

MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT  
INVITE YOU TO ATTEND  
A DISCUSSION ON

# VACATION RENTALS & RV PARKS

TUESDAY, OCTOBER 24

1:00PM - 2:30PM AT VETS' HALL

## TOPIC OF DISCUSSION

The Morro Bay Tourism Business Improvement District is considering including vacation rentals and RV parks in the assessment area.

If you own or manage a hotel, motel, vacation rental or RV park, this meeting is for you!

In 2009, the City of Morro Bay established the Tourism Business Improvement District (TBID) with a 3% assessment of gross room rates to all hotels in Morro Bay to promote the destination and increase tourism. The TBID is considering potentially including vacation rentals and RV parks in the assessment area as well.

If you would like to share your opinion on the topic, please send comments or questions to [TBID@morrobayca.gov](mailto:TBID@morrobayca.gov) by Tuesday, October 17, 2017. Your comments will be reviewed by the TBID Board and posted online before the meeting.

For more info, please call (805)772-6290  
or e-mail [ikanit@morrobayca.gov](mailto:ikanit@morrobayca.gov)



## **Why am I receiving this flier?**

The Morro Bay Tourism Business Improvement District (MBTBID) is considering including vacation rentals and RV parks in the MBTBID assessment area. Currently only hotels, motels, and bed and breakfasts are levied assessments at 3% of total gross receipts on short-term stays (30 consecutive days or less). In California, the Parking and Business Improvement Area Law of 1989 enables a city or county to establish a business improvement district and levy assessments on businesses within its boundaries.

## **What could TBID funds be used for?**

Under the 1989 Act, TBID funds are eligible to be used towards increasing tourism, including print and internet advertising, promotion of public events, furnishing music in public places and promotion of tourism. TBID funds could also be used towards the acquisition, construction, installation, or maintenance of, but not limited to: parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains.

## **What is the cost?**

The current assessment rate for the hotels/motels/bed and breakfasts is 3% of gross short-term room rental revenue.

## **What is the TBID Budget?**

Hotels were assessed approximately \$802,722 in Fiscal Year 16-17, which are used solely to increase tourism for the city and promote the destination.

## **What are the advantages of joining the MBTBID?**

- Placement on the tourism website MorroBay.org booking engine and annual visitors guide; as one of the top-rated Google search pages for Morro Bay, the site offers visitors the tools they need to plan and book their trip
- Currently Morro Bay Tourism marketing efforts drive over 240,000 unique visitors per year to MorroBay.org
- The active booking engine on the website can expand to include vacation rentals and RV parks
- 36,282 searches for lodging TBID members over the last 12 months
- 25,898 website referrals to lodging TBID members over the last 12 months
- Participation in marketing added-value campaigns to incentivize travel during shoulder season and mid-week
- Participation in strategic event promotions that will include booking calls to action and coincide with PR promotions and seasonal digital social media campaigns
- Booking with journalists to write about the property
- Direct referrals to the property
- Access to the annual stakeholders meeting and events throughout the year