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.

AMENDED AGENDA
THURSDAY, MARCH 16, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA

I. ESTABLISH QUORUM AND CALL TO ORDER

II. PUBLIC COMMENT
Members of the audience wishing to address the TBID Board on matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.

III. APPROVAL OF MINUTES FROM THE JANUARY 19, 2017 TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING
RECOMMENDATION: Approve as submitted.

IV. JANUARY 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
RECOMMENDATION: Receive and file.

V. FEBRUARY 2017 MARKETING, PUBLIC RELATIONS, UPDATE, HIGHWAY 1 CLOSURE PLAN; (Mental Marketing)
RECOMMENDATION: Receive and file.

VI. MARKETING OVERVIEW FOR 2017-18; (TOURISM MANAGER)
RECOMMENDATION: TBID Board review and make recommendations.

VII. AMGEN $25,000 TBID SPONSORSHIP REQUIREMENTS AND EVENT UPDATE; (TOURISM MANAGER/DEPUTY CITY MANAGER)
RECOMMENDATION: Receive and file.

VIII. 2017-18 GRANT APPLICATION OVERVIEW; (TOURISM MANAGER)
RECOMMENDATION: Receive and APPROVE

IX. BUDGET ADJUSTMENT REQUEST FOR FISCAL YEAR 2016/17;(TOURISM MANAGER)
RECOMMENDATION: Receive and file.

X. GRANT/SPONSORSHIP FOR SLO JAZZ SERIES IN OCTOBER
RECOMMENDATION: Continue working towards an agreement to bring the series to Morro Bay in 2017. TBID Board agree to sponsor the SLO Jazz Concert Series at $10,800 per show with a maximum of 4 shows in 2017.

XI. NOMINATION AND ELECTION OF MEMBERS FOR CHAIRPERSON AND VICE CHAIRPERSON POSITIONS

XII. DECLARATION OF FUTURE ITEMS

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

AGENDA NO:	**III**
MEETING DATE:	**March 16, 2017**

MINUTES – TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
SPECIAL MEETING – JANUARY 19 2017
VETERANS MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Aaron Graves	Chairperson
	Charlies Yates	Member
	Maggie Juren	Member
	Taylor Newton	Member
ABSENT:	Jayne Behman	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Ikani Taumopeau	Deputy City Manager
	Lori Kudzma	Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER
https://youtu.be/ahJVc4VzWDs?t=39s

A quorum was established with four members present and the meeting was called to order at 9:01 a.m.

II. PUBLIC COMMENT
https://youtu.be/ahJVc4VzWDs?t=1m11s

There was no Public Comment.

III. APPROVAL OF MINUTES FROM THE DECEMBER 8, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING
https://youtu.be/ahJVc4VzWDs?t=1m27s

MOTION: Board Member Yates made a motion to approve the minutes from the December 8, 2016 Tourism Business Improvement Advisory Board meeting as submitted. The motion was seconded by Board Member Newton and carried 3-0-1, with Board Member Juren abstaining due to her absence from the meeting.

IV. NOVEMBER 2016 TRANSIENT OCCUPANCY TAX (TOT) REPORT; (TOURISM MANAGER)
https://youtu.be/ahJVc4VzWDs?t=2m34s

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

There was no public comment on this item.

The report was received and filed.

V. TBID MONTHLY MEETING DATE CHANGE; (DEPUTY CITY MANAGER)
https://youtu.be/ahJVc4VzWDs?t=6m46s

Deputy City Manager Taumoepeau gave the staff report and answered questions from the Board.

MOTION: Board Member Juren made a motion to accept staff's recommendation to move the regular meeting date to the 3rd Thursday of each month. The motion was seconded by Board Member Newton and carried 4-0.

VI. UPDATE FOR POSSIBLE MODIFICATION TO TBID; (DEPUTY CITY MANAGER)
https://youtu.be/ahJVc4VzWDs?t=9m54s

Deputy City Manager Taumoepeau gave the staff report and answered questions from the Board.

Chairperson Graves reminded everyone there had been a subcommittee formed to look into this topic. The subcommittee included Board Members Yates and Juren.

Board Member Taylor stated he does not agree with the recommendation and asked for clarification. There was discussion regarding the process behind the recommendation.

Board Member Juren pointed out that vacation rentals are currently in a state of flux due to the possible upcoming change in regulations and suggested that vacation rental owners may be more receptive once they get past this hurdle. Board Member Juren stated she believes 12 months is a reasonable time to wait.

There was discussion on the process and how long it could take. This discussion included the difference between the 1989 and 1994 legislation.

Board Member Yates expressed that it's evident from the data that vacation rentals and RV parks are benefitting from the TBID efforts. The process of including the vacation rentals and RV parks should be an open and inviting process.

Board Member Newton pointed out that the room was empty and that there was no one present to speak against this and stated that the silence could be interpreted as agreement.

There was a brief discussion about when to start the process in the future.

Public Comment: None

MOTION: Board Member Newton made a motion to not do what the staff report recommends but instead do the opposite and pursue going forward with adding vacation rentals and RV parks to the TBID. There was no second to this motion. Motion failed.

MOTION: Board Member Juren made a motion to adopt the recommendation of the outreach committee and staff to delay pursuing the vacation rentals and RV park inclusion in the TBID until after the results of fiscal year 2016/17 are available at the July 2017 TBID meeting. Board Member Yates seconded the motion and asked to amend the motion to include that the subcommittee should continue to meet on this topic. Board Member Juren agreed to the amendment. The motion carried 3-1-0, with Board Member Newton opposing.

VII. MARKETING, PUBLIC RELATIONS, SEARCH ENGINE OPTIMIZATION (SEO) UPDATE; (TOURISM MANAGER)
https://youtu.be/ahJVc4VzWDs?t=40m12s

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

The Board received and filed this report.

VIII. VISITOR'S GUIDE 2017 PRESENTATION; (TOURISM MANAGER)
https://youtu.be/ahJVc4VzWDs?t=58m10s

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

There were discussions regarding the distribution range, format and size of the guide, advertising rates, branding consistency, possible reduced rates for vacation rentals and RV parks.

Public Comment: None

MOTION: Board Member Yates made a motion to continue moving forward with "The Guide" design with Morro Bay placed on the top and to begin ad sales. The motion was seconded by Board Member Juren and the motion carried 4-0.

MOTION: Board Member Yates made a motion to provide a discount applicable to RV parks, campgrounds and vacation rentals. The motion was seconded by Board Member Juren and carried 4-0.

IX. DECLARATION OF FUTURE ITEMS
https://youtu.be/ahJVc4VzWDs?t=1h17m42s

Look at pursuing a 3-fold for the Visitor Center at the next meeting.

There was a discussion about the Board having a multi-year plan. Board Member Yates suggested a retreat for brainstorming. Tourism Manager Little suggested waiting until after the marketing plan is presented in March.

There was a discussion regarding filling the vacancy on the Board. Tourism Manager Little shared that a new member will be starting in February.

X. ADJOURNMENT
https://youtu.be/ahJVc4VzWDs?t=1h28m22s

The meeting adjourned at 10:29 a.m. The next regular meeting will be held on February 16, 2017, at 9:00 am at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Lori Kudzma

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AGENDA NO:	**IV**
MEETING DATE:	**March 16, 2017**

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **January Transient Occupancy Tax (TOT) Review**

RECOMMENDATION
Receive and file.

BACKGROUND
January TOT shows an increase over 2016 Occupancy Rate by 1%. Staff is pleased with this increase considering Hwy 1 and 41 were closed most of the month, and excessive rain in Morro Bay and a good snow fall in the mountains most likely lessened total occupancy for January.

RevPar is the same as 2016 at $41 and the Average Daily Rate (ADR) is at $94 increasing from $93 in 2016.

ATTACHMENTS
1. City of Morro Bay Transient Occupancy Summary
2. January Year over Year comparison

