morro Bay Visitor Guide and to come back in April with update based on board comments.

## ALTERNATIVES

No alternative recommended.

## BACKGROUND

With the inclusion of Vacation Rentals into the bid January 1, 2020, staff is looking for direction on how best to represent VRs in The Guide. The number of Vacation Rentals that would need to be included equals 217. In comparison, 38 hotels are currently represented in the Visitor Guide.

### Research -

Staff conducted outreach to 35 destinations in order to review competitors. Here is what was found:

- 13 have VRs included on website
- 9 of those 13 have Visitor Guides
- 4 of those 9 have VRs included in their VG
- 4/4 list property management companies
- One location lists individual/independent vacation rentals

The Guide is the annual publication created by Morro Bay Tourism to assist visitors while in market. It adds value to hotel guests by listing retail, restaurants, and recreation businesses. The visitor guide is also utilized by those who arrive in town without a lodging reservation. Additionally, Morro Bay Tourism office, upon request, sends out The Guide to help future visitors with trip planning.

### The Guide 2019/2020 -

- 20,000 guides were printed @ \$1.08 per book
- 4 different covers
- 40 pages with self-cover
- cost for production = \$18,553

Prepared By: _____	Dept Review: _____
City Manager Review: _____	City Attorney Review: _____

Current contents-

- Maps – 4 pages
- Stories/short articles – 10 pages
- Business listings – 7 pages
- Paid advertising – 7 pages
- Hotel specific content (including individual listings with photos as seen below) – 8 pages



**33.**  
**SALTY SISTER  
AT MORRO ROCK**  
(805) 900-6000  
1170 Front Street  
booksevensvr.escapia.com



**34.**  
**SANDPIPER INN**  
(805) 772-7503  
540 Main Street  
morrobaysandpiper.com



**35.**  
**SEA AIR INN**  
(805) 772-4495  
845 Morro Avenue  
seaairinn.com

**12** The Guide

**DISCUSSION**

Staff investigated other coastal California communities to see how they represented Vacation Rentals in their Visitor Guides. Not many include VRs in their Visitor Guides, but a handful list property management – see attachments. One county also lists individual properties (not under management) in their guide. Property name, phone number, website, and physical address are included. One also lists how many people each property sleeps.

**How to organize VR Listings:**

- Property management company/independent properties
- Location (north MB vs. downtown)
- Website host (VRBO, AirBNB, etc.)
- Size of property (# of bedrooms or how many they sleep)

**Vacation Rental Information to Include:**

- Property name
- Address
- Website
- Phone
- Room #
- Max # guests
- Waterfront
- Kitchen
- Laundry
- Pets allowed
- Others?

**Ad space:**

- Use the space for other content – no ads
- Reserve ad space exclusively for hotels/motels & VR/property management companies
- Continue as is with all businesses able to place ads on a first come-first served basis

**VR content:**

- Story
- Listings
- Grid

Mock-up example of grid option:

**VACATION RENTALS** CALL AND BOOK  
DIRECT TO SAVE  
ON YOUR STAY!

LODGING NAME	BOOK	# ROOMS	MAX # GUESTS	WATERFRONT	KITCHEN	LAUNDRY	PETS ALLOWED
Sanctuary by the Sea	(123) 456-7890						
Seaside Village Cottage	(123) 456-7890						
The Sunset House in Beautiful Morro Bay	(123) 456-7890						
Amazing Beach Cottage, 370 Vashon	(123) 456-7890						
Harbor House and Pelican Place	(123) 456-7890						
Amazing Beach Home, 115 Easter	(123) 456-7890						
Penni's Place	(123) 456-7890						
Ocean's Breeze	(123) 456-7890						
Charming Craftsman Cottage	(123) 456-7890						
The Morro Bay House	(123) 456-7890						
Secret Fairy Garden	(123) 456-7890						
Piney Cove	(123) 456-7890						
Gregory Enterprises	(123) 456-7890						
Salt Lake Cottage	(123) 456-7890						
Great Family Home, 3273 Tide	(123) 456-7890						
Beach Tract - Formosa	(123) 456-7890						
730 MB	(123) 456-7890						
Oceanfront - 3033 Beachcomber	(123) 456-7890						
Majestic Morro Bay	(123) 456-7890						
Jamaica	(123) 456-7890						
The Little House	(123) 456-7890						
Corfu Villa/ Ocean View Cottage	(123) 456-7890						
The Fisherman's House	(123) 456-7890						
Designer Townhome, 1851 Ironwood	(123) 456-7890						
Morro Bay Heights with Great Views, 121 Bradley	(123) 456-7890						

**CONCLUSION**

Staff recommendation is to limit ads to only Hotels/VRs using the additional room to publish VRs. Staff also recommends to NOT increase page count due to cost and size.

**ATTACHEMENTS:**

1. Outreach Results
2. Cambria Visitor Guide Page
3. Mendocino County Visitor Guide Page
4. Pismo Beach Visitor Guide Page
5. Santa Cruz County Visitor Guide Page

City	VR on Website	Visitor Guide	VR in Visitor Guide	Visitor Center	URL
<b>Over 25,000</b>					
Camarillo	No	On website can be downloaded	No	Yes - full service	<a href="http://visitscamarillo.com/">http://visitscamarillo.com/</a>
Laguna Beach	No	Yes ordered copy also on website can be downloaded	No	Yes - full service	<a href="https://www.visitlagunabeach.com/">https://www.visitlagunabeach.com/</a>
Orland	No	On website to download	No	Yes - full service	<a href="https://visitorland.com/">https://visitorland.com/</a>
Santa Cruz	Yes	Yes downloaded pages	Yes	Yes - full service	<a href="https://www.santacruz.org/olm-voice-trm/online-traveler-aids/">https://www.santacruz.org/olm-voice-trm/online-traveler-aids/</a>
Ventura	No	Yes - on website to download	No	Yes - full service	<a href="https://visitventura.com/visit/">https://visitventura.com/visit/</a>
<b>10,000 - 25,000</b>					
Coronado	Yes	Yes ordered copy	No	V/C - w/ museum	<a href="http://coronadovisitorcenter.com/">http://coronadovisitorcenter.com/</a>
Carlsbad	Yes	No physical guide	No	Yes - in old train station - Full service	Carlsbad - <a href="https://visitscarlsbad.com/rentals-villas/">https://visitscarlsbad.com/rentals-villas/</a>
El Segundo	No	No physical guide	No	No	<a href="https://www.elsegundo.org/">https://www.elsegundo.org/</a>
Eureka/Fortuna	Yes	Yes ordered copy	No	Yes - full service	<a href="http://friendlyfortuna.com/index.aspx?ID=31">http://friendlyfortuna.com/index.aspx?ID=31</a> <a href="https://www.visiteureka.com/stay">https://www.visiteureka.com/stay</a>
Arroyo Grande	Yes - A.G.	A.G. Yes they charge visitor to mail.	No	A.G. Yes full service	<a href="https://www.visitarroyogrande.org/">https://www.visitarroyogrande.org/</a>
Grover Beach	No	No	No	A.G. services G.B.	N/A
Half Moon Bay	No	Yes ordered copy	No	Yes full service	<a href="https://www.visithalfmoonbay.org/">https://www.visithalfmoonbay.org/</a>
Hermosa Beach	No	Yes ordered copy also on website	No	Yes full service	<a href="https://www.hbchamber.net/">https://www.hbchamber.net/</a>
Malibu	No	Yes on website	No	No	<a href="http://tomalibu.com/">http://tomalibu.com/</a>
Mendocino	Yes	Yes - no online ordered one	Yes	No	<a href="https://visitmendocino.com/">https://visitmendocino.com/</a>
Pacific Grove	No	No	No	Yes	<a href="https://www.pacificgrove.org/discover-pacific-grove">https://www.pacificgrove.org/discover-pacific-grove</a>
Palos Verdes	No	No	No	No	N/A
Port Huene	No	No	No	No	N/A
Seal Beach	No	No	No	No	<a href="https://sealbeachchamber.org/visitor-information/">https://sealbeachchamber.org/visitor-information/</a>
Solana Beach	Yes	Yes but have to get at V.C.	No	Yes	<a href="https://visitsolanabeach.com/">https://visitsolanabeach.com/</a>
<b>1,000 - 10,000</b>					
Avila	Yes	No	No	No	<a href="https://visitavilabeach.com/">https://visitavilabeach.com/</a>
Bodega Bay	Yes	No	No	No	<a href="https://www.bodegabay.com/">https://www.bodegabay.com/</a>
Cambria	Yes	Yes downloaded pages	Yes	Yes	<a href="https://reservations.visitcambria.com/hotel/hof/12650/m3733">https://reservations.visitcambria.com/hotel/hof/12650/m3733</a>
Capitola	No	No	No	No	<a href="https://www.cityofcapitola.org/community/page/visitor-information">https://www.cityofcapitola.org/community/page/visitor-information</a>
Camel	No	Ordered copy	No	Yes - full service	<a href="https://www.carmelcalifornia.com/">https://www.carmelcalifornia.com/</a>
Carpenters	No	No	No	No	
Cayucos	No	No	No	No	<a href="https://www.cayucoschamber.com/cayucoswelcome">https://www.cayucoschamber.com/cayucoswelcome</a>
Del Mar	No	Yes	No	Yes	<a href="https://visidelmavillage.com/stay/">https://visidelmavillage.com/stay/</a>
Ferndale	Yes	On website	No	Yes	<a href="https://www.visitferndale.com/">https://www.visitferndale.com/</a>
Fort Bragg	No	No	No	No	<a href="https://visitfortbraggca.com/">https://visitfortbraggca.com/</a>
Guadalupe	No	No	No	No	N/A
Moss Landing	No	No	No	No	<a href="https://mosslandingchamber.com/">https://mosslandingchamber.com/</a>
Pismo Beach	Yes	Yes	Yes, ordered a copy	Yes	<a href="https://www.experiencepismo.com/">https://www.experiencepismo.com/</a>
San Simeon	Yes	No	No	No	<a href="https://visitsansimonca.com/where-to-stay/">https://visitsansimonca.com/where-to-stay/</a>
Sausalito	No	No	No	Yes - w/museum	<a href="https://www.sausalito.com/fun-sausalito-activities/sausalito-visitors-center-the-ice-house.html">https://www.sausalito.com/fun-sausalito-activities/sausalito-visitors-center-the-ice-house.html</a>

