

City of Morro Bay

Tourism Business Improvement District

Advisory Board

City Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

Tourism Business Improvement District Purpose and Authority

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

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

NOTICE OF MEETING

THURSDAY, MARCH 10, 2016
VETERAN’S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT PERIOD REGARDING ITEMS ON THE AGENDA
- III. APPROVAL OF MINUTES FROM THE FEBRUARY 11, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING
- IV. DISCUSSION AND RECOMMENDATION REGARDING MORRO BAY EVENT FUNDING REQUESTS
- V. DISCUSSION AND RECOMMENDATION REGARDING SAN LUIS OBISPO COW PARADE SPONSORSHIP
- VI. DISCUSSION AND RECOMMENDATION REGARDING ANNUAL STAKEHOLDER MEETING ROLES, RESPONSIBILITIES AND TIMELINE
- VII. DISCUSSION AND RECOMMENDATION REGARDING MARKETING AND PUBLIC RELATIONS DRAFT PLAN

VIII. DECLARATION OF FUTURE ITEMS

IX. 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.

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – FEBRUARY 11, 2016
MORRO BAY TOURISM BUREAU – 9:00 A.M.

PRESENT:	Michele Jacquez	Chairperson
	Jayne Behman	Member
	Aaron Graves	Member
	Taylor Newton	Member
ABSENT:	Charlie Yates	Member
STAFF:	Sam Taylor	Deputy City Manager
	Brooke Austin	Deputy City Clerk
CONTRACT		
STAFF:	Brent Haugen	Morro Bay Tourism Bureau Director

I. CALL TO ORDER

The meeting was called to order at 9:01 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened.

Shaun Farmer, Event Coordinator for the Morro Bay Kite Festival, presented a letter requesting funding in support of the Kite Festival.

Jayne Behman, on behalf of three hoteliers not present, requested that each board member be assigned three to five hotels to keep informed about TBID happenings and get their views represented in the votes. She requested a future agenda item to discuss this.

Ken Vesterfelt, representing Cruisin' Morro Bay Car Show, requested funding for this year's event. He stated that there is an average of \$1,000 per car entered spent in the City of Morro Bay on other services during the event.

Joan Solu, hotel owner in Morro Bay, spoke regarding the budget and personnel changes listed in the current budget as compared to the proposed budget. She recommended comprehensive job descriptions for new positions or new duties and that wages be allocated appropriately from General Fund and TBID funds based on duties. She requested a quarterly budget review, a robust budget for event funding, and a change to booking.com from jack rabbit for cost savings.

Taylor Newton, resident and local business owner, spoke regarding the Maritime Museum and the maiden voyage of a historic replica ship, the San Salvador October 19-24 2016. The ship will be coming to Morro Bay from Sacramento to create an event and raise funds for the museum. He asked for a future agenda item regarding the event.

The public comment period was closed.

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

MOTION: Board Member Graves nominated Board Member Jacquez for Chairperson, and she accepted the nomination. Board Member Behman nominated Board member Graves for Vice Chairperson, and he accepted the nomination. The Board voted unanimously, 4-0, to approve the nominations.

IV. APPROVAL OF MINUTES FROM THE DECEMBER 10, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING

MOTION: Board Member Graves moved to approve the minutes from the December 10, 2015 Tourism Business Improvement District Advisory Board Special Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

V. APPROVAL OF MINUTES FROM THE JANUARY 28, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING

MOTION: Board Member Graves moved to approve the minutes from the January 28, 2016 Tourism Business Improvement District Advisory Board Special Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

VI. APPROVAL OF 2016 MEETING SCHEDULE AND RECOMMENDATION TO CITY COUNCIL FOR BY-LAWS CHANGE TO ACCOMMODATE MONTHLY MEETINGS

MOTION: Board Member Newton moved to approve the 2016 Tourism Business Improvement District Advisory Board Meeting Schedule and recommend an amendment to the by-laws be submitted to City Council for approval to accommodate monthly meetings on the second Thursday of each month at 9:00 a.m. The motion was seconded by Board Member Graves and carried unanimously, 4-0.

VII. REPORT ON TRANSITION OF TOURISM AND MARKETING TO DIRECT CITY MANAGEMENT

Tourism Director Haugen reported that two transition meetings have been held so far. He spoke about moving offices to the 695 Harbor Street building by the end of April and holding an event along with the Chamber of Commerce and Visitor Center to celebrate National Travel and Tourism Week May 1-7. He also stated that he has provided a staffing model to City and is waiting for a response. He is excited about moving forward and wants it to be a smooth transition.

Deputy City Manager Taylor reported that the City is still deciding on whether to make staff positions employees or independent contractors. He plans to come to a decision and provide offers within the next few weeks.