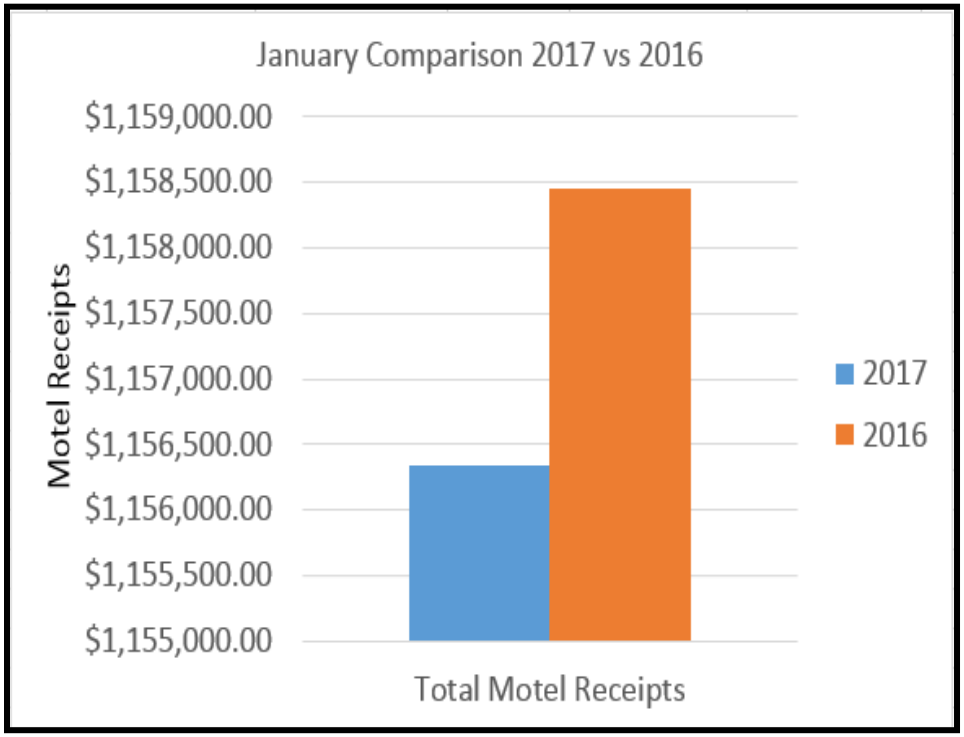
Prepared By: ___JL___

Deputy City Manager Review: _____

TOT January 2016 - 2017 Year to Year Comparison

DISCOVER MORRO BAY

Monthly January Comparison	Occ %		ADR		RevPAR	
	2017	2016	2017	2016	2017	2016
Atascadero, CA+	47.8	41.2	96.85	98.42	46.29	40.52
Cambria, CA+	54.7	53.8	138.35	142.20	75.66	76.47
Paso Robles, CA+	55.1	51.8	112.86	112.08	62.14	58.02
Pismo Beach, CA+	51.9	51.6	129.05	129.41	66.98	66.76
San Luis Obispo, CA+	56.4	55.2	115.69	118.85	65.30	65.62
San Simeon, CA+	37.5	40.7	102.69	99.26	38.51	40.35
Five Cities+	49.7	50.6	124.70	123.85	61.93	62.64
North Coast+	46.6	47.6	123.17	123.50	57.46	58.72
North County+	53.1	49.0	109.04	109.03	57.93	53.38
South County+	52.9	52.8	120.16	121.38	63.52	64.04
San Luis Obispo County	51.2	50.5	116.30	116.99	59.56	59.03



2016	2017
$41	$41
REV PAR	

2016	2017
$94	$93
ADR	

2016	2017
43%	44%
OCC RATE	

TOTAL ROOM INCREASED IN 2017 UP TO 917

TOTAL JACKRABBIT LEADS: 1822

MARKET FACTORS FOR JANUARY 2017

TOTAL WEEKENDS IN JANUARY - 5

HWY 1 AND 41 CLOSED 1/5 - 1/31

NEW YEARS EVE WEEKEND

WINTER BIRD FESTIVAL 1/13 - 1/16

HOLIDAY WEEKEND 1/14 - 1/16

TOTAL DAYS OF RAIN - 13

VALLEY WEATHER DAYS OVER	MORRO BAY WEATHER DAYS OVER
1 - 70+	3 - 70+
10 - 60+	15 - 60+
17 - 50+	13 - 50+
3 - 40+	

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

	(A) MOTEL RECEIPTS	(B) MOTEL TAX COLLECTED	(C) OCC RATE	MOTEL #RMS	(D) TRAILER PARK RECEIPTS	(E) TRAILER PARK TAX COLLECTED	(F) VACATION RENTAL RECEIPTS	(G) VACATION RENTAL TAX COLLECTED	(H) (B+E+G) TOTAL TAX COLLECTED	TMD	MBTBID
JULY	$3,926,321.42	$392,632.14	84%	915	$315,307.77	$31,530.78	$719,406.59	$71,940.66	$496,103.58	$49,610.36	$117,789.64
AUGUST	$3,206,607.36	$320,660.74	75%	917	$234,691.15	$23,469.12	$514,431.72	$51,443.17	$395,573.02	$39,557.30	$96,198.22
SEPTEMBER	$2,650,471.82	$265,047.18	71%	917	$216,541.97	$21,654.20	$337,841.93	$33,784.19	$320,485.57	$32,033.30	$79,514.15
OCTOBER	$2,248,453.60	$224,845.36	65%	917	$181,242.94	$18,124.29	$291,745.07	$29,175.27	$272,144.92	$27,218.57	$67,454.12
NOVEMBER	$1,701,950.15	$170,195.02	56%	917	$159,043.80	$15,904.38	$283,875.91	$28,387.59	$214,486.99	$21,448.70	$51,058.50
DECEMBER	$1,473,993.85	$147,399.39	50%	916	$135,896.12	$13,589.61	$246,523.82	$24,652.38	$185,641.38	$18,564.14	$44,219.82
JANUARY	$1,156,345.40	$115,634.54	44%	917	$98,383.11	$9,838.31	$195,410.28	$19,541.03	$145,013.88	$14,501.39	$34,690.36
FEBRUARY	$0.00	$0.00	0%		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
MARCH	$0.00	$0.00	0%		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
APRIL	$0.00	$0.00	0%		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
MAY	$0.00	$0.00	0%		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
JUNE	$0.00	$0.00	0%		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
	$16,364,143.60	$1,636,414.36			$1,341,106.86	$134,110.69	$2,589,235.32	$258,924.29	$2,029,449.34	$202,933.75	$490,924.82

CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2015/16

	(A) MOTEL RECEIPTS	(B) MOTEL TAX COLLECTED	(C) OCC RATE	MOTEL #RMS	(D) TRAILER PARK RECEIPTS	(E) TRAILER PARK TAX COLLECTED	(F) VACATION RENTAL RECEIPTS	(G) VACATION RENTAL TAX COLLECTED	(H) (B+E+G) TOTAL TAX COLLECTED	TMD	MBTBID
JULY	$3,567,987.30	$356,786.72	85%	914	$289,535.41	$28,953.55	$588,856.49	$58,662.70	$444,402.98	$40,365.41	$107,036.11
AUGUST	$3,279,867.36	$327,989.21	81%	915	$244,967.70	$24,496.77	$441,652.70	$44,165.25	$396,651.23	$37,116.34	$98,395.53
SEPTEMBER	$2,533,734.70	$253,372.45	70%	915	$204,270.87	$20,427.11	$288,860.77	$28,896.33	$302,695.89	$28,934.52	$76,011.56
OCTOBER	$2,227,793.17	$222,778.89	65%	915	$169,806.34	$16,980.55	$205,687.03	$20,568.65	$260,328.10	$25,478.24	$66,834.80
NOVEMBER	$1,498,834.45	$149,883.80	51%	915	$153,368.62	$15,336.86	$230,669.47	$23,067.64	$188,288.30	$18,416.38	$44,964.82
DECEMBER	$1,280,602.25	$128,060.85	46%	909	$125,995.25	$12,599.53	$186,763.33	$18,676.37	$159,336.75	$15,720.72	$38,418.54
JANUARY	$1,158,455.65	$115,847.56	43%	914	$102,218.19	$10,221.82	$121,359.63	$12,101.96	$138,171.34	$13,537.36	$34,753.25
FEBRUARY	$1,474,454.14	$147,445.41	53%	916	$127,713.42	$12,771.35	$129,940.47	$13,012.00	$173,228.76	$17,210.61	$44,233.67
MARCH	$1,829,170.54	$182,916.52	60%	913	$174,516.69	$17,451.67	$174,685.69	$17,450.57	$217,818.76	$21,768.76	$54,874.27
APRIL	$2,006,930.33	$200,693.03	62%	915	$177,306.57	$17,730.66	$190,695.00	$19,149.43	$237,573.12	$23,243.51	$60,208.24
MAY	$3,167,043.80	$227,587.31	63%	913	$194,592.77	$19,459.28	$268,883.26	$26,998.98	$274,045.57	$27,320.84	$68,276.84
JUNE	$2,802,327.72	$280,232.47	75%	916	$255,940.62	$25,594.06	$437,106.94	$43,710.69	$349,537.23	$34,849.72	$84,069.74
TOTFY16-17	$26,827,201.41	$2,593,594.23			$2,220,232.45	$222,023.20	$3,265,160.78	$326,460.57	$3,142,078.01	$303,962.38	$778,077.36

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mental MARKETING infinite solutions

Morro Bay Tourism

February 2017 Marketing Report

Refocused Marketing Approach in Light of Highway 1 Road Closure

In an effort to mitigate an anticipated drop in international tourism from the north due to the expected 12+ months of Highway 1 road closure, Discover Morro Bay Marketing and PR efforts are focused on targeting and growing regional traffic from feeder markets in the south and east during this time period.

- Digital ad buys have been refocused off of San Francisco Bay area to Southern CA, expanding those markets to include not only Los Angeles but the greater Los Angeles region including Orange County, Riverside County and Ventura County. Central Valley will also remain an important target audience for all digital campaigns.
- An additional ad buy of $24K was approved by city council and will be applied May – June 2017 to help increase summer visitors.
- Public relations outreach and media hosting will be focused on national media publications, regional media and social influencers from the south and east.
- City Council has also approved an additional $9,000 to the Tourism budget towards the purchase of using a database of 160,000 potential visitors from Central Valley and Southern California. Added database marketing campaigns in March, April and May will focus on growing the current level of awareness of Morro Bay's assets as a value add coastal family destination to indicated travel markets to the south and east.
- We will continue to engage the San Jose area through social media mostly in the off season of November – April when research indicates they are more inclined to travel to MB. In addition, the San Jose region is not as impacted by the Highway 1 closure as the SF and international markets so focusing on this travel market that is only 3 hrs. drive time increases possible conversion.
- Key messaging will be developed to reflect the best way to keep Morro Bay top of mind and make sure that the public knows MB and Hearst Castle are still open and accessible for business.

Partner Communications Plan

Visit SLO Cal has been in contact with **Visit CA**, the **Central Coast Tourism Council** and countywide DMOs to coordinate outreach efforts and create a communications plan to address the anticipated yearlong Highway 1 closure north of Big Sur. Jennifer Little and Maryann Stansfield attended a conference call to discuss how we can all partner to help make sure that travelers are getting accurate information on road conditions and how best to access our county over the next 12 months. Currently we are still waiting on the full countywide plan from VSLOCal so that we can create the Morro Bay outreach plan using their lead as the foundation. Next week a countywide marketing meeting will focus on this issue.

Talking Points with visitors

Please share with your front desk, front-line employees, visitor information staff, etc.