# Scenic Coast Vacation Rentals

Property Management

We offer the largest selection of Luxury Vacation Homes in Cambria. From Oceanfront homes to Cottages in the Pines.

- Nightly, Weekly and Monthly Rentals.
- Several Pet Friendly Homes.
- Online Booking For Your Convenience
- Professional Staff Available 24/7



712 Main Street • Cambria  
 800-927-6163 • 805-927-6163  
**www.ScenicCoastRentals.com**  
 Open 7 Days a Week

DRE#01834125

## Lodging *continued*

**Gerry & Paula Porter**  
 909-744-2013  
 909-499-6872  
 UnderTheCoralTree.com

**Under the Coral Tree**  
 Where the Pines Meet the Sea  
 Cambria, California

**San Simeon Lodge**  
 9520 Castillo Dr..... 805-927-4601  
 Offering a peaceful & relaxing setting a block from San Simeon Beach. Outdoor activities include scenic walks & bicycle riding, beachcombing, or listening to waves crashing on the shore.  
 sansimeonbeachresort.com

**Scenic Coast Vacation Rentals**  
 712 Main Street..... 805-927-6160  
 ScenicCoastRentals.com  
 See ad page 32

**Under the Coral Tree**..... 909-744-2013  
 underthecoraltree.com  
 See ad to left

## THE CAMBRIA FILM FESTIVAL



The Cambria Film Festival is all about romance, romantic comedies and the complexity of love. Our mission is to showcase wonderful films in our charming seaside town. For 2019, more than 1500 independent films from around the world were entered into competition. Only 50 or so will be chosen. Our four-day festival (February 7-10, 2019) presents the best of the best in shorts, features and documentaries.

The Festival is an activity of Cambria's Allied Arts Association, a 501c3 nonprofit organization. It shows films in the Cambria Center for the Arts, the J. Buckley Theater, Cambria Veterans Hall, and the Hearst Castle Theater.

Find more information about the Cambria Center for the Arts on page 8.



**NORTH COAST • Cont'd**

Similarly priced properties may offer a difference in quality and services. Check references from friends/relatives, your travel agent, travel guides, study AAA "Diamond" (◆) rating. Understand deposit and cancellation policies of the accommodation before you make a reservation. Ask for confirmation in writing. A room tax is added to your final bill.  
 \$ = \$99 or less; \$\$ = \$100-\$149; \$\$\$ = \$150-\$250; \$\$\$\$ = \$250+

PRICE RANGE	HANDICAP ACCESSIBLE	RESTAURANT/BAR	POOL/SPA	WI-FI	FIREPLACE	TV	BREAKFAST	PET-FRIENDLY	FAMILY-FRIENDLY
-------------	---------------------	----------------	----------	-------	-----------	----	-----------	--------------	-----------------

For the most current accommodations information, go to [www.visitmendocino.com](http://www.visitmendocino.com).  
 Visit Mendocino County has made every effort to present accurate information in this listing but assume no responsibility for errors, changes, or omissions. All daily room rates are subject to change without notice and may not be available in high season.

**CAMPGROUNDS**

<b>Albion River Campground &amp; Marina</b> 33750 Albion St. • Albion CA 95410 707.937.0606 • <a href="http://albionrivercampground.com">albionrivercampground.com</a>	\$	•	•					•	•
<b>Caspar Beach RV Park</b> 14441 Point Cabrillo Drive • Mendocino, CA 95460 707.964.3306 • <a href="http://casparbeachrvpark.com">casparbeachrvpark.com</a>	\$			•					•
<b>Harbor RV Park</b> 1021 S. Main Street • Fort Bragg, CA 95437 707.961.1511	\$			•					
<b>Mendocino Campground</b> 9901 N. Highway 1 • Mendocino, CA 95460 707.202.4570 • <a href="http://mendocinocampground.com">mendocinocampground.com</a>	\$-\$\$							•	•
<b>Pomo Campground &amp; RV Park</b> 17999 Tregoning Lane • Fort Bragg, CA 95437 707.964.3373 • <a href="http://pomorv.com">pomorv.com</a>	\$-\$\$			•	•			•	•
<b>Westport Beach RV Park</b> 37700 North Highway 1 • Westport, CA 95488 707.964.2964 • <a href="http://westportbeachrvpark.com">westportbeachrvpark.com</a>	\$-\$\$\$			•	•			•	•