Chairperson Jacquez stated that she is in the transition meetings representing the stakeholders and ultimately there are cost savings in other areas to offset the cost increase in staffing.

Staff responded to board inquiries.

VIII. NOTICE OF TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)/MORRO BAY TOURISM BUREAU (MTB) ANNUAL STAKEHOLDER MEETING – CHANGE OF DATE TO THURSDAY, APRIL 14, 2016 AT 12:00 P.M.

Tourism Director Haugen proposed changing the Annual Stakeholder Meeting from March to April to allow more time to work with Mental Marketing and have a clear, understandable, and executable plan to present to stakeholders. He responded to board inquiries. It was determined that 12:00 – 2:00 p.m. is the optimal time for hoteliers.

MOTION: Board Member Newton moved to change the Tourism Business Improvement District/Morro Bay Tourism Bureau Annual Stakeholder Meeting to Thursday, April 14, 2016 at 12:00 p.m. The motion was seconded by Board Member Graves and carried unanimously, 4-0.

IX. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 BUDGET

Tourism Director Haugen presented the budget recommendations and responded to board inquiries. He stated that the tasks for the board are 1) Recommending the overall budget numbers or modifying them; 2) Deciding how the \$60,000 contribution from the City of Morro Bay will be distributed – it is currently allocated with \$10,000 to payroll and salaries, \$25,000 to event grant support, and \$25,000 to regional marketing grant support; and 3) Reviewing the financial reserve and deciding whether or not it is necessary under the City umbrella – another option is to change it to a contingency fund or funnel the funds into the general budget.

Staff responded to board inquiries.

MOTION: Board Member Graves moved to approve the 2016/2017 Budget with the following changes: reallocated \$40,280 from reserve to contingency; allocate the \$60,000 city contribution with \$10,000 to payroll, \$30,000 community events, and \$20,000 regional events. The motion was seconded by Board Member Newton and carried 3-1, with Board Member Behman voting no.

X. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 GOALS

Tourism Director Haugen presented the proposed 2016/2017 goals and objectives.

MOTION: Board Member Graves moved to approve the 2016/2017 goals and objectives as presented by staff. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

XI. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 GEOGRAPHIC TARGET

The Board discussed the 2016/2017 geographic target and testing for adding additional markets in the future.

MOTION: Board Member Graves moved to approve the recommended 2016/2017 marketing tiers as recommended, with the addition of researching other southern California areas and the Denver area. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

XII. DECLARATION OF FUTURE ITEMS

Tourism Bureau Director announced future agenda items regarding event sponsorship, hotelier representatives, and a comparison between jackrabbit and booking.com.

Chairperson Jacquez requested a presentation from the Visit San Luis Obispo Tourism Marketing District. Tourism Director Haugen reported that this will occur at the April Stakeholder Meeting.

XIII. ADJOURNMENT

The meeting adjourned at 11:11 a.m.

Recorded by:

Brooke Austin
Deputy City Clerk



AGENDA NO: IV

MEETING DATE: March 10, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** March 3, 2016
FROM: Brent Haugen, Morro Bay Tourism Director
SUBJECT: Morro Bay Event Funding Requests

RECOMMENDATION

Staff recommends that the Board approve funding requests for the Morro Bay Kite Festival, Cruising' Morro Bay Car Show, Morro Bay Bands on the Run, and the Central Coast Maritime Museum San Salvador Visit. The Board should determine the appropriate amount of funding for these events.

BACKGROUND/DISCUSSION

During Public Comment at the February 11, 2016 Morro Bay Tourism Business Improvement District (TBID) Advisory Board Meeting, the Board received several requests for 2016 event funding. Historically, event funding has been provided through a grant program designed by the Morro Bay Tourism Bureau and funding through the City of Morro Bay. In 2015, the Morro Bay Kite Festival received \$3,500 and the Cruisin' Morro Bay Car Show received \$2,500 for their respective events. Neither event charges a gate fee, but instead rely on sponsorship and other fees to fund the expenses of their events.

Shaun Farmer, Event Coordinator for the Morro Bay Kite Festival, presented a funding request for \$5,000, which is attached. He has a desire to move to a sustainable model and create a positive economic impact on the city. This year marks their 10th anniversary and there are some exciting new additions to the event that will help move it in that direction.

Ken Vesterfelt requested support for the Cruisin' Morro Bay Car Show. It continues to grow and creates a positive economic impact on the city as well.

Taylor Newton made a request for \$6,000 on behalf of the Central Coast Maritime Museum Association. They are facilitating an October event for a 5-day visit of the San Salvador, a historic replica ship. The event will assist to reach the goal of increasing business during both mid-week and shoulder season. With the popularity of tall ships and the programs they are proposing, staff feels this will be a good event for the community.