- *Caltrans has closed CA Highway 1 at Pfeiffer Canyon Bridge in Monterey County (1 mile south of Big Sur) indefinitely due to structural damage to the bridge.*

- *Morro Bay is your gateway to Hearst Castle, sitting just 30 miles south of the Castle with over 900 hotel rooms, 70 restaurants and dozens of retail stores!*

- *Travelers from the north are encouraged to take Highway 101 as an alternate route, which reduces travel time to SLO County by about 25 minutes exiting Hwy 41 to Morro Bay.*

- *From the 101 North, Morro Bay, is accessible from Highway 46 West and Highway 41 West.*

- *Traveling to Hearst Castle from the north, via the 101/46 route, is approximately the same drive time as the Highway 1 route, depending on traffic.*

February 2017 Website, Advertising and Social Analytics

Morrobay.org Web Stats

- Website Unique Visitors: 16,406 (*-32% Y/Y**)
- Places to Stay Page Views: 1,006 *(-80% Y/Y**)*
- Book Direct Referrals from FB: 2,081 *(+100%Y/Y)*
- Total Jack Rabbit Searches: 2,414 *(+18% Y/Y)*
- Jack Rabbit Referrals to Lodging: 1,474 *(-16% Y/Y)*

Paid Advertising Stats to Date

- Paid Digital Impressions: 20.1 M
- Clicks to Morrobay.org: 68,006
- CTR: .34% *(industry average .1%)*

Organic Social Media Stats

- Facebook Likes: **WE HIT 50K!!** 51,028 *(+12,937 likes, +34%, since July 1)*
  - Page Engagement: 7,520 *(-32% M/M)*
- Weekly Reach: 103,088 *(-51% M/M)*
- Twitter Fans: 1,845; (*+02%)*
- Instagram Fans: 9,500 *(+40% since July 1)*
  - Likes 16,000
  - Comments 252

Marketing Campaigns

Current Campaign: Take a Deep Breath and Save: February 1 – April 31

Overview: Focus of this campaign is for bookings in spring, including spring break and Easter holidays in March and April. With an emphasis targeting students, millennials and families who tend to vacation

during this time of year, the value add promotion focuses on getting outdoors in Morro Bay this spring. MB Tourism Office reached out to tourism partners and secured nine businesses willing to offer a discount on their products and services.
Geo Targets: Greater Los Angeles, San Juaquin Valley and San Jose
Call to Action: Take a Deep Breath and Save
Offer: Surf. Sail. Kayak. Paddleboard. All for less in Morro Bay
Landing Page: http://morrobay.org/deals-promotions/take-a-deep-breath-and-save-
Launched February 1: Website, Hotels and on Social Media including Facebook, Google Adwords and Display
Launch March 1: Digital Media Outlets Adara, Ad Taxi and Trip Advisor

Results to Date:

- Digital Impressions: started March 1
- Clicks: tbd
- Promotion MB.org Landing Page Visits: 770
- Jack Rabbit Booking Link Clicks: tbd
- FB reach: 30,040
- FB engagement: 2,060
- Activity Passports Redeemed: TBD

<u>Recap: Winter is for the Birds Campaign: December 2 – February 28</u>
Overview: The Winter is for the Birds Campaign strategy is to acquire bookings in January and February with an emphasis on love birds, snow birds and bird watchers. We are targeting women and boomers with disposable income in target markets Los Angeles, San Juaquin Valley and the Bay area.

- **Offer:** Stay two nights, get 3rd half off at participating hotels
- The offer is focused on increasing length of stay during this shoulder season
- **Launched December 2:** Hotels and on Social Media including Facebook, Google Adwords and Display

- **Launched January 2:** Digital Media Outlets Adara, Ad Taxi and Trip Advisor

Final Results:

- Digital Impressions: 4.86 M
- Clicks: 3,656
- Promotion MB.org Landing Page Visits: 8,271
- Jack Rabbit Booking Link Clicks: 4,705
- FB reach: 198,560
- FB engagement: 8,009
- Restaurant Passports Redeemed: 176

<u>Campaign in Development: Mid-Week Promotion May and June 2017</u>

Overview: We are working on a May June promotion that focuses on building mid week high season business. We are targeting women and families with disposable income in target markets in greater Los Angeles including Orange County, Riverside County and Ventura county, as well as the San Juaquin Valley.

- **Offer:** A value ad offer TBD
- **Launch first week of April:** Hotels and on Social Media including Facebook, Google Adwords and Display
- **Launch first week of May:** Digital Media Outlets Adara, Ad Taxi and Trip Advisor

<u>Amgen Campaign: Social Media Outreach for Bookings</u>

Overview: Tourism Manager Jennifer Little worked with Amgen to create hotel booking opportunities using swag bag merchandise. We are targeting cycling enthusiasts target markets in greater Los Angeles including Orange County, Riverside County and Ventura County, as well as the San Juaquin Valley and San Jose through social media.

- **Launch:** Landing page and social media campaign Mid-March

February Public Relations Activities

<u>Proactive/reactive Media Outreach</u>

- Follow up with Cheryl Crabtree, **Fodors.**
- Follow up with Ann Herold, **Los Angeles Magazine** regarding April story

- Daisy Barringer's story on Morro Bay will run in March on **Eventbrite/Rally**.
- Follow up with Elizabeth Bickford, Trekaroo in April for possible visit.
- Working on **KTLA News** getaway and visit from producer:
    - $200 Harbor House Inn
      House of Juju's Lunch $40
      Dutchman's dinner $100
      Frankie and Lolas breakfast $20
      Subsea tours and rentals $100
      Shopping Spree at Poppy's $40
      Total $500 trip
- Creating VJ for Freelance writer Christina Nellemann who wants to visit for a story in **7X7'**s new online publication. That will give her a few days to explore the area and meet up our clients on April 1. Have asked for weekday dates. She was thinking of doing some camping as well to check out the state parks. Has asked us to recommend any specific park.
- Get new dates from Cassie Keifer for eco friendly story
- Sending **Syndicated Travel Writer** George Hobica some ideas of things to see, do and eat while in Morro Bay in April. He is coming to Morro Bay for a family Reunion and rooms have already been booked but he doesn't know where. He is paying for his trip but wants ideas on what not to miss.
- Getting travel dates and do VJ for Renee Blodgett, Managing Editor **@WEBLOGTHEWORLD**
- Following up on dog friendly info sent to **Family Circle Magazine** for possible story
- Working on booking a media visit for Margaret Swaine, Travel, food, drink, spa & golf writer for **USA Today** and **Toronto Star**
- Julie Henning from **Road Trips for Families** is interested in visiting in the summer of 2017.
- **The Desert Sun,** Kathy Strong, has asked us to get back in touch next month.
- Working on getting new dates for Linda Hafizi, Publisher, **Elite Magazine**.
- Working with editor of **Foodism Blog** to get editor to visit for food stories.
- Following up on **IPA** story
- Submitted spring and summer events to **M Magazine.**
- Canceled trip by **Jewish Journal** writer because publication is undergoing revamp.

<u>Press Releases</u>

Monthly releases written and distributed over PR Newswire and Mental's Proprietary List of 5,000 travel and lifestyle journalists:

1) **Save When You Surf, Sail, Kayak, Paddleboard, Golf and Surrey this Spring in Morro Bay, CA**
   Stay in a Morro Bay Hotel, Motel or Inn this April and May and Save up to $130 on Fun Activities!
   Unique Opens: 541 Media Opens
   Top opens and follow up pitching to:

Lonely Planet	Modern Luxury
Extra TV	USA Today
AARP	LA Times
AARP	NY Times
AAA World	OC Register
Gayot	SF Examiner
Conde Nast Traveler	SF Chronicle

Arizona Republic
Ventura County Star
Bay Area Newsgroup
San Fran Magazine
SF Gate
SF Station
Fresno Bee
OC Register
Sacramento Bee
Bakersfield Magazine
Inside the Gate
North Bay Bridge
The Tribune
South Bay Biz
Bay Town Sun
Biz Journals
Buzz Feed
Bridal Guide
Inside Weddings
Dog Trekker
Island Dog Magazine
Modern Dog Magazine
Montecito Journal
Tahoe This Week
Tolosa Press
Central Coast Tourism
SLO Chamber
San Simeon Chamber
Solvang Chamber
VisitCA
Good Life Vancouver
BC Parent
Tips for Family Trips
OC Mom Blog
LA Parent
Parenting OC
Family Magazine Group
Travel Weekly
International Newsgroup
Manhattan Bride

- Follow up on January Press Release: **Morro Bay is for Lovebirds Keen on Savings this February** *Enjoy Dreamy Lodging Specials, Discover Exclusive Food and Wine Discounts, and Experience Romantic Outdoor Adventures Together throughout February*
- PR Plan and story ideas surrounding Amgen Event
- Planning for Highway 1 closure communications strategies

Visiting Media:

- **March**
  Wendy Alschuler, **Daily Meal, Red Tricycle** and others
  Sherel Purcell, **USA TODAY 10 Best** Contributor and other high end pubs
  Kim Cornell, **KTLA**
- **June**
  Shelly Rivoli, Founder & Editor-in-Chief: TravelswithBaby.com & FamilyTravel411.com
- **Getting travel dates from:**
  Polina Steier, **Marine Magazine**
  Cheryl Crabtree, **Bindu Media**, **Fodors**
  Linda Hafizi, **Elite Magazine**

Pending Coverage

- National Association for Boomer Women
- KTLA
- EventBrite Blog
- LA Magazine
- Fodors
- Daily Meal
- Red Tricycle
- Military Press
- Trekaroo
- It's a Wonderful Life Blog

- About.com
- Bindu Media
- Joseph Rosendos Travelscope
- VisitCA
- Antelope Valley Press
- Coastal Living Magazine
- News.com.au
- Valley Scene Magazine
- SoCalThrills.com
- Men's Journal
- AAA Magazine
- Jet Set Extra
- Sunset Magazine
- examiner.com
- Huffington Post
- LA Times Travel in Print

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DISCOVER MORRO BAY

February 2017 Press Clips

Press Release: Save When you Surf, Sail, Kayak, Paddleboard, Golf and Surrey this Spring in Morro Bay, CA

115M
ONLINE READERSHIP:

5.36M
ESTIMATED COVERAGE VIEWS:

65
SOCIAL SHARES:

27
LINKS FROM COVERAGE:

50K
CIRCULATION:

4.04M
PUBLICITY VALUE:

1.35M
AD EQUIVALENCY:

1.84K
ORGANIC WEB HITS:

691
MEDIA VIEWS:

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NEWS FOOD HOME MONEY HEALTH DEALS SHOP SEARCH

We Can't Stop Laughing At These Adorable Ballet-Dancing Dads

This Revolutionary New Bike Helmet Has Turn Signals And Brake Lights

Marriage Is Hard—Here Are 7 Books That'll Help You Through Tough Times

Coconut Oil Is A New Celebrity Health And Beauty Favorite

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LIFE

11 Under-The-Radar Small American Towns To Visit On Your Next Vacation

A little inspiration for your next vacation.