**VACATION HOMES RENTAL AGENCIES**

<b>Coast Getaways</b> 4506 Little Lake Street, Mendocino, CA 95460 707.937.9200 • 800.525.0049 • <a href="http://coastgetaways.com">coastgetaways.com</a>  Eclectic vacation homes along 30 miles of Pacific coastline in a variety of styles and sizes to tickle your fancy. Let our friendly, professional, knowledgeable staff match you with the perfect vacation home to enjoy the treasures of Mendocino.	Number of Homes: 35	Arabesque • Sleeps 12 Away at Sea Cottage • Sleeps 8 Beach House • Sleeps 4 Bella Mare • Sleeps 12 Captain Phil's • Sleeps 10 Chantideer • Sleeps 8 Crane Dance • Sleeps 10 Driftwood Cottage • Sleeps 8 Fairy Ring Cottage • Sleeps 6	Frolic • Sleeps 4 Grey Whale • Sleeps 12 Headlands Cove • Sleeps 6 Marebello • Sleeps 2 Mendocino Dunes — Distant Shores • Sleeps 6 Mendocino Magic • Sleeps 8 Ocean Breeze • Sleeps 8 Pacific Mist • Sleeps 4	Palette House • Sleeps 6 Park View • Sleeps 8 Redwood Rest • Sleeps 6 Safe at Anchor • Sleeps 6 Sandrahla Estates • Sleeps 2-28 Sea Cove • Sleeps 12 Sea Mist • Sleeps 6 Seaside • Sleeps 7 Serendipity • Sleeps 14	Shell Seeker • Sleeps 14 Sky Song • Sleeps 6 Spring Ranch & Barn Loft • Sleeps 13-15 Sundance • Sleeps 10 Sunset Point • Sleeps 6 Tideaway • Sleeps 6 Whale Song • Sleeps 6
<b>Mendocino Coast Reservations</b> 45084 Little Lake Street, Mendocino, CA 95460 707.937.5033 • 800.262.7801 • <a href="http://mendocinovacations.com">mendocinovacations.com</a>	Number of Homes: 23				
<b>Mendocino Preferred Vacation Rentals</b> 10483 Lansing Street, Mendocino, CA 95460 707.937.1456 • 800.942.6300 • <a href="http://mendocinopREFERRED.com">mendocinopREFERRED.com</a>	Number of Homes: 16	Alderwood House • Sleeps 6 Chapman Point Cottage • Sleeps 2 Chapman Point House • Sleeps 4 Cypress Cove • Sleeps 2-4	Edge of the Sea • Sleeps 8 Hayloft • Sleeps 2 La Dimora • Sleeps 8 Ocean Splendor • Sleeps 2	Pine Beach House • Sleeps 4 Sea Haven • Sleeps 6 Whale Rock • Sleeps 6 Whale Song • Sleeps 6	Windrift Cottage • Sleeps 2
<b>Robison Properties</b> 18901 Bald Hills Road, Comptche, CA 95427 800.359.4649 • <a href="http://mendocinovacationhomes.com">mendocinovacationhomes.com</a>	Number of Homes: 14	Beach Hideaway • Sleeps 8 Beacon Guest House • Sleeps 12 Beams End • Sleeps 6 Casa Bella Pacifica • Sleeps 12	Cypress Cove • Sleeps 6 Lake Cleone Vista • Sleeps 10 Mendocino Redwood Retreat • Sleeps 6	Pacific View • Sleeps 16 Seal Point • Sleeps 6 Seashine • Sleeps 6 Shaanti Bungalow • Sleeps 2	Surf Song • Sleeps 2-4 Taylor's Grove • Sleeps 4-6 Wine Barrel • Sleeps 2
<b>Shoreline Vacation Rentals</b> 18300 Old Coast Highway, Fort Bragg, CA 95437 707.964.1463 • <a href="http://shorelinevacations.com">shorelinevacations.com</a>	Number of Homes: 14	Aqua Drama • Sleeps 8 Arabesque • Sleeps 12 Away at Sea and River • Sleeps 8	Chantideer • Sleeps 8 Grey Whale • Sleeps 10 Ocean Mystique • Sleeps 6	Quail Crossing • Sleeps 6 Sea Cove • Sleeps 8 Sea Mist • Sleeps 6	Shell Seeker • Sleeps 14

**VACATION RENTALS**

	SLEEPS	PHONE	WEBSITE	CONTACT
<b>A New World</b>	Sleeps 2-8	916.799.9199	<a href="http://vrbo.com/207990">vrbo.com/207990</a>	Robert Calvert
<b>Abalone Arch</b>	Sleeps 2-9	707.937.5570	<a href="http://abalonearch.com">abalonearch.com</a>	Wendy Pollock
<b>Antioch Ranch</b>	Sleeps 6-8	707.937.5570	<a href="http://antiochranch.com">antiochranch.com</a>	Jerry, Pat Westfall
<b>Artist Retreat</b>	Sleeps 8-10	707.357.0207	<a href="http://vrbo.com/238403">vrbo.com/238403</a>	Erin & Tomas Dertner
<b>Beach House on the Mendocino Coast</b>	Sleeps 7	707.528.2434	<a href="http://homeaway.com/314012">homeaway.com/314012</a>	Ruth Freis
<b>Beggs-Bishop Cottage</b>	Sleeps 2	707.937.2353	<a href="http://beggs-bishopcottage.com">beggs-bishopcottage.com</a>	Kathleen & Mike
<b>Blue Water Views</b>	Sleeps 6	925.634.6541	<a href="http://vrbo.com/148355">vrbo.com/148355</a>	Lawrence, Renee Moglia
<b>Bluff House &amp; Bluff Cottage</b>	Sleeps 2-6	707.937.1456 • 800.942.6300	<a href="http://vrbo.com/290921">vrbo.com/290921</a>	Laraine Galloway
<b>Carole's Cove in South Caspar</b>	Sleeps 6	510.724.2420	<a href="http://vrbo.com/435266">vrbo.com/435266</a>	Carole Dutra
<b>Caspar Coast House</b>	Sleeps 10+	707.357.4085	<a href="http://vrbo.com/74887">vrbo.com/74887</a>	Birdie Holmes
<b>Cedar Run</b>	Sleeps 6	707.961.6133	<a href="http://vrbo.com/205120">vrbo.com/205120</a>	
<b>Dolphin House</b>	Sleeps 2-4	707.937.5150	<a href="http://oceanfrontmagic.com">oceanfrontmagic.com</a>	Alegria Inn
<b>Dragonmist Estate</b>	Sleeps 6	707.937.3686 • 888.930.3686	<a href="http://vrbo.com/213704">vrbo.com/213704</a>	Gary & Toni Taff
<b>For the Joy of It</b>	Sleeps 9	707.937.4546	<a href="http://forthejoyofit.org/vacation-rentals.html">forthejoyofit.org/vacation-rentals.html</a>	Marilyn Hagar
<b>Greenwood Beach</b>	Sleeps 4	707.964.1444	<a href="http://virtualcities.com/vacation/ca/n/canb6v51.htm">virtualcities.com/vacation/ca/n/canb6v51.htm</a>	
<b>Headlands House</b>	Sleeps 1-6	707.444.8597	<a href="http://vrbo.com/118096">vrbo.com/118096</a>	Ruth Schell
<b>Holly's Ocean Meadow</b>	Sleeps 8	707.964.6661	<a href="http://fortbraggrentall.com/venue.html">fortbraggrentall.com/venue.html</a>	Holly Kuchar

Enjoy breathtaking views of the Pacific and pamper yourself in a luxurious oceanfront resort, stay in the heart of downtown at one of our many hotels or inns, enjoy the comforts of home in a family-friendly vacation rental, or connect with nature by staying at one of our famous RV parks or cozy campgrounds. Whatever lodging you seek, we have in Pismo Beach!

