



**Item No. C-1
TBID Assessment
May 28, 2019
Scott Collins
Jennifer Little**

Consideration of the Morro Bay Tourism Business Improvement District (TBID) Annual Report and Continuation of the TBID Assessment for Fiscal Year (FY) 2019/20

It is estimated that a 3% TBID annual assessment for FY 2019-20 will generate \$823,643 in TBID Assessment Revenues to be used to promote tourism.

Those assessment revenues, along with an estimated City General Fund Contribution of \$60,000 and estimated \$6,000 of advertising revenue would generate revenue sources totaling \$889,643 for FY 2019/20.

The purpose of the TBID, as described in the Morro Bay Municipal Code Chapter 3.60.030, is to help promote tourism in Morro Bay, the most significant economic driver in the community.

The same chapter lists specific authorized uses as follows:

- a) The general promotion of tourism within the district is to include costs as specified in the business plan to be adopted annually;
- b) The marketing of conference, group, and film business that benefits local tourism and the local hotel industry in the district; and
- c) The marketing of the district to the travel industry in order to benefit local tourism and the local hotel industry in the district.

TBID Assessment Process

TBID must be re-assessed annually, through a public hearing process (governed by CA Streets and Highways Code Section 36533).

TBID Advisory Board reviewed and approved the annual report for the assessment, which answers the following:

1. Any proposed changes to the boundary
2. Improvements and activities to be provided next fiscal year
3. Estimate of the costs to provide those improvements/activities
4. Method and basis of levying that assessment
5. Amount of surplus or deficit to carried over from previous year
6. Other sources of contribution to be made

TBID FY 2019/20 Proposed Budget

Part of the required assessment components is approving the budget for the upcoming Fiscal Year.

TBID Advisory Board supports the recommended \$60,000 General Fund allocation. GF allocation to be used for digital media, and not grants for events. Events will be funded through the 3% assessment revenues.

TBID FY 2019/20 Proposed Budget

Other notable budget items include a \$31,394 expense, resulting from a 2% administrative charge for administrative support, as well as for IT related support and expenses.

The City does not charge direct overhead support for the City Manager, Finance staff, Human Resources staff or general event support. The 2% administrative charge is based on assessments received and helps to offset this support.

TBID FY 2019/20 Proposed Budget

The FY 2019/20 budget includes 2% COLA to salary and benefits, reflective of the previously negotiated cost-of-living adjustments and increased pension and health care expenses.

Staffing of the tourism office is one full-time and two part-time staff members. FY 2019/20 plans are for the same staffing levels while budgets and efforts remain at the same levels.

Subtotal for this category is \$219,086.

Funding of this department is currently based on total work load and additional services for VR/RV will require changes in this level.

TBID FY 2019/20 Proposed Budget

Services

Consulting: SEO Contract and freelance design \$11,600

Contractual Services: Mental Marketing \$165,000

- Planning, management, creative, PR, placement fee's

Promotional & Advertising: Printing of the visitors guide \$12,000

Print Ads: Meeting trade/sports centric events \$4,500

Community Events Support: \$50,000

Promotion Media: Passports, Calendars (Cal Poly & MB) \$8,000

Promotion Other: Yearly wine promotion, utility bill inserts, banners, promotional materials, canopy \$13,000

Advertising Sponsorships (Co-Ops): \$13,000

- SLOCAL had requested a hold of \$30,000

Professional Development: \$500

TBID FY 2019/20 Proposed Budget

Services

Digital Media: \$272,000

Staff would like to increase to \$295,000 one of two ways:

- a) mid-year budget adjustments
- b) Carry over from current year

Staff recommends to place the \$60,000 of General Funds in this category

Out of Home Media: Highway-I outdoor board \$6,600

Digital Services: Jackrabbit, Simpleview, etc. \$45,000

Digital Assets: \$0 budgeted, would like to have \$8,000

Visiting Journalists: \$10,000 (GF), would like to increase to \$20,000

TBID FY 2019/20 Proposed Budget

Travel Trade Expenses: \$11,500

Currently Staff attends a minimum of 2 trade shows per year. The top producing shows for Morro Bay have been GoWest and IPW.

Vacation Rentals and RV Parks

Vacation Rentals and Recreational Vehicles may be added to the TBID assessment mid-year. Currently going through outreach to those stakeholders. The item will go to TBID around September 2019 and then to City Council.

RECOMMENDATION

City Council approve the Fiscal Year 2019/20 Annual Report for expenditure of funds to be derived from the annual assessment and adopt Resolution No. 40-19 declaring intent to continue the program and levy assessments for Fiscal Year 2019/20 and scheduling a public hearing to levy the assessments.