WENDY ALTSCHULER · 37 MINUTES AGO

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Did you know that our nation has reached a population of over 324,000,000, with ten cities that have one million or more people? These United States Census Bureau "fun facts" have us feeling like we need to find a little space to stretch out and explore.

And, to that end, we've compiled a list of 11 under-the-radar, beautiful American towns that are worth a visit.

1. Greenough, Montana

Bring out your inner cowgirl or cowboy on a trip out west to usurp all others. The Resort at Paws Up offers cabin or glamping adventures, outfitted the way nature intended with cool breezes, star-filled skies, lodgepole pines, horses and farm animals, and snaking creeks and rivers. With exciting events throughout the year—Winterfest, Wildflavor, Adrenzen, Cowgirl Spring Roundup, Montana Master Grillers, Montana Master Chefs—everyone, young and

Simplemost

Feb 22 2017

(EST.) MONTHLY VISITS:	**4M**
(EST.) COVERAGE VIEWS:	**252K**
LINKS FROM COVERAGE:	**2**

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BIRD'S-EYE VIEW OF MORRO BAY ON THE CENTRAL COAST OF CALIFORNIA

Posted on Wednesday, February 22nd, 2017 by Linda Ballou | no comments

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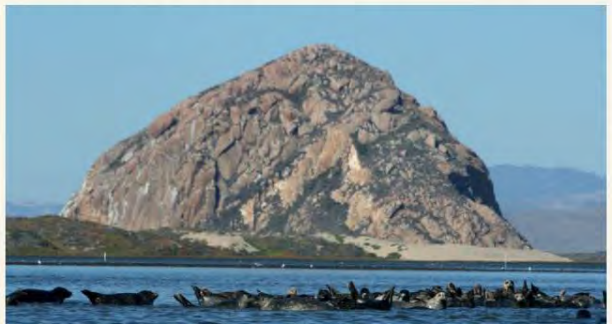
The roar of the surf is muffled by chalk white dunes wearing a cape of billowing grasses across from the boardwalk that lines Morro Bay estuary. A cool wind is tickling the waters of the Back Bay as I sit on a wooden bench beneath a sprawling cypress awaiting my kayak guide for Central Coast Outdoors.



The iconic 576-foot volcanic Morro rock dwarfs all else in the landscape. It's January the time of year when thousands of migrating birds make a stop here on the Pacific Flyway. Ominous clouds are gathering overhead. Showers this time of year are sporadic and usually light. I hear the moan of a lonesome buoy and hope it won't rain while I am on the water.

I met Virginia at the Back Bay Marina in the morning before typical afternoon winds pick up.

"Leave the paddling to me. Just relax and get your bino's out," she instructed, as I slipped into our two-man kayak.

Virginia loves to take bird

Travelscope.net

Feb 22 2017

(EST.) MONTHLY VISITS:	400K
(EST.) COVERAGE VIEWS:	50.9K
LINKS FROM COVERAGE:	1

8	1	1

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NATIONAL ASSOCIATION of BABY BOOMER WOMEN

Rock On, Morro Bay!

Posted By: Linda Ballou | More Articles Share This Post:

By Linda Ballou, NABBW's Adventure Travel Associate

Every year, hundreds of birders flock to the sleepy fishing town of Morro Bay on California's Central Coast to take part in the Audubon Birding Fest.

The Pacific's salt water mixed with the fresh water of streams flowing in the largest estuary on the west coast result in a nutrient-rich brew for thousands of birds.

The charm of the rust-colored, reed-choked estuary is subtle, but upon closer inspection you will find its beauty undeniable.

During the birding fest that takes place on Martin Luther King weekend, there are 140 different activities to match every level of enthusiasm. Be you a wild-eyed birder frantically checking off your life list, or a casual nature lover who just likes to add another dimension to their walks, there are activities for you.

On "The Big Day," birders are ferried around to birding hotspots in the region and often garner as many as 100 species to their lists.

In the "Little Sit," those who don't hike can enjoy the covered 4th Street Audubon Lookout overlooking the estuary for a couple of hours and observe whoever appears on the scene in that time.

Over 50 species can be spotted with this very comfortable option. A list of birding hotspots and activities during the fest are on the Audubon website.

According to the fest co-founder, Chris Cameron, there were 600 people at the fest this year with 211 species identified.

For $65.00 you can partake in the many Audubon events that take in local birding opportunities and surrounds. Organizers take birders as far south as the dunes in Pismo Beach, and as far north as Ragged Point on the edge of Big Sur. Some of the choices require an additional fee but are worth the price of admission.

The absolute best way to see animals and birds up close without disturbing them is in a soundless kayak.

For those who can't slip into a kayak, electric boats in the main harbor are available.

If you only have one day to explore the estuary, do it with Virginia or John Flaherty of **Central Coast Outdoors**. They have an encyclopedic knowledge of the birds and marine life and love to share information with guests on their tours. They also offer hiking and biking tours.

Ominous clouds mushroomed over the Back Bay Marina where I met Virginia at the kayak take-out point. The bay was calm in the morning, so we were able to glide easily toward the marsh channels lined with thick mud at low tide.

As we paddled toward a large channel in the estuary she pointed to pintails, buffleheads, and ruddy ducks while I sat in the front ogling with abandon. Tiny eared grebes curled under as we paddled by, and I felt part of the postcard setting with green mountains ringing the centerpiece of the 27,000-acre **Morro Bay State.**

A pod of curious harbor seals haul out every day on the banks of the estuary to rest after a night of hunting. Heads with curious black eyes bobbed within feet of our

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- Empty Nest
- Grandparenting
- Healthy Relationships
- In-Law Relationships
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- Fashion & Beauty
- Fashion
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- Going Green
- Health & Fitness
- Boomer Women's Fitness
- Healthy Heart Lifestyle
- Medical Health Advice
- Menopause
- Nutrition & Metabolism
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- Home & Garden
- Gardening
- Organizational Skills
- Legally Speaking
- Women's Law Issues
- Life Reinvention
- Loss & Change
- Reinvention
- The New Retirement
- Living with Chronic Illness
- Love, Sex and Dating
- Boomer Women Source

National Association of Baby Boomer Women

Feb 10 2017

(EST.) MONTHLY VISITS:	**38M**
(EST.) COVERAGE VIEWS:	**4.84M**
LINKS FROM COVERAGE:	**2**

24	1	2

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Discovery magazine

Friday, February 17, 2017

Four Friends and a Babymoon in Morro Bay on California's Highway 1

BY DAVE E. LEIBERMAN, LAINI MIRANDA, MAYA KESSEL, ANDREW KESSEL

We are four friends, two couples, from different cities, who get together as often as we can, although not as often as we'd like, to go on adventures. With the first baby expected in our group, we thought we'd take one last adventure before the greatest adventure of all. Hence, our first "babymoon."

Our adventure takes place in Morro Bay and along California's Highway 1, a gorgeous Pacific coastal road that embraces the mood of dreamers and wanderers who tend to find themselves there. Before this trip some of us hadn't even heard of a babymoon or Morro Bay (except in the recent movie "Finding Dory"). In thinking about winter holiday destinations, Zika prevented us from considering many Southern spots while a ski trip for a 6-month pregnant woman was similarly a bad choice.

Instead, we set our sights on the Central Coast of California, easily accessible from Los Angeles airport while still providing a great escape from the wintrier East Coast. We did not know what to expect. What we discovered was an amazing combination of outdoor sports and nature, wine, gastronomic delights featuring some of the best seafood we've ever had, and so much more, all nestled in beautiful California coastal towns. Highway 1 is famous for its windy roads beside perilous cliffs overlooking the Pacific Ocean. The 101-mile-long Highway 1 Discovery Route is situated between San Francisco and L.A. attracts 3 to 4 million visitors a year. Along the route you will find such popular attractions as the Hearst Castle, the Elephant Seal Rookery, dozens of wine vineyards (11 just in the 40 minute drive from Rock to Castle), oyster farms, and charming coastal towns. This region is remarkably diverse, yet it's a compact area, ideal to satisfy the wanderlust of our expectant mother who is otherwise more inclined to climb a mountain

See page D2

Four friends and a Babymoon in Morro Bay, on California's Highway 1 Discovery Route (photo by Laini Miranda/ Travel Features Syndicate)

Going Places, Far & Near

FEB 15 2017

CIRCULATION: 50K

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Page: 1 of 16 Automatic Zoom

WHAT'S NEW
IN CALIFORNIA

FALL 2016

visit California

Visit California is pleased to present this newsletter describing new developments taking place throughout the Golden State. Please note that dates listed are subject to change. Confirm with appropriate media contacts listed after each entry.