DISCOVER ALL THE PLACES TO

**STAY**

IN PISMO BEACH

**HOTELS/MOTELS**

**BEACHCOMBER INN**

541 Cypress Street • (805) 773-5505  
7 Rooms \$-\$\$\$

**BEACH HOUSE INN & SUITES**

198 Main Street • (805) 773-PISMO  
14 Rooms \$\$-\$\$\$\$

**BEACH WALKER INN & SUITES**

490 Dolliver Street • (805) 773-2725  
19 Rooms \$\$-\$\$\$

**BLUE SEAL INN**

230 Dolliver Street • (805) 773-2403  
26 Rooms \$-\$\$\$

**CLIFFS RESORT**

2757 Shell Beach Road • (805) 773-5000  
160 Rooms \$\$\$-\$\$\$\$

**COTTAGE INN BY THE SEA**

2351 Price Street • (805) 773-4617  
80 Rooms \$\$-\$\$\$

**DOLPHIN BAY RESORT & SPA**

2727 Shell Beach Road • (805) 773-4300  
61 Rooms \$\$\$-\$\$\$\$

**DOLPHIN COVE MOTEL**

170 Main Street • (805) 773-4706  
21 Rooms \$-\$\$\$

**EDGEWATER INN & SUITES**

280 Wadsworth Ave • (805) 773-4811  
99 Rooms \$-\$\$\$

**HILTON GARDEN INN**

601 James Way • (805) 773-6020  
120 Rooms \$\$-\$\$\$

**INN AT THE COVE**

2651 Price Street • (805) 773-3511  
52 Rooms \$\$\$-\$\$\$\$

**INN AT THE PIER**

601 Cypress Street • (805) 295-5565  
104 Rooms \$\$-\$\$\$\$

**KON TIKI INN**

1621 Price Street • (805) 773-4833  
86 Rooms \$\$-\$\$\$

**MOTEL 6 PISMO BEACH**

860 N. 4th Street • (805) 979-9809  
136 Rooms \$-\$\$

**MOTEL 6 PACIFIC OCEAN**

250 Main Street • (805) 773-2070  
33 Rooms \$-\$\$\$

**OCEAN PALMS MOTEL**

390 Ocean View Ave • (805) 773-4669  
22 Rooms \$-\$\$\$

**OXFORD SUITES**

651 Five Cities Drive • (805) 773-3773  
132 Rooms \$\$-\$\$\$

**PALOMAR INN**

1601 Shell Beach Road • (805) 773-4204  
14 Rooms \$-\$\$

**PISMO BEACH HOTEL**

230 Pomeroy Avenue • (805) 773-4445  
30 Rooms \$\$-\$\$\$\$

**PISMO LIGHTHOUSE SUITES**

2411 Price Street • (805) 773-2411  
70 Rooms \$\$-\$\$\$\$

**QUALITY INN PISMO BEACH**

230 Five Cities Drive • (805) 773-1841  
100 Rooms \$-\$\$

**SANDCASTLE HOTEL ON THE BEACH**

100 Stimson Avenue • (805) 773-2422  
75 Rooms \$\$-\$\$\$\$

**SEACREST OCEANFRONT HOTEL**

2241 Price Street • (805) 773-4608  
158 Rooms \$\$-\$\$\$\$

**SEA GARDEN MOTEL**

340 Stimson Avenue • (805) 773-2216  
19 Rooms \$-\$\$\$

**SEA GYPSY MOTEL**

1020 Cypress Street • (805) 773-1801  
77 Rooms \$-\$\$\$

**SEAVENTURE BEACH HOTEL**

100 Ocean View Ave • (805) 773-4994  
51 Rooms \$\$-\$\$\$\$

**SHELL BEACH INN**

653 Shell Beach Road • (805) 773-4373  
10 Rooms \$-\$\$\$

**SHORE CLIFF HOTEL**

2555 Price Street • (805) 773-4671  
100 Rooms \$\$\$-\$\$\$\$

**SPYGLASS INN**

2705 Spyglass Drive • (805) 773-4855  
82 Rooms \$\$-\$\$\$\$

**THE TIDES OCEANVIEW INN & COTTAGES**

2121 Price Street • (805) 773-2493  
30 Rooms \$-\$\$\$

**VESPERA ON OCEAN**

147 Stimson Ave. • (805) 773-1011  
124 Rooms \$\$\$-\$\$\$\$

**VACATION RENTALS**

**ADDIE VACATION TOWNHOMES**  
(805) 773-9702

**BEACH BUM HOLIDAY RENTALS**  
(805) 773-7194 | (866) 737-7367

**COASTAL VACATION RENTALS**  
(805) 773-1080 | (800) 700-1254

**PISMO BEACH HOUSE (ON BEACH)**  
(805) 773-4994 | (800) 662-5545

**PISMO COAST MANAGEMENT**  
(805) 773-6990 | (800) 377-6990

**PISMO ON THE BEACH VACATION RENTALS**  
(805) 550-7585

**PISMO PROPERTY MANAGEMENT**  
(805) 773-0119

**TREASURES VACATION RENTALS**  
(303) 653-4934

**VACASA VACATION RENTALS**  
(831) 687-9970

**VALENTINA SUITES**  
(805) 773-1234 | (877) SEE-PZMO

**FAIRFIELD INN & SUITES BY MARRIOTT SANTA CRUZ**

[santacruzfairfieldinn.com](http://santacruzfairfieldinn.com)  
2956 Mission Street, Santa Cruz

See ad page 1

**FAIRFIELD INN & SUITES BY MARRIOTT SANTA CRUZ - CAPITOLA**

[fairfieldinn.com/capitola](http://fairfieldinn.com/capitola)  
1255 41st Avenue, Capitola, 831.427.2900

See ad on inside back cover

**FERN RIVER RESORT**

[fernriver.com](http://fernriver.com)  
5250 Highway 9, Felton, 831.335.4412

**FIRESIDE INN**

[hotels.com](http://hotels.com)  
311 2nd Street, Santa Cruz, 831.426.7123

**FOUR POINTS SANTA CRUZ SCOTTS VALLEY**

[fourpointsscottsvally.com](http://fourpointsscottsvally.com)  
5030 Scotts Valley Drive, Scotts Valley, 831.458.1500

See ad page 1

**HAMPTON INN**

[santacruz.hamptoninn.com](http://santacruz.hamptoninn.com)  
1505 Ocean Street, Santa Cruz, 831.457.8000

See ad page 68

**HAMPTON INN - SANTA CRUZ WEST**

2424 Mission Street, Santa Cruz, Opening 2020

**HAMPTON INN - WATSONVILLE**

75 Lee Road, Watsonville, 831.228.0295  
Opening 2020  
See ad page 71

**HARBOR INN**

[harborinnsantacruz.com](http://harborinnsantacruz.com)  
645 7th Avenue, Santa Cruz, 831.479.9731

**HILTON SANTA CRUZ/SCOTTS VALLEY**

[hiltonsantacruz.com](http://hiltonsantacruz.com)  
6001 La Madrona Drive, Santa Cruz, 831.440.1000

**HITCHING POST STUDIOS INN**

[hitchingpostsantacruz.com](http://hitchingpostsantacruz.com)

**LODGING KEY**

- POOL
- PET-FRIENDLY
- KITCHENETTE
- ON-SITE RESTAURANT

1717 Soquel Avenue, Santa Cruz, 831.429.2900

**HOLIDAY INN EXPRESS HOTEL & SUITES**

[watsonvilleholidays.innexpress.com](http://watsonvilleholidays.innexpress.com)  
1855 Main Street, Watsonville, 831.728.3600

See ad page 1

**HOLIDAY INN EXPRESS HOTEL & SUITES - SANTA CRUZ**

[hixpress.com/santacruz](http://hixpress.com/santacruz)  
1410 Ocean Street, Santa Cruz, 831.466.9100

**HOTEL PARADOX, AUTOGRAPH COLLECTION**

[hotelparadox.com](http://hotelparadox.com)  
611 Ocean Street, Santa Cruz, 831.425.7100

**HOTEL SOLARES**

[hotelsolares.com](http://hotelsolares.com)  
600 Riverside Avenue, Santa Cruz, 831.458.9660

See ad page 34

**HOWARD JOHNSON SANTA CRUZ BEACH BOARDWALK**

[hojosantacruz.com](http://hojosantacruz.com)  
130 West Cliff Drive, Santa Cruz, 831.423.7737

See ad page 68

**HYATT PLACE SANTA CRUZ**

[hyattplacasantacruz.com](http://hyattplacasantacruz.com)  
407 Broadway Avenue, Santa Cruz, 831.226.2300

See ad page 11

**INN AT PASATIEMPO**

[innatpasatiempo.com](http://innatpasatiempo.com)  
555 Highway 17, Santa Cruz, 831.423.5000

**THE ISLANDER MOTEL**

[theislandermotel.com](http://theislandermotel.com)  
522 Ocean Street, Santa Cruz, 831.426.7766

**JAY'S TIMBERLANE RESORT**

[jays-timberlane.com](http://jays-timberlane.com)  
8705 Highway 9, Ben Lomond, 831.336.5479

**MERRYBROOK LODGE**

[merrybrooklodge.net](http://merrybrooklodge.net)  
13420 Big Basin Way, Boulder Creek, 831.338.6813

**MISSION INN**

[mission-inn.com](http://mission-inn.com)  
2250 Mission Street, Santa Cruz, 800.895.5455

See ad page 22

**MOTEL 6 - WATSONVILLE**

[motel6.com](http://motel6.com)  
125 Silver Leaf Drive, Watsonville, 831.728.4144

**MOTEL SANTA CRUZ**

[motelsantacruz.us](http://motelsantacruz.us)  
370 Ocean Street, Santa Cruz, 831.458.9220

**NATIONAL 9 MOTEL**

[santacruz.org/listings/national-9-motel](http://santacruz.org/listings/national-9-motel)  
130 Plymouth Street, Santa Cruz, 831.426.4515

**NATIONAL 9 MOTEL - WATSONVILLE**

[national9motel.com](http://national9motel.com)  
1 Western Drive, Watsonville, 831.724.1116

**OCEAN ECHO INN & BEACH COTTAGES**

[oceanecho.com](http://oceanecho.com)  
401 Johans Beach Drive, Santa Cruz, 831.462.4192

**OCEAN GATE INN**

[santacruzoceangateinn.com](http://santacruzoceangateinn.com)  
111 Ocean Street, Santa Cruz, 831.429.8244

**OCEAN LODGE**

[oceanlodgesantacruz.com](http://oceanlodgesantacruz.com)  
1015 Ocean Street, Santa Cruz, 831.423.8945

**OCEAN PACIFIC LODGE**

[oceanpacificlodge.com](http://oceanpacificlodge.com)  
301 Pacific Avenue, Santa Cruz, 831.457.1234