Item C-2: Partnership Agreement – Project Surf Camp

Scott Collins, City Manager

May 28, 2019

Recommendation

- Authorize City Manager to execute a one-year partnership agreement with Project Surf Camp, in a form approved by the City Attorney.

Background – Partnership Agreement

- Project Surf Camp has been operating with a two-year partnership agreement with the City of Morro Bay, expiring on June 30, 2019. They are seeking an extension.
- PA provides fee waiver and other City support for Project Surf Camp....prior to agreement, City provided fee waiver and support on an informal basis, beginning in 2012.
- Fee waiver approximately \$13,500 in value to PSC (storage and park usage fees).
- Partnership Agreement Policy created in 2016.

Background – Project Surf Camp

- Project Surf Camp provides unique service to special needs individuals, in an inclusive environment.
- Small paid staff and volunteer supported.
- \$70/camper per day. Covers about 25% of their expenses.
- (PSC representatives will present on their mission as a separate PowerPoint presentation).

Discussion/Recommendation

- City Council will be reviewing the Partnership Agreement Policy (originated in 2016), as part of the comprehensive fee update in 2019. Revisions to that policy, and potentially new related policies, will be put in place later this calendar year (Sept/Oct).
- Thus, in order to maintain consistency and fairness moving forward, staff recommend a one-year agreement with PSC. The new one-year agreement terms will mirror the benefits in the existing agreement.

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A Surf Camp for Children

With Special Needs

Summer 2018!!!

- * Close to 300 Campers
- * Over 450 Volunteers



2019 Partners and Agency Volunteers

- * City of Morro Bay
- * San Luis Sports Therapy
- * SLCOE
- * SLCUSD
- * Morro Bay Fire
- * Harbor Department
- * Morro Bay Rotary
- * American Karate School
- * Pepsi



Project Surf Camp & Morro Bay Police



Needs

- * Campers
- * Volunteers
- * Funding
- * Equipment



How You Can Help...

- * Annual Fundraising
- * Volunteering
- * Marketing
- * Equipment



Contact Us @...

- * John Taylor - Camp Director, 805-235-1157, john@projectsurfcamp.com
- * or Visit our website:
projectsurfcamp.com





Thank You

Item C-3: Communication and Community Engagement

Scott Collins, City Manager

May 28, 2019

Agenda

- Council direction
- Current communication and engagement efforts
- New efforts in development
- Options for additional comm/engagement
- Next steps

Council Direction

- In January 2019, Council directed staff to bring back options to consider for the purpose of improving communication and engagement with the community.

For the purposes of this presentation, the following definitions apply

- Communication – one-way, with City sharing information to the public.
- Engagement – two-way, interactive/exchange, allowing for input in both directions (from City to community, and community to City).

Current Communication Efforts

- City website, Tourism website, WRF website
- City Manager Newsletter
- Inserts in Utility bill
- Mailers
- OpenGov – financial transparency portal
- E-notifications for City news, meetings, etc.
- Social media
- Press releases, interviews with media

Current Community Engagement Efforts

- City Meetings/forums
- Polco – online surveys and comments
- Email, individual/group meetings, phone calls with community members
- Business walks/forums
- Office hours
- Community Emergency Response Team (CERT - emergency preparedness training)

New Efforts Under Development

- Police Academy, Police Chief's Advisory Committee and Neighborhood Cop Program
- City online app – for reporting issues, such as potholes (via smartphone application).

Options for Council Consideration

- City Hall to You – bring the City out to where people are
- Neighborhood Block Party(ies)
- Citizen Academy – learn the full breadth of the City
- Information Kiosk/Suggestion box – in targeted locations in the City
- Routine Office Hours
- Communication/Engagement assessment
- City Council sub-committee on communication/outreach
- Staff trainings
- Ad hoc committees
- Revise City Manager updates at Council meetings

Summary of Options - Estimates

Option	Level of Effort	Estimated Cost
City Hall to You	Significant	\$2,000 - \$5,000
Citizen Academy	Significant	\$2,000 - \$3,000
Information Kiosks	Moderate	\$2,000 - \$15,000
Office Hours	Moderate	\$1,000
Neighborhood Block Party	Significant	\$5,000 - \$10,000
Assessment of Efforts	Moderate	\$25,000 - \$30,000
Trainings	Minor/Moderate	Unknown
City Manager Updates	Minor	None
Ad Hoc Committees	Moderate/Significant	Unknown
Council Sub-committee	Minor	None