The information in this publication is also available online on our media site listed below. Simply look for What's New under Story Development. There you can dynamically search the most

Historic Route 66 Celebrates 90th Anniversary

The historic Route 66—also known as the Mother Road—is an iconic road trip for visitors and locals alike. Traversing San Bernardino and Los Angeles Counties, California's portion of Route 66 is approximately 325 miles long and is unlike any other section. While on the road, travelers experience incredible diversity including the Mojave Desert, San Bernardino Mountains and the heart of LA's entertainment industry. Americana endures on Route 66, making it an

66 Museum and the Western American Railroad Museum. Meanwhile, the California Route 66 Museum is located in Victorville. This year, the Mother Road celebrates its 90th anniversary Nov. 10–13 with the 2016 Los Angeles International Route 66 Festival, taking place at the road's original western terminus in Downtown LA—7th and Broadway—in what was then the heart of the entertainment industry. Multicultural events in Historic

industry.visitcalifornia.com

Oct 1 2016

(EST.) MONTHLY VISITS: **25.8K**

(EST.) COVERAGE VIEWS: **73**

1

❝ Inn at Morro Bay 60 State Park remodel, website launch

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WHAT'S NEW
IN CALIFORNIA

WINTER 2016/2017

visit California

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The information in this publication is also available online on our media site listed below. Simply look for What's New under Story Development. There you can dynamically search the most

Catch the Winter Wave in the Golden State

Catch the Winter Wave to California and "Hang Ten" or "Get Tubed" with unparalleled ski and snowboard experiences available at winter resorts throughout the Golden State. From snow surfing or building a surfing snowman to hot-tubbing or enjoying a perfect bluebird powder day, California is home to one of the longest ski seasons in North America with the ultimate landscape for a snow adventure. Visitors of all ages and skill levels will

High is planning to open mid-November; Heavenly Mountain Resort, Kirkwood Mountain Resort and Northstar California Resort are all anticipating to open Nov. 18; and Snow Summit is planning to open Nov. 18. Resorts across the Golden State are preparing for the season with improvements such as expanded trails, new snowmaking systems and innovative ski apps.

industry.visitcalifornia.com

Jan 1 2017

(EST.) MONTHLY VISITS:	**25.8K**
(EST.) COVERAGE VIEWS:	**73**

❝ New restaurants and information about the Maritime Museum

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Entertainment

Going Places Near & Far… Four friends and a babymoon in Morro Bay on California's Highway 1

February 16, 2017

57 0

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California Highway 1 Discovery Route

By Dave E. Leiberman, Laini Miranda, Maya Kessel, Andrew Kessel

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Instead, we set our sights on the Central Coast of California, easily accessible from Los

NEWS

Laura Curran backs reopening 6th Precinct
February 17, 2017

Plaza trustees relax law for automated garages
February 16, 2017

March elections to bring new mayors to Flower Hill and Munsey…
February 15, 2017

Residents, officials spar over East Williston security
February 15, 2017

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Weather

Long Island City, New York

Currently
Clear
Today is forecast to be **Warmer** than yesterday.

Friday 02/17 0%
Clear
Abundant sunshine. High 43F. Winds WNW at 5 to 10 mph.

Friday Night 02/17 10%
Partly Cloudy
Some clouds this evening will give way to mainly clear skies overnight. Low 33F. Winds light and variable.

WEATHER UNDERGROUND

Beside

The Island Now

Feb 16 2017

(EST.) MONTHLY VISITS:	**40.2K**
(EST.) COVERAGE VIEWS:	**4.47K**
LINKS FROM COVERAGE:	**1**

2

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Entertainment

Going Places, Far & Near… Four friends and a babymoon travel California's Highway 1 discovery route

February 23, 2017 366 0

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California Highway 1 Discovery Route

Scenic Pismo Beach on California's Highway 1 Discovery Route (photo by Laini Miranda/Travel Features Syndicate)

By Dave E. Leiberman, Laini Miranda, Maya Kessel, Andrew Kessel

For three days we have called Morro Bay home while we explored the quaint fishing village packed with water activities and amazing food, and visited nearby attractions including Hearst Castle and the Elephant Seal Rookery on Piedras Blancas (*see Four Friends and a Babymoonin Morror Bay on California's Highway 1, 2/10*).

Now we set out to travel south along what has come to be known as the CA Highway 1 Discovery Route, a scenic 101-mile stretch of Highway 1 along Coastal San Luis Obispo County, from Ragged Point to the dunes of Nipomo, with scores of picturesque villages, uncrowded beaches, state parks and wilderness areas, and bountiful wine regions.

Our destination is **Avila Beach**, an inlet cove off the Pacific that features several piers, a fabulous beach, golf course and a great wine trail in downtown Avila, hidden among the restaurants and shops.

NEWS

Floral Park doubles down on 3rd track study criticism
March 8, 2017

Polar plungers raise over 51K for Special Olympics
March 8, 2017

Crime takes sharp dive in New Hyde Park, precinct head says
March 8, 2017

Town removes Main Street trash cans at garbage district's request
March 6, 2017

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Weather

Long Island City, New York

Winter Weather Advisory
Issued:
11:51 AM EST on March 09, 2017
Expires:
2:00 PM EST on March 10, 2017

Special Statement
Issued:
9:58 AM EST on March 09, 2017
Expires:
7:00 PM EST on March 09, 2017

Currently
Clear
Today is forecast to be nearly the same temperature as yesterday. Cloudy, periods of rain tonight.

Thursday 03/09 10%
Clear

The Island Now

Feb 23 2017

(EST.) MONTHLY VISITS:	75K
(EST.) COVERAGE VIEWS:	8.35K
LINKS FROM COVERAGE:	1

42 | 1

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Going Places, Far & Near

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Four Friends and a Babymoon Travel California's Highway 1 Discovery Route

krubin723 February 1, 2017 BabyMoon, Getaways, US Destinations No Comments

Scenic Pismo Beach on California's Highway 1 Discovery Route (photo by Laini Miranda/Travel Features Syndicate)

By Dave E. Leiberman, Laini Miranda, Maya Kessel, Andrew Kessel

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- December 2013

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- Arts & Entertainment
- Attractions
- BabyMoon
- Best in Travel
- Biking Tours
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- Camping/Hiking/Outdoors
- Christmas holiday travel
- Cruising
- Cultural travel
- Culture
- Ecotourism
- Entertainment
- Family Travel
- Festivals and Events
- Getaways
- Heritage Travel
- Historic Places
- Holiday Travel
- Hotels & Resorts

Going Places, Far & Near

Feb 1 2017

(EST.) MONTHLY VISITS:	**1.01K**
(EST.) COVERAGE VIEWS:	**265**
LINKS FROM COVERAGE:	**1**

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Save When you Surf, Sail, Kayak, Paddleboard, Golf and Surrey this Spring in Morro Bay, CA

Stay in a Morro Bay Hotel, Motel or Inn this April and May and Save up to $130 on Fun Activities!

NEWS PROVIDED BY
Morro Bay →
Feb 23, 2017, 08:40 ET

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MORRO BAY, Calif., Feb. 23, 2017 /PRNewswire/ -- Take a deep breath in the great outdoors and save this spring on al fresco adventure when you stay in a Morro Bay hotel, motel or inn. In March and April the weather is warm and the water is abundant, perfect for families and spring breakers to dive into epic adventure for less. Check into a Morro Bay hotel and receive a passport worth $130 in savings on activity rentals and tours including boogie boards, surf boards, kayaks and tours, paddleboards, sailing tours, golf and surreys. And, these spring lodging specials offer even more in savings.

"We welcome families and spring breakers to Morro Bay to get outdoors and explore our town for less this March and April," explains Jennifer Little, Tourism Manager for Discover Morro Bay. "Spring offers some of the best weather throughout the year here in Morro Bay, and after a long rainy winter, we wanted to offer some incentives to get people back outdoors and play."

A true gem, Morro Bay is a seaside fishing village located mid-way between Los Angeles and San Francisco known for sustainably caught fresh seafood, miles of unspoiled beaches, and bustling waterfront and downtown districts offering abundant shopping, restaurants, wine tasting, events and outdoor adventures – the way California used to be. Check out these discounts:

The Paddleboard Company - 2 for 1 Paddleboard Rentals

AZHIAZIAM - 2 for 1 Half-Day Surfboard or Boogie Board Rental

Red Anchor Charters – Save $30/Hour on Bay Cruises and Whale Watching

Central Coast Outdoors - 10% Off Kayak Tours of Morro Bay

Kayak Horizons - 10% Off Kayak Rentals

Farmer's Kites and Surrey's - $5 off of a 2-seater surrey rental or $10 off of a 4-seater surrey rental

Morro Bay Golf Course - 1 free bucket of range balls

For information on all the exciting things to do and see in Morro Bay, visit www.morrobay.org.

There's so much to do this spring in Morro Bay you'll want to visit again and again!

PR Newswire

Jan 25 2017

(EST.) MONTHLY VISITS:	**5.89M**
(EST.) COVERAGE VIEWS:	**8.45K**
LINKS FROM COVERAGE:	**4**

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S&P 500	Dow 30	Nasdaq	Crude Oil	Gold	Silver
2,364.73	20,857.46	5,842.40	49.05	1,203.20	17.06
+1.75 (+0.07%)	+1.73 (+0.01%)	+4.85 (+0.08%)	-1.23 (-2.45%)	-6.20 (-0.51%)	-0.24 (-1.38%)

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PR Newswire February 23, 2017

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818-585-8641
147646@email4pr.com

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/save-when-you-surf-sail-kayak-paddleboard-golf-and-surrey-this-spring-in-morro-bay-ca-300412387.html

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Yahoo Finance

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CNBC

Investors weigh the bull and Draghi
Yahoo Finance Video

Yahoo.com

Feb 23 2017

(EST.) MONTHLY VISITS:	164M
(EST.) COVERAGE VIEWS:	52.7K
LINKS FROM COVERAGE:	3

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PRESS RELEASE

Save When you Surf, Sail, Kayak, Paddleboard, Golf and Surrey this Spring in Morro Bay, CA

Published: Feb 23, 2017 8:40 a.m. ET

Stay in a Morro Bay Hotel, Motel or Inn this April and May and Save up to $130 on Fun Activities!