**OCEANA INN**

[oceanainn.com](http://oceanainn.com)  
525 Ocean Street, Santa Cruz, 831.426.2300

**PACIFIC BLUE INN**

[pacificblueinn.com](http://pacificblueinn.com)  
636 Pacific Avenue, Santa Cruz, 831.600.8880

**PACIFIC INN SANTA CRUZ**

[pacificinnsantacruz.com](http://pacificinnsantacruz.com)  
330 Ocean Street, Santa Cruz, 831.423.3722

**PELICAN POINT INN**

[pelicanpointinn-santacruz.com](http://pelicanpointinn-santacruz.com)  
21345 East Cliff Drive, Santa Cruz, 831.475.3381

**QUALITY INN - DOWNTOWN SANTA CRUZ**

[qualityinnsantacruz.com](http://qualityinnsantacruz.com)  
1101 Ocean Street, Santa Cruz, 831.427.1616

**QUALITY INN & SUITES - CAPITOLA BY-THE-SEA**

[qualityinn.com/capitola](http://qualityinn.com/capitola)  
720 Hill Street, Capitola, 831.462.3004

**QUALITY INN & SUITES - SANTA CRUZ MOUNTAINS**

[staybysantacruz.com](http://staybysantacruz.com)  
9733 Highway 9, Ben Lomond, 831.336.2292

See ad page 34

**RAMADA LIMITED SANTA CRUZ**

[ramadasantacruz.com](http://ramadasantacruz.com)  
516 Water Street, Santa Cruz, 831.426.6111

**RIO SANDS HOTEL**

[riosands.com](http://riosands.com)  
116 Aptos Beach Drive, Aptos, 831.688.3207

**RIVERSIDE INN & SUITES SANTA CRUZ**

[santacruzriversideinn.com](http://santacruzriversideinn.com)  
505 Riverside Avenue, Santa Cruz, 831.426.2899

**RIVER VIEW VILLA**

[riverviewvillasantacruz.com](http://riverviewvillasantacruz.com)  
607 Third Street, Santa Cruz, 831.621.2929

**RODEWAY INN**

[watsonville.com](http://watsonville.com)  
1620 West Beach Street, Watsonville, 831.740.4520

**SALT AIR LODGE**

[saltairlodge.com](http://saltairlodge.com)  
510 Leibrandt Avenue, Santa Cruz, 831.423.6020

**SANTA CRUZ INN**

[santacruzinnmotel.com](http://santacruzinnmotel.com)  
2950 Soquel Avenue, Santa Cruz, 831.475.6322

**SEA & SAND INN**

[seasandsandinn.com](http://seasandsandinn.com)  
201 West Cliff Drive, Santa Cruz, 831.427.3400

**SEASCAPE BEACH RESORT - MONTEREY BAY**

[seascaperesort.com](http://seascaperesort.com)  
1 Seascape Resort Drive, Aptos, 800.929.7727

**SEAWAY INN**

[seawayinn.com](http://seawayinn.com)  
176 West Cliff Drive, Santa Cruz, 831.471.9004

**SUNNY COVE MOTEL**

[sunnycovemotel.com](http://sunnycovemotel.com)  
2-1610 East Cliff Drive, Santa Cruz, 831.475.1741

**SUPER 8 MOTEL - EAST**

[super8.com](http://super8.com)  
338 Riverside Avenue, Santa Cruz, 831.426.3707

**TORCH LITE INN**

[torchliteinnsantacruz.com](http://torchliteinnsantacruz.com)  
500 Riverside Avenue, Santa Cruz, 831.426.7575

**VALLEY INN**

970 Main Street, Watsonville, 831.724.8881

**THE BABBLING BROOK INN**

[babblingbrookinn.com](http://babblingbrookinn.com)  
1025 Laurel Street, Santa Cruz, 831.427.2437

**BOCA DEL CIELO**

[bocadelcieloinn.com](http://bocadelcieloinn.com)  
118 First Street, Santa Cruz, 831.457.2430

**CLIFF CREST BED & BREAKFAST INN**

[cliffcrestinn.com](http://cliffcrestinn.com)  
407 Cliff Street, Santa Cruz, 831.427.2609

**FAIRVIEW MANOR BED & BREAKFAST**

[fairviewmanor.com](http://fairviewmanor.com)  
245 Fairview Avenue, Ben Lomond, 831.336.3355

**FLORA VISTA INN**

[floravistainn.com](http://floravistainn.com)  
1258 San Andreas Road, Watsonville, 408.806.9036

**HINDS VICTORIAN GUEST HOUSE**

[hinds-house.com](http://hinds-house.com)  
529 Chestnut Street, Santa Cruz, 831.423.0423

**HISTORIC SAND ROCK FARM**

[sandrockfarm.com](http://sandrockfarm.com)  
6901 Freedom Boulevard, Aptos, 831.688.8005

**INN AT DEPOT HILL**

[innatdepothill.com](http://innatdepothill.com)  
250 Monterey Avenue, Capitola, 831.462.3376

**MONARCH COVE INN**

[monarchcoveinn.com](http://monarchcoveinn.com)  
420 El Salto Drive, Capitola, 831.464.1295

**RIO VISTA LUXURY SUITES**

[rivistasuites.com](http://rivistasuites.com)  
611 Third Street, Santa Cruz, 831.621.2929

**WEST CLIFF INN, A FOUR SISTERS INN**

[westcliffinn.com](http://westcliffinn.com)  
174 West Cliff Drive, Santa Cruz, 831.457.2200

**AT THE DUNES**

[atthedunes.com](http://atthedunes.com)  
2661 Beach Road, Building #3, Watsonville, 831.768.7285

**BAILEY PROPERTY MANAGEMENT**

[baileypm.com](http://baileypm.com)  
106 Aptos Beach Drive, Aptos, 831.688.7009

**MONTEREY BAY REALTY**

[montereybayrealtymgmt.com](http://montereybayrealtymgmt.com)  
All Santa Cruz County, Santa Cruz, Capitola, Aptos, La Selva, 831.477.7930

**CHESHIRE RIO REALTY AND PROPERTY MANAGEMENT**

[cheshirerio.com](http://cheshirerio.com)  
Various locations, Santa Cruz, Capitola, Aptos, 831.688.2041

**KENDALL & POTTER PROPERTY MANAGEMENT**

[kandpotter.com](http://kandpotter.com)  
1186 San Andreas Road, Watsonville/La Selva Beach, 831.722.0551

**PAJARO DUNES RESORT**

[pajarodunes.com](http://pajarodunes.com)  
105 Shell Drive, Watsonville, 831.728.7400

**BEACH HOUSE RENTALS**

[beach-houserentals.com](http://beach-houserentals.com)  
Various locations, Capitola, Aptos, Santa Cruz, 831.475.1808

**BEACHNEST PROPERTY MANAGEMENT & VACATION RENTALS**

[beachnest.com](http://beachnest.com)  
180 7th Avenue, #103, Santa Cruz, 831.722.0808

**BOULDER CREEK GOLF & COUNTRY CLUB**

[bouldercreekgolf.com](http://bouldercreekgolf.com)  
16901 Big Basin Highway, Boulder Creek, 831.338.2111

**KENNOLYN**

[kennolyn.com](http://kennolyn.com)  
Seasonal summer camps and year-round retreat space

**SANTA CRUZ HARBOR RV PARK**

[santacruzharbor.org](http://santacruzharbor.org)  
Santa Cruz North Harbor, Enter at 7th Avenue and Brommer Street, Santa Cruz, 831.475.3279

**SANTA CRUZ/ MONTEREY BAY KOA**

[santacruzkoa.com](http://santacruzkoa.com)  
1186 San Andreas Road, Watsonville/La Selva Beach, 831.722.0551

**MONTEREY BAY REALTY**

[montereybayrealtymgmt.com](http://montereybayrealtymgmt.com)  
Various locations, Santa Cruz, Capitola, Aptos, 831.688.2041

**PAJARO DUNES RESORT**

[pajarodunes.com](http://pajarodunes.com)  
105 Shell Drive, Watsonville, 831.728.7400

**SURF CITY RENTALS**

[surf-city-rentals.com](http://surf-city-rentals.com)  
P.O. Box 623, Capitola, 831.566.6144