Prepared By: BH

Deputy City Manager Review: ST

Since the last meeting, a request was also received for Morro Bay Bands on the Run. Last year this event received \$4,000 through the events grant program.

FISCAL IMPACT

There is a balance of \$24,000 for event funding in the 2015-2016 TBID Budget. Any funding requests granted will reduce that balance and affect the amount of funding for other events and sponsorships.

CONCLUSION

All these events meet the guidelines for event funding and it is an appropriate use of Tourism Business Improvement District funds to support these events.

ATTACHMENT

Morro Bay Kite Festival Request Letter

Central Coast Maritime Museum Association Information & Request

Morro Bay Bands on the Run Request Letter

To: Morro Bay Tourism Business Improvement District Advisory Board

Subject: 10th Annual Morro Bay Kite Festival

Date: February 9, 2016

I would like to request funding of \$5000 for this year's event from the Tourism Board Improvement District Advisory Board for the 10th Annual Morro Bay Kite Festival that takes place on April 23-24, 2016.

This funding from TBID is necessary, if we are to continue this family fun event since this is a non-profitable and volunteer supported event with little funding from the community each year. This event continues to attract tourists from out of town for overnight stays and family day trips and is truly loved by our local community for many years.

This funding would be spent on the following areas, event planning, marketing and media, printing and supplies, city fees, operational and equipment costs, event insurance, lodging/Food/travel for event talent. In the past several years, I have provided you a complete expense report from the event that you can use as a reference. Visit us at www.morrobaykitefestival.org for more information regarding our special event.

If approved by the board, I will need funding by March 1, 2016 in order to start the planning of this event and to make all arrangements for this successful annual event.

Thanks for your consideration,

Shaun Farmer
Morro Bay Kite Festival -Event Coordinator
1108 Front Street
Morro Bay, CA 93442
T: 805-772-0113
E: shaunfarmer@msn.com
www.morrobaykitefestival.org

Maritime Museum



February 11, 2016

Mr. Taylor Newton
Community Member
Morro Bay Tourism Business Improvement District
595 Harbor Street
Morro Bay, CA 93442

Dear Mr. Newton,

Thank you for requesting information for more discussion and detail about the October 2016 maiden voyage of the San Salvador, a 16th century replica vessel currently only available for viewing dockside as it nears construction completion. The Maritime Museum of San Diego has invested millions to create this living history craft representative of the one that first explored the California coastline originally commanded by Juan Rodriguez Cabrillo.

After meeting with enthusiastic city and community members anxious to host the San Salvador's maiden voyage, the board of Central Coast Maritime Museum Association has worked directly with top executives of the Maritime Museum to create an exciting 5-day visit October 19-24 that will kick-off – if not complete – the fund development effort to build the first structure at the Morro Bay Maritime Museum in 2017.

We hope your board will partner with our board of directors and ad hoc community committee to make the San Salvador's visit not only a successful first visit, but one that will ensure future visits while touring up and down the coast of California.

Sincerely,

Larry Newland
President
CCMMA

Central Coast Maritime Museum Association

Larry Newland
President

Shawn Harris
Vice President

Jack Hunter
Treasurer

Terry Cross
Secretary

P.O. Box 1775
Morro Bay, CA 93443
(805) 546-9156

www.morrobaymaritime.org
EID number 33-0646429





The New San Salvador

THE FIRST EUROPEAN VESSEL TO REACH AMERICA'S WEST COAST

The Maiden Central Coast Voyage & Visit Due in Morro Bay, October 2016

The *San Salvador* must be considered the founding ship of San Diego and of the State of California. Under the command of Juan Rodriguez Cabrillo, it arrived at the port we now call San Diego on September 28, 1542, before proceeding further north in search of new trade routes that would link Mexico to Asia and Europe. She was the first recorded European vessel to sail along Southern California, and survey its coastline. As such she functions as an "origin symbol" ship for San Diego in much the same way as the *Mayflower* is the "origin symbol" ship of New England. Her story represents the beginning of a common heritage for the peoples of California, both past and present.

Based on painstaking research in the fields of Early Modern Spanish and Portuguese maritime history and maritime archeology, the Maritime Museum of San Diego is nearing completion of construction of the historically accurate replica of the *San Salvador*. The *New San Salvador* will be a highly accurate representation of the vessel that arrived at San Diego in 1542.

The new *San Salvador* will upon demand cruise beyond her home-port in San Diego. She will sail along the coast of California, visiting its communities as a floating education platform for California's school children.

Since September 04, 2015, her first official public unveiling, she has been at the Maritime Museum docks as interior construction and rigging continues. Currently only available for dockside viewing, her maiden voyage in mid-October 2016 includes a 5-day visit and celebration in Morro Bay, of course, pending sail-readiness and navigable seas.