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Red Anchor Charters – Save $30/Hour on Bay Cruises and Whale Watching

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Kayak Horizons - 10% Off Kayak Rentals

Farmer's Kites and Surrey's - $5 off of a 2-seater surrey rental or $10 off of a 4-seater surrey rental

Morro Bay Golf Course - 1 free bucket of range balls

For information on all the exciting things to do and see in Morro Bay, visit www.morrobay.org.

MEDIA CONTACT: Susan Hartzler
Public Relations Manager
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PR Newswire 23 February, 2017

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By: Morro Bay via PR Newswire

February 23, 2017 at 08:40 AM EST

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SOURCE Morro Bay

AZCENTRAL 40 INDEX MOVERS

UNIVER TECH INST RG	3.53	+0.06 (+1.73%)
INSYS THERAPEUT RG	11.20	+0.13 (+1.17%)
WESTERN ALLIANCE RG	51.93	+0.55 (+1.07%)
ACCELERATE DIAGN RG	24.05	-0.45 (-1.84%)
VIAD RG	45.20	-0.60 (-1.31%)
SWFT TRANSPRTN-A	21.02	-0.26 (-1.22%)

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Susan Hartzler
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818-585-86[illegible]

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AGENDA NO: VI

MEETING DATE: March 16, 2017

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **Marketing Overview for 2017-18**

RECOMMENDATION

Receive and make recommendations.

BACKGROUND

Staff has been working closely with an outside group made up of hotel owners, and local influencers to develop a robust plan for this coming year. This is strictly an online for Board review. Anything can be adapted, added or removed.

Final Board recommendations will go to the Annual meeting in April.

CONCLUSION

Receive and file

ATTACHMENT

1. Marketing Outline 2017-18

Prepared By: ___JL___

Deputy City Manager Review: _____

Morro Bay Marketing Plan 2017-18

Goals:

- Establish symbiotic marketing partnership with Visit SLO Cal
- Coordinate and outreach to target audiences that are supported and cost effective
- Secure and agree on most beneficial target audience and seasonal promotions
- September wine month discussion
- Get Parks and Rec to step up with rec led events
    - Hiking, sailing, volun-tourism, ecotourism, beach clean up
    - Self-guided ecotourism events managed through the visitor's center

6 Key Target Markets:

1) Los Angeles 2) Seattle 3) San Francisco 4) Phoenix 5) Las Vegas 6) San Diego

Note: Because of certain qualifiers, Visit SLO Cal will not be placing media in the Central Valley, leaving opportunities for city-specific marketing.

Highway 1 Closure Communications Plan

Previously reviewed in the Monthly Mental Marketing outline

Database purchase from our first planning meeting

Previously reviewed in the Budget Adjustment report

MB/ Visit SLO Cal Target Market Approach:

Moderate/Low Awareness

The greatest opportunity for growth is to focus on age cohorts who have a lower awareness of MB/the county. Marketing/advertising best practices indicate that there is greater opportunity at the brand development stage to move the needle from moderate awareness to high than it is from high to even higher. It also exposes the destination to a new set of prospects for message testing.

Travel Spending

Because economic growth and tax revenue are critical for Morro Bay and San Luis Obispo County, the recommendation is to focus on those travelers who have a higher propensity to spend more on trips in general or have spent more while visiting the county. Morro Bay assessed the Profiles Research and the Feeder Market Survey to make this conclusion.

Items posted in BLUE are concept only and might not all get approved or funded

MORRO BAY 2017-18 Proposed Monthly Marketing Outline

Setting up 2017-18 one of the fundamental issues is lack of an event planner and staff to manage events. It's critical that the tourism office DOES NOT become an event planning office. For that reason you'll notice some of the events are based largely on access and availability of outside entities to manage these new opportunities.

On a long term basis, it is our hope and intension to eventually grow these new events and promotions to the point that will allow for an outside group to be the event managers.

July 2017

Promote lifestyle for active families
Entertaining, educational, eco-tourism (self-guided)
Added value: Mid-week lodging packages

4th of July – Dog Days of Summer

Spend the 4-day weekend in Morro Bay with your dogs. Use the quite (no fireworks) atmosphere to attract people that travel with pets.

Splash Dogs at the Rock – on 4th of July weekend packages for pet-friendly hotels (waiting to get a cost)

August 2017

Promote lifestyle for active families

Ecotourism - Participants will stop at the center to pick up their self-guided outline. While there they will get to see the potential gifts that they can redeem for participating in their Eco-tourism vacation. Managed through the morrobay.org site and the Visitors Center.

Voluntourism - many visitors find that doing some sort of volunteer work while visiting is a great way to give back. Possibly team up with Eco Rotary, National Estuary, Monarch Butterfly grove, BMX Park, Morro Bay in Bloom or Guerilla Gardner's to do a daily volunteer program before enjoying the rest of Morro Bay.

Added value: Mid-week lodging packages

September 2017

VisitCA & VSLOC – California Wine Month
Avo-Marg Festival & Taste of the Grove

Th/Fri Movies in the park (sponsored by the city of Morro Bay)
Concerts on the Bay

Added Value: Free Bottle of wine w/two night stay
Promote packages with wine wrangler and uber for driving to Edna Valley and Paso.
Get out of the heat after tasting and enjoy the coast and seafood.

Hotel Guest Added Value: Free Avo-Marg ticket w/hotel stay (only used for compression 10 days out from event).

October 2017 – Maritime Month

Harbor Festival
VSLOC - October: Culinary Harvest/Fall Month
Create a large scale 5-day fishing competition w/Virgis Landing with large cash prizes

Concerts on the Bay
5-Day Fishing contest through Virg's Landing TBID to support with Cash prizes

November 2017

Morro Bay Triathlon
Soupabration – primarily a local's event
VSLOC - November: Golf & Stay Month

Possibly TBID spending dollars to add street lighting

Added Value: Kids Get Free Stuff
Total redemption from 2016 kids passport was: 717 Passports used
For 2017 we recommend doing a quality Kids Passport that again spans Nov and Dec.

December 2017

Kids Passport continues
Lighted Boat Parade – Work closely with Rotary to help grow this to a two-day parade. Request for each restaurant on the waterfront and bluff to sponsor a boat. Estimated to be a ($400 investment). This will more than double the total amount of bats in the parade. MBT to offer a large first place cash prize to incentivize participants!
VSLOC - December: Holiday Travel Month

January 2018

Winter is for the birds!

Added value: Restaurant Passport

2017 saw a great response to this campaign and for that reason we recommend to run it in 2018.
We would not include wine offers for 2018 passport as we saw a lack of response for these offers.
Total redemption from 2017 Restaurant Passport: 186

Grow the bird "festival" audience into the entire month.

Offer self-guided tours of birds and Monarchs

Kayaking, paddleboard and boat –bird tours from the bay (possibly City Rec Dept)

VSLOC - January: Restaurant Month

February 2018

Winter is for the LOVE birds

Butterflys & bubbles? (work in progress would require a coordinator) Working to set up a Feb promotion with SLO wine alliance.

Kayaking, paddleboard and boat –bird tours from the bay (possibly City Rec Dept)

Citywide Bridge Tourney W/Cash prizes from TBID (locations all over town)

Restaurant Passport continues

VSLOC - February: Romance Month

March 2018

Wellness Month – Sponsored by: Dignity Health (work in progress)

The entire month will be dedicated to renew and reuse to better our health and environment

- ***Ladies health event***
- ***Yard Sale weekend***
- ***Antique weekend event on MB Blvd?***
- ***SLO Movie festival at the Bay***

VSLOC March: Film and Arts Month

April 2018

SOAR into Morro Bay

Kite festival

Wind Energy event (Soap Box Derby on the sand) – sponsored by PGE?

Event Overall Concept:

- Reach out to all schools, students and wind "geeks" we will challenge them to build a vehicle that moves with the wind as power. It will need to drive down the beach on a course
- Entries need to be handmade, not from a kit
- They can be created as a parent/child team
- All vehicles will be on display Saturday in the Rock parking lot in the food & vendor festival grounds
- Winners will receive a HUGE trophy, $200 and the honor of being crowned King of the Beach for the year.
- Sat and Sunday have professional Land-sailer exhibition on the beach
- Proceeds will go to Community Foundation of Estero Bay.
    - Winners will be in the following categories:
        - Overall use of reused supplies
        - Longest distance driven on the beach track
        - King of the Beach – overall winner

- Most creative

Hotel Added Value: Activity Passport
VSLOC - April: Pet-Friendly Month

May 2018

Roll into the Bay - *2 wheel or 4-wheel May is the month to be in MB!*
MB Car Show
MBHS Car Show – See if we can get them to move this event to May (vs Feb)
Bike, Blues and Brews – Conceptually I like the idea but will need to see how we can pull this off. Possibly, the blues concerts are at Siren.
Amgen
Memorial Weekend
Promote – Mid-week lodging packages and activities
VSLOC - May: Bike Month and National Travel and Tourism Month

June 2018

Promote mid-week lodging specials to increase bookings. Focus on family, outdoors, watersports, ecotourism. Ecotourism is self-guided, beach clean-ups possibly self-guided.
VSLOC - June: Great Outdoors Month

AGENDA NO: VII

MEETING DATE: March 16, 2017

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **AMGEN $25,000 TBID Sponsorship Requirements**

RECOMMENDATION
Receive and file.