**SURFSIDE APARTMENTS**

[surfside.com](http://surfside.com)  
311 Cliff Street, Santa Cruz, 831.423.5302

**TAYLOR PROPERTY MANAGEMENT**

[taylorpropertymgmt.com](http://taylorpropertymgmt.com)  
118 Pearl Alley, Suite B, Santa Cruz, 831.515.5601

**Campgrounds & RV Parks**

**KENNOLYN**

[kennolyn.com](http://kennolyn.com)  
Seasonal summer camps and year-round retreat space

**SANTA CRUZ HARBOR RV PARK**

[santacruzharbor.org](http://santacruzharbor.org)  
Santa Cruz North Harbor, Enter at 7th Avenue and Brommer Street, Santa Cruz, 831.475.3279

**SANTA CRUZ/ MONTEREY BAY KOA**

[santacruzkoa.com](http://santacruzkoa.com)  
1186 San Andreas Road, Watsonville/La Selva Beach, 831.722.0551

**MONTEREY BAY REALTY**

[montereybayrealtymgmt.com](http://montereybayrealtymgmt.com)  
Various locations, Santa Cruz, Capitola, Aptos, 831.688.2041

**PAJARO DUNES RESORT**

[pajarodunes.com](http://pajarodunes.com)  
105 Shell Drive, Watsonville, 831.728.7400

**FOR A COMPLETE LIST OF STATE PARK CAMPGROUNDS IN SANTA CRUZ COUNTY, VISIT**

[www.santacruz.org/campgrounds-rv-parks/](http://www.santacruz.org/campgrounds-rv-parks/)

**COMING SOON TO WATSONVILLE (Beginning 2020)**  
We trust you will find our location to be a pleasantly clean, quiet and cozy stay, with easy access to Highway 1 and all there is to offer in Santa Cruz and Monterey Counties

**BRAND NEW IN 2020!**

- 112 well-appointed guest rooms
- Fastest free Wifi
- High-tech spacious meeting room
- Relaxing swimming pool
- Well-equipped fitness center
- Clean with easy access travel center / Starbucks®
- Free hot breakfast with new healthy smoothies

75 Lee Rd., near Riverside Dr.  
Highway 1 – Exit 424, Watsonville  
**831-228-0295**

**Hampton Inn & Suites by HILTON**

This Page Intentionally Left Blank



AGENDA NO: B-3

MEETING DATE: March 19, 2020

# Staff Report

**TO:** Tourism Business Improvement District Advisory Board **DATE:** March 9, 2020

**FROM:** Jennifer Little, Tourism Manager  
Megan Leininger, Marketing Coordinator

**SUBJECT:** Inclusion of VRs in the Fall Wine Promotion

### **RECOMMENDATION**

Staff recommends continuing the fall Wine Promotion for hotels and expand the promotion to include vacation rentals.

### **ALTERNATIVES**

No alternative recommended.

### **BACKGROUND**

The fall wine promotion began in in 2016. In 2018 staff budgeted for wine cost so that all hotels could participate for free in the promotion. Morro Bay Tourism covers cost of wine. Most recently, in 2019, the dates were adjusted to begin in September – California Wine Month. Morro Bay Tourism provides the coupons to lodging, hotels provide certificate to guests who meet the 2-night requirement, and the coupon with proof of stay are taken to the wine vendor for bottle of wine redemption.

The fall wine promotion encourages visitation in the shoulder season with a complimentary bottle of wine for any 2-night stay in September and October. Ads for the promotion are focused in Los Angeles, Bay Area, and the San Joaquin Valley (from Sacramento to Fresno/Bakersfield) markets with some exposure in our local competitive set.

Prepared By: _____	Dept Review: _____
City Manager Review: _____	City Attorney Review: _____

# PAID ADVERTISING

## Results: Sip & Savor Campaign Launched August 1 – October 31

- This fall campaign focuses on our unique food and beverage properties in Morro Bay
- Digital Campaign Approach: retargeted ads on Trip Advisor and Adara Media, social media ads, google adwords, press release.
- <https://www.morrobay.org/plan/deals-promotions/sip-savor/>
  - Impressions 6.2 M
  - Ad Clicks 25,611
  - Promo Pg Views 13,487
  - CTR .41%
  - Conversions 22,369
  - CVR .37%
  - Ad Costs \$50,798
  - CPC \$2.06



## August – October 2019 Adara Tracking for Sip & Savor Campaign:

- Hotel Revenue Generated by Campaign Ads
  - Tracked Revenue (13% of MBT inventory) \$32,595
  - Projected Revenue Generated (x7.7) \$250,981
- Rooms Nights Generated by Campaign Ads
  - Morro Bay Hotel Searches 19,501
  - Room Nights Booked(13% of MBT inventory) 201
  - Projected Room Nights Booked (x7.7) 1547
  - Average Length of Stay 1.6 days
- Flights Booked Generated by Campaign Ads
  - SBP Flights Searched 5,285
  - SBP Flights Booked (97% of SBP inventory) 299
  - SBP Nights Booked (97% of SBP inventory) 1,409



Staff opens an RFP for this promotion to all viable businesses in the tourism district. To be included retailers must meet the following criteria:

- Have a retail store in Morro Bay
- Open 7-days a week and at least 8 hours per day
- Must be a California wine
- Shop/store must be in the tourism corridor area of Morro Bay
- Cost must be F.O.B.

Attached: Wine Promotion RFP

With the addition of Vacation Rentals into the bid January 1, 2020, staff is reevaluating promotions to consider how they work across all represented lodging properties.

## **DISCUSSION**

The wine redemption numbers from 2018 (671 bottles) to 2019 (663 bottles) remained consistent. Assuming consistency once again, staff estimates the total cost for this 8-week promotion to be \$4,220. This figure includes vacation rentals and hotels.

Hotel occupancy rate (2019):

September – 75% (of 915) = 686

October – 67% (of 915) = 613

Percentage of redemptions to occupancy: 51%

Cost per bottle: \$5

**Total cost for 2019 (only Hotels): \$3,315**

VR Occupancy rate:\*

September – 75% (of 250) = 188

October – 67% (of 250) = 166

\*Assuming similar occupancy as hotels for these months

Estimated redemption (51%): 181

Cost per bottle: \$5

**Estimated VR cost: \$905**

---

**Estimated total (VR & Hotel) cost for 2020: \$4,220**

## **CONCLUSION**

Staff recommends continuing the fall Wine Promotion for hotels and expand the promotion to include vacation rentals in 2020/21.

## **ATTACHMENT**

1. September/October 2020 Wine Promotion RFP



**REQUEST FOR PROPOSAL**  
**September/October 2020 WINE PROMOTION**  
**CLOSES JULY 31, 2020**

**PURPOSE**

Morro Bay Tourism Business Improvement District representing Morro Bay Hotel/Motels seek a partner to help facilitate our September/October 2020 wine promotion.

**BACKGROUND**

Sept 2016 and Sept/Oct 2017 Tourism ran a promotion for a 'complementary bottle of wine with a two-night stay.' This promotion required hotels to pay \$10 per bottle of wine used. With this expense on the hotelier, we saw a limited number of hotels participate. In 2016 we had a total of 5 hotels participate purchasing a total of 27 bottles which translates to 54 room nights. For the 2017 wine promotion the total hotels were increased to 7, and a total number of bottles purchased increased to 104 which equates to 208 room nights over the two months.

Two of the participating hotels chose to offer the complementary bottle to all two-night stays. This is where the increase in total bottles came from. These two properties used a total of 83 bottles and booked 166 total nights with this promotion. Noticing this increase in participation opened up the idea of providing this to all hotels at no cost. As with any promotion we see the highest amount of participation when there is no cost to the hotels such as our passports.

A review was done that covered a total of 154-nightly motel rooms in Morro Bay over September and October 2017 which represents 5.9% of our total rooms per night. A total of 1521 room-nights were assessed at being 2+ night stays. Total available motel-rooms over 60-days is 9180.

**STRUCTURE OF THE PROMOTION**

Morro Bay Tourism is looking to create an offer for all the hotels to participate September 2020 with at no cost to the visitor. The cost would be a co-op between a local wine merchant and TBID marketing dollars with the intention of the price being \$5 per bottle paid for by TBID and the balance on the retail outlet. Each retailer will use their vendors and associates to create the best wine at a cost they can afford to bare.