BACKGROUND
TBID approved $25,000 to be used towards the sponsorship of 2017 AMGEN Finish in Morro Bay on May 16, 2017. TBID required the funds to be used toward hotel rooms and team meals. Attached is the final room list from AMGEN, which is an overview of all the finalized and signed contracts between Morro Bay hotels and AEG.

To leverage the balance of our hotel stock staff has secured several different item to be used in the promotion of hotel rooms. Included are backpacks, VIP tent tickets, market bags, sunglasses and more. Hotels that are not housing AMGEN staff or teams will be given swag as add-on values for their guests. These items were secured primarily for hotel use as no additional cost. With these added value items all of our hoteliers will be able to participate in AMGEN and benefit from it.

AMGEN SWAG ADDED VALUE
350 total pieces of AMGEN swag have been secured and will be given out to hotel guests that stay overnight on May 16th. Guests will need to bring a copy of their receipt into the Visitors Center to pick out their swag.

AMGEN VIP PACKAGES
AEG originally offered 20 tickets for their VIP tent at the finish line for dignitaries. Staff negotiated to receive 50 total tickets at no cost to be used for hotels. Value of each ticket is $185. AEG asked for these packages to use in securing a high-level guest. Packages require a two-night stay.

CONCLUSION
Allocated TBID funds are being used as stated in the original request. Proceed as staff sees fit to secure additional room stays while this event is here.

ATTACHMENTS
1. Complete room allocation list
2. SWAG Promotion detail
3. VIP package detail

Prepared By: __JL____

Deputy City Manager Review: _____

Complete room allocation list

Signed and completed room & food allocations contracts for Morro Bay finish. Contracts totaled $74,761. The contracted hotels were:

- Ascot at the Rock
- Bayfront Inn
- Best Western San Marcos
- Blue Sail Inn
- Comfort Suites
- Econolodge
- Harbor House Inn
- Inn at Morro Bay
- LaSerena Inn
- Masterpiece Hotel
- Motel 6

AMGEN SWAG GIVEAWAY

Attachment 2

AMGEN 2017 SWAG JUST FOR YOU!

Stay in Morro Bay, May 16.

The choice is yours! Backpack, market bag, sunglasses and more!

BOOK TODAY! http://bit.ly/BookRoomsAmgen2017

DISCOVER MORRO BAY

To redeem: Show your proof of hotel/motel stay at the Visitors center 9am-5pm located at 695 Harbor Dr in Morro Bay.
Total number of promotional items is Limited and will be discontinued when all promotional items are given out.
City of Morro Bay has the right to change or discontinue this promotion at any time.

Swag giveaways (350 total)

Bay View Inn	22
Beach Bungalow Inn & Suites	12
Best Western El Rancho	27
Best Western Tradewinds	24
Breakers Motel	26
Comfort Inn	6
Fireside Inn	24
Holland Inn	23
Marina Street Inn	4

Masterpiece Hotel	4
Morro Crest Inn	17
Morro Shores Inn & Suites	30
Pacific Shores Inn	22
Rockview Inn	12
Sandpiper Inn	22
Sea Air Inn	25
Seaside Inn	33
Sundown Inn	17

Attachment 3

VIP PACKAGES

- 456 Embarcadero Inn
- Ascot at the Rock
- Blue Sail Inn
- Front Street Inn
- Estero Inn
- Pleasant Inn
- Gray's Inn
- LaRoche Suites
- Harbor Front Suites

DISCOVER MORRO BAY

VIP ACCESS JUST FOR YOU!

$379 VALUE!

Book your two-night stay in one of our suites and you'll receive exclusive access into the Amgen Tour of California VIP tent!

Hospitality Passes provide exclusive access into the main VIP Hospitality Tent located adjacent to the FINISH Line.

Finish Line VIP Hospitality Includes:

- Swag bag of goodies that you'll receive upon check-in
- Premium Viewing Location
- Full Food & Beverage (includes beer and wine)
- Lounge Style Seating
- Live Race Coverage (last two hours of the broadcast)

AGENDA NO: VIII

MEETING DATE: March 16, 2017

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **2017-18 Grant Applications**

RECOMMENDATION

Receive and file

BACKGROUND

The application for the 2017-18 coming grant season have been updated for your review.

Total funds allocated for this will be assessed when 2017-18 budgets are finalized by the City staff.

2017-18 application dates as follows:

March 16th TBID meeting, board approves new grant application

March 20th Grants are opened for submission

May 15th Grant application closing date

May 24th Event Grant Task Force to review all applications

June 15th TBID meeting board to award grant funds

CONCLUSION

Receive and file

ATTACHMENT

1. 2017-18 Grant Application

Prepared By: ___JL___

Deputy City Manager Review: _____

DISCOVER MORRO BAY

2017-18 Event Grant Funding Request

APPLICATION INFORMATION & CHECKLIST

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events and sponsorships with in-kind marketing contributions for the 2017-18 fiscal year.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **May 15, 2017** at the Morro Bay Tourism office.

You may also submit them via email at jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. If you choose to email your application please follow up with a call to the Tourism office that is was received.

- All eligible requests will be reviewed by an anonymous volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay)
- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Advisory Board
- The Morro Bay Tourism Business District Advisory Board will review and approve funding requests at their June 2017 meeting
- Each event grants recipient will receive an award letter including the amount awarded, logo requirements, a Post Event Report Form, plus other applicable information before the end of June 2017
- Those events not receiving funding will be notified by mail before the end of June 2017

Schedule:

March 16th TBID meeting, board approves new grant application
March 20th Grants are opened for submission
May 15th Grant application closing date
May 24th Event Grant Task Force to review all applications
June 15th TBID meeting board to award grant funds

Request Form Checklist:

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

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of $65,000 is available to fund multiple events.*

2017-18 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of July 1, 2017-June 30, 2018.
- Your event must be held within the city limits of Morro Bay, California.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business on **May 15, 2017** at the Morro Bay Tourism office. You may submit them via email at Jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received, after 5pm on May 15, 2017 or incomplete applications will not be considered. It is the applicant's responsibility to call and confirm email applications have been received.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.
- First priority for issuing grants is for increasing tourism into Morro Bay during off-season (October through May) and during midweek (Tu, Wed, Th) year round.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# _____

Organization Name: _____

Board Chair: _____ Phone: _____

Main Contact: _____ Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: _____

Website: _____

EVENT DETAILS

Event Name _____ Years in existence? _____

Description _____

_____

_____

_____

_____

_____

_____

_____

Date(s) _____ to _____

Location(s) _____

Website _____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of $65,000 is available to fund multiple events.*

EVENT HISTORY & FUTURE PROJECTIONS

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

	2013	2014	2015	2016	2017
Total Revenue	_____	_____	_____	_____	_____
Total Expenditures	_____	_____	_____	_____	_____
# Attendees	_____	_____	_____	_____	_____
# Vendors (if applicable)	_____	_____	_____	_____	_____
# Room Nights	_____	_____	_____	_____	_____

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

EVENT BUDGET

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

Revenue

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

$ _____

OTHER FUNDING ___ We will receive other sponsorship dollars $ _____

___ We will receive matching funds $ _____

___ We will receive in-kind donations $ _____

Total Revenue $ _____

Expenses

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

_____ $ _____

Total Expenses $ _____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of $65,000 is available to fund multiple events.*

GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event and add up the sum to total the grant amount requested. The total amount cannot exceed $5,000.

**To qualify for funding, your event or competition must consume 10 or more hotel/motel rooms in Morro Bay. The selections below must only pertain to your main event and no other existing events.*

Days (please select only one)

_____ One day event
_____ Two day event
_____ 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

_____ 1,000 or less attendees or spectators
_____ 1,001-2,500 attendees or spectators
_____ 2,501-5,000 attendees or spectators
_____ 5,001+ attendees or spectators

Morro Bay Hotel/Motel Rooms (please select only one)

_____ 10-49 hotel/motel rooms
_____ 50-99 hotel/motel rooms
_____ 100+ hotel/motel rooms

Groups (select only one)

_____ If your event attracts (2) two or more buses to your event
_____ If it is a tournament or competition, attracting (6) six or more teams

Reservation Widget *** REQUIRED TO RECEIVE FUNDS***

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

Tickets/Fees (select only one)

_____ No admission or gate fee being charged
_____ Event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

_____ What percentage of your marketing outreach is outside of San Luis Obispo County

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

If Yes, please explain how the funds were used _____

_____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of $65,000 is available to fund multiple events.*

MARKETING/ACTION PLAN

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

_____

_____

_____

_____

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

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

_____

Sales Tax Businesses (restaurants, retail, etc) _____

_____

City of Morro Bay _____

_____

VERIFICATION OF INFORMATION

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

_____

_____

_____

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

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

Signature: _____ Date:_____

This area is for the Event Grants Taskforce

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

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California. A total of $65,000 is available to fund multiple events.*

AGENDA NO: IX - AMENDED

MEETING DATE: March 16, 2017

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **Budget Adjustment Request for Fiscal Year 2016/17**

RECOMMENDATION
Receive and file.

BACKGROUND
Summer 2017 Promotional Spend - $24,000 to be used in May and June has been approved by City Council.

The current budget for tourism had a planned gap with no funds being earmarked towards advertising summer hotel stays. Last season minimal marketing dollars were put towards the promotion of Morro Bay visitors for June and our Average Daily Rate (ADR) suffered because of it. Staff recommends to increase the advertising spend with a total of $24,000 which will be used in May and June on ad buys. These funds will mainly promote summer season stays but a secondary outcome of this spend will be the natural increase in May/June stays to some extent due to Millennial's booking with shorter lead times.

Purchase customer profiles - $9,000

A recent audit of the 2016 Morro Bay Tourism Bureau database of 19,000+ profiles shows more than 48% of these leads are: 14% income under $30,000 and 48% of the database income is under $69,000 and primarily working families. This may be one reason Morro Bay attracts day-trippers and not as many overnight guests. There is a place for this group in Morro Bay tourism but we need to diversify the outreach to secure solid 2-night stays during the shoulder season and midweek.