**What is the benefit to the retailer:**

1. Upsell guests to a higher price bottle using the \$5 (TBID funds) as a discount
2. Upsell guests on food or other items in your establishment
3. Possibility of adding the customer to your monthly wine club
4. Off-set your per/bottle costs with a local wine company or county wine region

TBID expects the total amount of wine to be paid for by TBID to be approximately \$10,000 from the TBID budget. City of Morro Bay Tourism Department will pay for the wine every two week. Receipt of sale for each bottle is required for payment.

**SUBMISSION CRITERIA**

This RPF responders must meet the following requirements:

- Have a retail store in Morro Bay
- Open 7-days a week and at least 8 hours per day
- Must be a California wine
- Shop/store must be in the tourism corridor area of Morro Bay
- Cost must be F.O.B.

Please provide the following information in your proposal. Please do not feel limited with the information below:

- Company Name: \_\_\_\_\_
- Address: \_\_\_\_\_
- Phone and contact name: \_\_\_\_\_
- Agrees to pay the balance of each bottle (over \$5) and facilitate pick up at your retail location. Yes \_\_\_\_\_

Why should we partner with your business? Please give us details about your business that makes you the front runner for this RFP.

---

---

---

---

---

---

---

---

Signed \_\_\_\_\_ Date \_\_\_\_\_

**EVALUATION PROCESS & CRITERIA**

The Tourism office will review and evaluate each establishment and will be seeking the most advantageous relationship for this promotion. Written proposals can be submitted on or before July 31<sup>st</sup>. The Tourism Manager will pick a viable candidate and issue an (LOI) letter of intent for this service agreement.

**Morro Bay Tourism Office & the Morro Bay Tourism Business Improvement District**

Morro Bay's Tourism Business Improvement district (TBID) is defined by the city limits of Morro Bay. This specific TBID is where the Hotel, Motel, Inns, B&B, and Vacation Rental owners self-assess themselves annually to fund sales and marketing activities to:

- Increase overall occupancy & lodging revenues, especially during mid-week and shoulder season
- Extend the number of average room nights beyond 1.5
- Bring exposure to Morro Bay as a viable destination for individuals and groups
- Positively impact transient occupancy tax (TOT) for the City of Morro Bay
- Create opportunities to positively impact sales tax businesses & drive economic development in the City of Morro Bay
- Assist with the development and growth of competitions and events that attract over guests

**QUESTIONS/CLARIFICATION?**

If you have any questions, please feel free to contact Jennifer Little, (805) 458-0411, [jlittle@morrobayca.gov](mailto:jlittle@morrobayca.gov)

This Page Intentionally Left Blank

This Page Intentionally Left Blank



AGENDA NO: B-4

MEETING DATE: March 19, 2020

# Staff Report

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

**FROM: Jennifer Little, Tourism Manager  
Megan Leininger, Marketing Coordinator**

**SUBJECT: U.S. TRAVEL IPW TRADESHOW LAS VEGAS, NV: MAY 30 – JUNE 3, 2020**

## **RECOMMENDATION**

Staff recommends the board consider:

Sending a volunteer TBID Advisory Board member to represent Morro Bay at the IPW Trade Show in Las Vegas, NV during May 30 – June 3, 2020 and, if approved, forward a recommendation to Council for the resulting budget adjustment.

## **ALTERNATIVES**

- 1.) Hire Michelle Carlen, Alignment Advising, Founder & President to represent Morro Bay; or
- 2.) Decide to forgo attending the IPW tradeshow this year.

## **FISCAL IMPACT**

There is currently \$2,700 remaining in the budget for IPW. It is anticipated the cost to send a TBID member to the IPW Trade Show would cost \$4,000 - \$5,000. The cost difference would require a budget adjustment from the TBID accumulation fund, which is currently above the minimum threshold, to be approved by the City Council.

Based on proposals provided by Ms. Carlen, the estimated cost for her attendance as noted in Attachment 1 would be \$6,000 - \$7,000.

## **BACKGROUND**

U.S. Travel Association's annual IPW is the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with over 1,300 international and domestic travel buyers, and media, from more than 70 countries to promote their product, negotiate future business and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer. – IPW

Morro Bay Tourism has attended IPW for the last four years by participating in the county booth.

About the Visit SLO CAL Booth:

- Made possible through co-op.

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

- Visit SLO CAL staff previews and schedules 20-30 appointments each day for those that may be interested in the county.
- 6 county members are at the table given 3 minutes to talk about their destination during each appointment.
- Upon return staff writes reviews/notes and forwards to hotels.

From these trade show appointments Morro Bay has had a lot of success in booking groups and foreign independent travelers (FIT). These leads go directly out to hotels. Leads also include day stop travel tours which turn into overnight trips in the future.

This year IPW will be held in Las Vegas May 30 – June 3, 2020. Staff is looking for an alternative way to attend this important show without taking staff's time.

Total cost for attending last year's IPW in Anaheim was \$4,185.84.

### **DISCUSSION**

- 1.) A TBID Advisory Board Member can volunteer to represent Morro Bay Tourism at IPW in Las Vegas and report leads back to the Tourism Manager.
- 2.) Michelle Carlen has extensive experience representing various tourism destinations and cities throughout California. Most recently she was the President of Central Coast Tourism Council while serving as Executive Director of Sales at Visit Santa Barbara. Her proposal includes site inspections and a familiarization tour so she can best represent Morro Bay at the conference.
  - a. *Attachments:*
    - Alignment Advertising IPW Proposal
    - Alignment Advertising Proposal Presentation
- 3.) If the board decides to forgo attending IPW this year, the open slot will go back out to other communities in the county, and Morro Bay will be placed on the waiting list in the future. This means Morro Bay Tourism may not be able to attend the trade show in 2021 – potentially missing an important window with new properties coming online next year. Staff does not recommend this option as it could affect the next several years attendance.

### **CONCLUSION**

Staff recommends the board consider sending a volunteer TBID Advisory Board member to represent Morro Bay at the IPW Trade Show in Las Vegas, NV during May 30 – June 3, 2020 and, if approved, forward a recommendation to Council for the resulting budget adjustment.

### **ATTACHMENTS:**

1. Alignment Advertising Proposal
2. Alignment Advertising Presentation

# Alignment

A D V I S I N G

---

March 6, 2020

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

Dear Jennifer:

I'm pleased to present this proposal to you for Alignment Advising to represent City of Morro Bay in the SLO CAL booth at the U.S. Travel IPW tradeshow May 30 – June 3, 2020 in Las Vegas, NV.

Alignment Advising, Founder & President Michelle Carlen will sit in and conduct Morro Bay specific overviews at the tradeshow appointments shared with partners of Visit SLOCAL. Michelle's two decades of career experience representing a various tourism destinations and cities within California provide a unique expertise that give her the ability to skillfully and thoughtfully represent a destination. Having also served as Past President of Central Coast Tourism Council, and spending many leisure vacation days in Morro Bay, Michelle's passion will undoubtedly be displayed.

On the following page you'll find a preliminary proposal with an outline and breakdown of expenses to be covered including: training (site inspections/FAM tour) in Morro Bay; travel, hotel, meals and incidentals during the show + professional representation fees.

I look forward to working with you.

Sincerely,

Michelle R. Carlen  
Founder & President

<https://www.alignmentadvising.com>  
(805) 233-7626

## PROPOSAL

**Project Overview:** Alignment Advising’s Founder & President Michelle Carlen will represent City of Morro Bay in the Visit SLOCAL booth during the buyer appointments at U.S. Travel’s IPW in Las Vegas, NV.

**Scope of Work:**

- Training prior to the tradeshow in Morro Bay on specific hotels and destination specifics
- Attendance and representation during buyer appointments at IPW
- Recap to Jennifer Little post IPW tradeshow

**Deliverables:**

- In partnership with Visit SLOCAL conducts appointments during IPW. Contact info and notes on appointments completed and provided back to Jennifer Little, Tourism Manager

**Professional Fees:**

**Option 1: Hourly Rate + Travel Expenditures**

**2- Day In-Market (Morro Bay) Site/FAM Tour with Jennifer**

Mileage expense @ Fed Rate of 57.5 cent from Carpinteria (240 mi)	\$ 138
Hotel overnight (provided by hotels in MB)	Provided
Meals (provided by City of MB; Jennifer Little)	Provided
16 hours of dedicated training @ \$100	\$1,600

**Tradeshow Representation**

Professional Consulting Fees 40 hours @ \$100 per hour	\$4,000
Airfare to Las Vegas Roundtrip Estimate	\$ 240
Hotel @ CA State Per Diem of \$124 x 5 nights	\$ 620
Meals/Incidentals @ CA State Per Diem of \$71 per day	\$ 355

---

<b>Option 1 Total Fees Estimate:</b>	<b>\$6,953</b>
--------------------------------------	----------------

# Alignment

A D V I S I N G

---

**Professional Fees Continued:**

**Option 2: One-Time Inclusive Project Fee** (includes above travel expenditures + professional representation fees)

IPW Training & Representation **\$6,000**

(Option 2 savings: discounted from hourly Option 1 of \$6,953)

---

**Option 2 Total Fees:** **\$6,000**

**Terms:** 50% deposit is due upon contract execution, remaining balance due upon completion of the project by mutually agreed upon date.

---

To commence services a written contract will be sent and signed upon receipt of signed "Proposal".

---

Jennifer Little, Tourism Manager; City of Morro Bay

---

Date

---

Michelle Carlen, Founder & President; Alignment Advising

---

Date

<https://www.alignmentadvising.com>  
(805) 233-7626

A top-down view of a wooden desk with a notebook, ruler, and pen. The text is overlaid on this image.

# *Alignment*

A D V I S I N G

---

**Your Best Success Realized**

**Business and Professional Development Consulting**

**City of Morro Bay  
Representation at IPW Proposal**



# *Alignment*

## A D V I S I N G

Alignment Advising is a business consulting practice founded on the guiding principle that when something is in "alignment" it is working to the best of its potential and therefore, able to fulfill its purpose and succeed.

Alignment Advising works with small businesses and organizations and to provide support in marketing, sales and organizational development and planning. Through an integrated approach, each client receives a customized step-by-step plan unique to them and their business.

A photograph of a wooden desk with a light-colored notebook, a ruler, and a pen. The word "Alignment" is written in a blue cursive font, and "ADVISING" is written in a black sans-serif font below it.

# Alignment

## ADVISING

### SERVICES

- Business Development
  - Board Oversight
- Customer Service/Guest Experience
  - Marketing & Communications
  - Organizational Development
    - Sales Management
    - Strategic Planning

**Areas of Specialty:** Association Management, Destination Marketing, Hospitality, Property Management, and Travel & Tourism

# *Alignment*

## A D V I S I N G

Michelle Carlen is the Founder & President having served over two decades working with organizations to grow their revenues, optimize processes and develop long-term strategic plans.

Carlen most recently was the President of Central Coast Tourism Council while serving as Executive Director of Sales at Visit Santa Barbara. Her work history includes representing tourism bureaus in Monterey, Irvine, Newport Beach and San Diego.





# *Alignment*

## A D V I S I N G

Alignment Advising's Founder & President, Michelle Carlen's previous successful track record include the following organizations:

- Solvang Conference & Visitors Bureau
- Central Coast Tourism Council
- Visit Santa Barbara
- Monterey County Convention & Visitors Bureau
- Irvine Chamber of Commerce/Destination Irvine

# *Alignment*

## A D V I S I N G

**Opportunity:** Represent the City of Morro Bay tourism in the Visit SLO CAL tradeshow booth at U.S. Travel's IPW show in Las Vegas, NV May 30 – June 3, 2020





# Alignment

## ADVISING

### Scope of Work:

- Training prior to the tradeshow in Morro Bay on specific hotels and destination specifics
- Attendance and representation during buyer appointments at IPW
- Recap to Jennifer Little post IPW tradeshow

### Deliverables:

- In partnership with Visit SLOCAL conducts appointments during IPW. Contact info and notes on appointments completed and provided back to Jennifer Little, Tourism Manager



# Alignment

## A D V I S I N G

### Professional Fees:

#### Option 1: Hourly Rate + Travel Expenditures (breakdown in Proposal)

2- Day In-Market (Morro Bay) Site/FAM Tour with Jennifer  
Tradeshow Representation

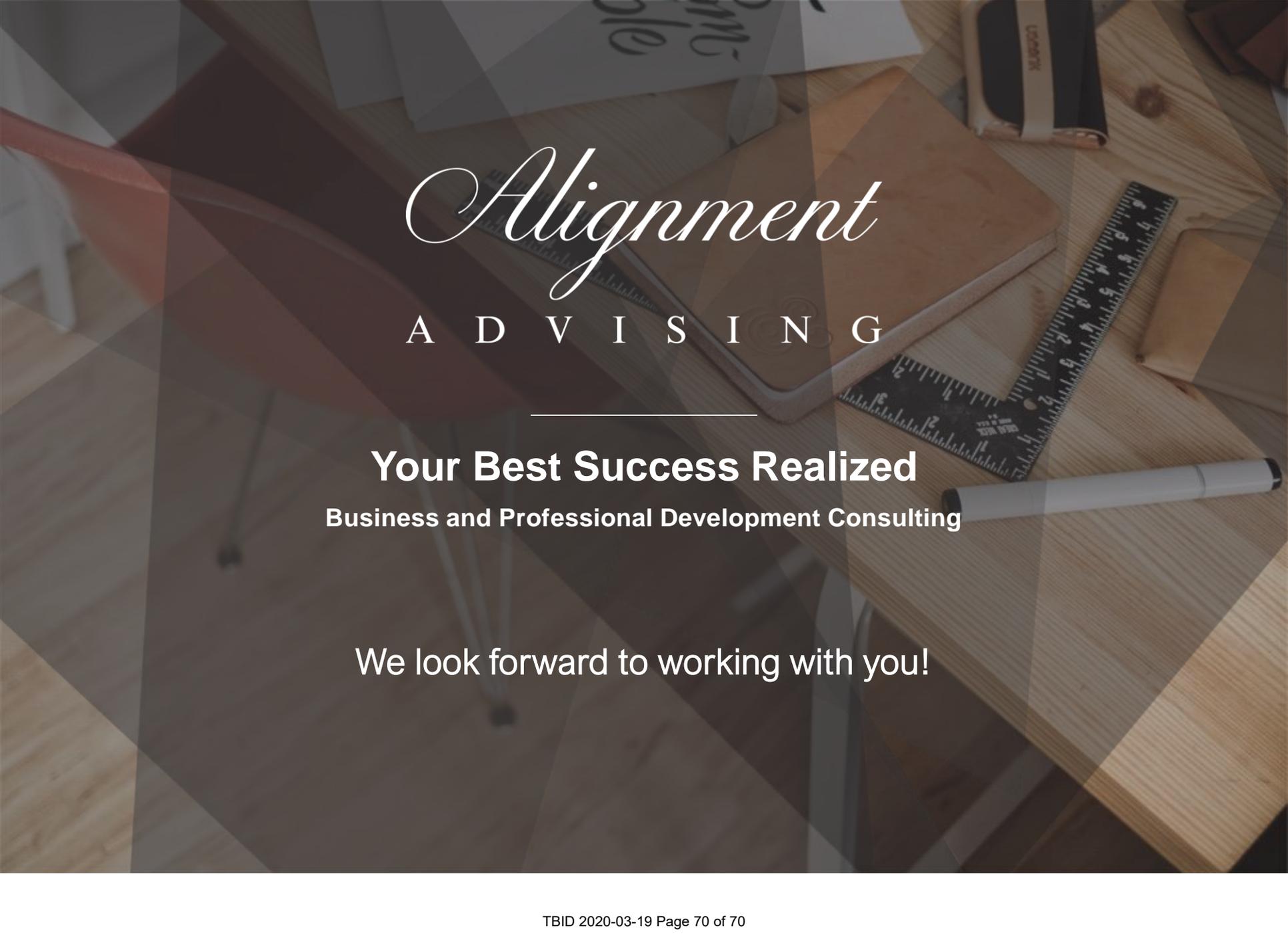
**Option 1 Total Fees Estimate: \$6,953**

Option 2: One-Time Inclusive Project Fee (includes above travel  
expenditures + professional representation fees)

**IPW Training & Representation \$6,000**

(Option 2 savings: discounted from hourly Option 1 of \$6,953)

**Option 2 Total Fees: \$6,000**

A top-down view of a wooden desk with a notebook, ruler, and pen. The text is overlaid on this image.

# *Alignment*

A D V I S I N G

---

**Your Best Success Realized**

**Business and Professional Development Consulting**

**We look forward to working with you!**