CONCLUSION
Additional funds will help grow TOT going into our high season.

ATTACHMENT
1. Database detail

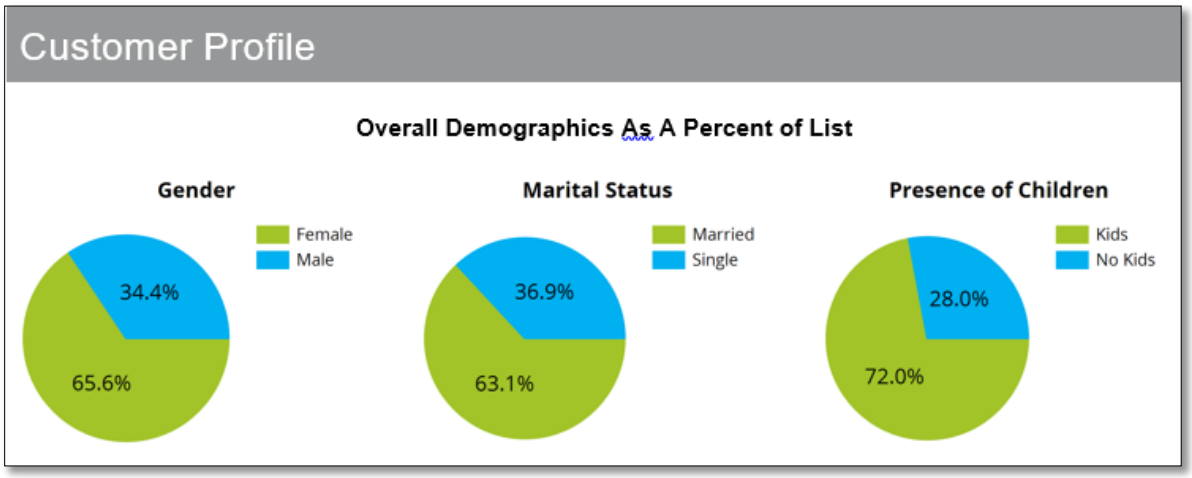
Prepared By: ___JL___

Deputy City Manager Review: _____

ATTACHMENT 1

Current Database Profile

72% have children at home which means summer/holiday and weekend travelers only.



Age – 48% 25-54

Group Name	% Cust	0% 10% 20% 30%
Age Range		
18-24	0.5%	
25-34	7.8%	
35-44	16.5%	
45-54	24.3%	

Income – 40% under $69,000

Income		
Under $30K	14.4%	
$30K-$69K	33.6%	
$70K-$99K	23.4%	
$100K-$149K	14.5%	
$150K & Up	14.0%	

Home Value – 46% under $199k

Home Value	% Cust	0% 20% 40%
Under 100K	14.7%	
100-199K	31.4%	
200-299K	19.6%	

AGENDA NO:	**X**
MEETING DATE:	**March 16, 2017**

Staff Report

TO: **Tourism Business Improvement District Board** **DATE: March 9, 2017**

FROM: **Jennifer Little, Tourism Manager**

SUBJECT: **SLO Jazz concert series proposed for October 2017**

RECOMMENDATION

Continue working towards an agreement to bring the series to Morro Bay in 2017.
TBID Board agree to sponsor the SLO Jazz Concert Series at $10,800 per show with a maximum of 4 shows in 2017.

BACKGROUND

2016 SLO Jazz approached Morro Bay about holding one of the concerts from their fall series but unfortunately we were unable to get an agreement done in a timely manner to secure this event. This year staff has been working diligently to bring a 4-week concert series into Morro Bay. This will run Saturdays in September and October when other events are not conflicting.

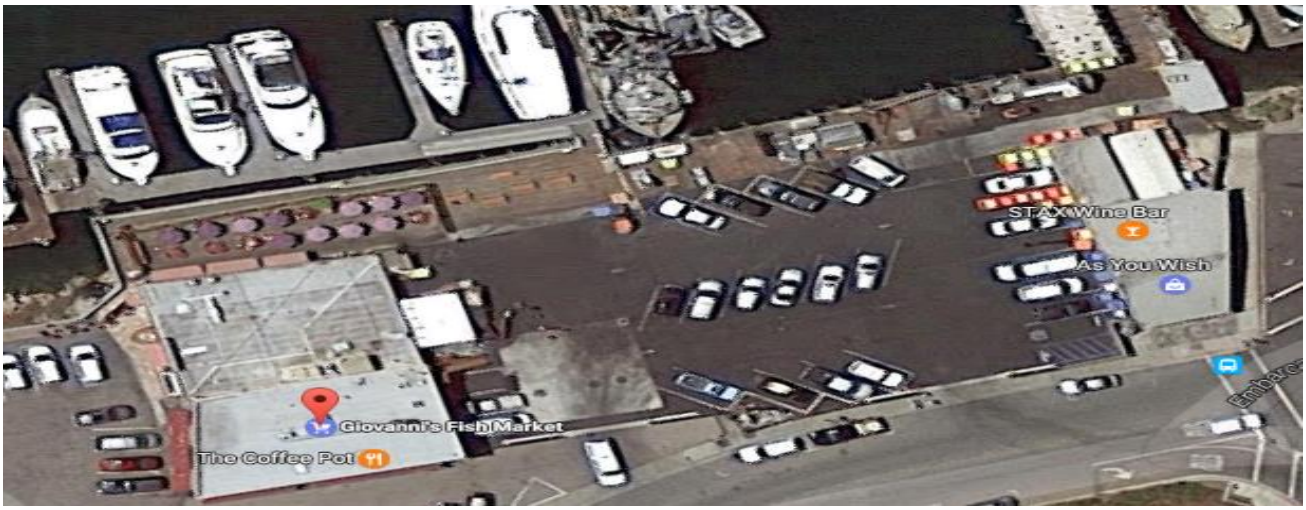
Morro Bay has the one thing that no other SLO County city can offer and that's the bay! Establishing a series where not only can guests enjoy the concert, the view and the amazing sunset but also allows locals to enjoy the concert via boat/kayak/paddleboard.

Concerts on the Bay –

Staff see great value in bringing a yearly concert series to Morro Bay during our shoulder season with the ultimate goal to have large scale concerts at the Rock. Year 1 will start on the dock/parking lot between Giovanni's and STAX. Giovanni's has offered his gated parking lot to be the location for the 2017 concerts. SLO jazz will manage the series, booking and ticket sales. Financially, SLO Jazz Festival gets the gate, Giovanni's gets the food & wine sales. TBID's responsibility is in the per concert fee of $10,800 plus chair, table rentals and a dance floor. Initial agreement with SLO Jazz is that if they secure an anchor sponsor the cost of the rentals would be removed from TBID. SLO Jazz estimates the series will bring in 300 ticketed visitors per concert.

This should be a good room-booking series with little on-the-ground resources needed by tourism. Additionally, Tourism will encourage The Siren, Otter Rock, Legends and other local venues to book strong groups on the Friday night before the Saturday concerts to increase overnight stays.

Prepared By:	**___JL___**
Deputy City Manager Review:	**_____**



Requirements for year 1 concerts:
Gated concert venue to allow for up to 300 guests
Food will be served out of the kitchen on Giovanni's
Two bars will be set up for guests
Giovanni's to provide bathrooms
Giovanni's will be responsible for securing permits needed and also for serving VIP crew and talent at the events.
Proposed dates are:

Sept 23
Sept 30
Oct 14
Oct 21

Event hours:

Gates open at 5pm, Concert 6-8:30pm (8:45 if there is an encore)
:20 minute break in the middle for beverages & food
Clean up 9:00-10pm

Example of a successful Concerts on the Bay series

Humphrey's Concerts on the Bay in San Diego not only drive huge numbers into the paid seats but also draws music fans into the bay, where droves of so-called "boat people" often gather to enjoy performances by top artists. The floating fans are a unique part of the Humphreys legacy.

HUMPHREYS
CONCERTS
by the bay

2017 SCHEDULE AT A GLANCE

CLICK HERE FOR MOBILE-FRIENDLY SITE**

CALENDAR IMPORT PRINTABLE VERSION E-MAIL SIGNUP

	Date	Time	Performance		Per Ticket	Concert Packages: Dinner Show	with Room	w/Jr. Suite	w/ Suite
JUST ADDED	Wed, Apr 12	7:30P	**Father John Misty** / ***General admission/standing only.*** Just added. On sale Friday, February 24 at 10am through Ticketmaster only.	BUY	$40	N/A	N/A	N/A	N/A
JUST ADDED	Thu, Apr 13	7:30P	**Banks** / ***General admission/standing only.*** with special guest Raury	BUY	$45	N/A	N/A	N/A	N/A
JUST ADDED	Mon, Apr 17	7:30P	**Steely Dan**	BUY	$185	$255	$899	$959	$999
	Thu, Apr 20	8:00P	**Lila Downs**	BUY	$48	$118	$459	$479	$499
JUST ADDED	Sun, Apr 23	7:30P	**An Evening with David Crosby & Friends**	BUY	$61	$131	$559	$599	$699
JUST ADDED	Wed, Apr 26	7:30P	**Willie Nelson & Family** with special guest Steve Moakler	BUY	$129.50	$199.50	$759	$799	$899
	Tue, May 23	8:00P	**Rodriguez**	BUY	$48	$118	$459	$479	$499
JUST ADDED	Tue, Aug 08	8:00P	**Diana Krall** *Just added. On sale now through Ticketmaster only.*	BUY	$113.75	$183.75	$699	$759	$799

CONCLUSION

Recommend to continue working towards an agreement to bring the series to Morro Bay in 2017. Board agreement to grant a sponsorship to the SLO Jazz Concert Series at $10,800 per show with a maximum of 4 shows in 2017.