Text Adapted from www.sdmaritime.org -- Maritime Museum of San Diego

Request for Partnership:

The *San Salvador's* premier cruise is anticipated October 2016 and will include a 5-day Morro Bay visit in support of the development of the Morro Bay Maritime Museum by the Central Coast Maritime Museum Association (CCMMA). Weather permitting, the 16th century ship is scheduled to sail from Old Sacramento and dock in Morro Bay from October 19-24 at the north end of Morro Bay's Embarcadero across from the Morro Bay Maritime Museum site.

CCMMA President Larry Newland has worked months directly with the Maritime Museum of San Diego's Executive Director Dr. Ray Ashley on details to host this premier voyage of the *San Salvador* and share it with Central California visitors from the Central Valley as well as Monterey, San Luis Obispo and San Barbara Counties.

In order to maximize exposure for the *San Salvador* and the City of Morro Bay as well as create the best opportunity to launch a major public campaign to begin construction on the Morro Bay Maritime Museum in 2016-17, CCMMA is requesting the City of Morro Bay through the TBID and Tourism Bureau partner with CCMMA.

The Board of Directors of CCMMA will take the lead to organize community events, partnerships, and volunteers during the *San Salvador* visit. We request...

- A minimum of \$1,200 per day (\$6,000) to cover hard cost fees for ship and crew during their visit;
- Up to two (2) rooms and/or a vacation home to sleep five crew members for the five (days) they will be visiting Morro Bay;
- One (1) room for Maritime Museum of San Diego's volunteer training coordinator during the training visit with time still to be determined;
- Development of a public awareness campaign to visit Morro Bay from 10/20-23 targeted to the Central Valley, Monterey and Santa Barbara Counties.

With Morro Bay's track record for popularizing past Tall Ship visits, the opportunity to attract visitors to see the newest ship in California's fleet is potentially huge and beneficial for hoteliers, restaurants, retail owners and the City of Morro Bay. CCMMA conservatively estimates the following:

- Ten (10) – fifteen (15) passages to sail from Old Sacramento to Morro Bay;
- A VIP Meet & Greet Invitational of 100+ guests and possibly two (2) additional ticketed evening events onboard to support CCMMA;
- Onboard tours of an average of 2,500 per day Thursday through Sunday;
- Availability of School Tours Thursday and Friday;
- Ten (10) to fifteen (15) passages to sail from Morro Bay to Santa Barbara.

With the support of the City of Morro Bay, the TBID and Tourism Bureau, CCMMA believes there is the potential to rally support and awareness to fully fund the first structure of the Morro Bay Maritime Museum estimated at \$50,000.



March 3, 2016

Mr. Brent Haugen

Executive Director

Morro Bay Tourism Bureau

Re: 20016 Morro Bay TBID Grant Request

Dear Mr. Haugen,

Morro Bay High School Music Boosters would like to be considered in the Morro Bay Tourism Business Improvement District funding for 2016. Our event is **Morro Bay Bands on the Run**, later referred to as BOTR. We are asking for \$5,000 to off-set expenses.

Morro Bay High School Music Boosters is a non-profit group created to support the Music Departments of Los Osos Middle School and Morro Bay High School. This group is responsible for organizing and producing the BOTR event. The date of the event is May 28, 2016. It is Memorial Day Weekend. Our event takes place in the morning on this holiday weekend, which allows visitors to start off the long weekend with family in a fun atmosphere. It gets them outside and hopefully feeds them into the tourism and business community for food and fun!

This is the 4th year of the event. Although it is stated that you are looking for *new* events, at this level, BOTR is still a new event as it takes several years to develop an annual event like this that attracts a high level of participants on its own. We feel that we are gaining momentum and are looking for a significant boost in participation this year by investing more toward marketing the event. We are working with Travis Ford who will oversee the outward marketing effort. With his expertise, we feel that we will see a greater turnout from outside of our area that will also support the tourism business in Morro Bay.

As a fundraising unit ourselves, we understand and honor the desire to have a win-win situation with those whom we partner. From your side, it is our desire to increase the amount of visitors to our event that will support BOTR *and* the Morro Bay community. In our Social Media efforts, we will include a link to your website.

Attached you will find our report from 2015 and a preliminary budget for 2016. All of the staff working on the event planning and on the actual day of the event are volunteer with the exception of professional requirements such as official timing and sound production. On the day of the event, students also participate in working and/or performing during the event. It really is a community project that we take pride in.

Sincerely,

Jerris Greenblat

Morro Bay High School Music Boosters – President

805-215-6999

jerrisgreenblat@mac.com

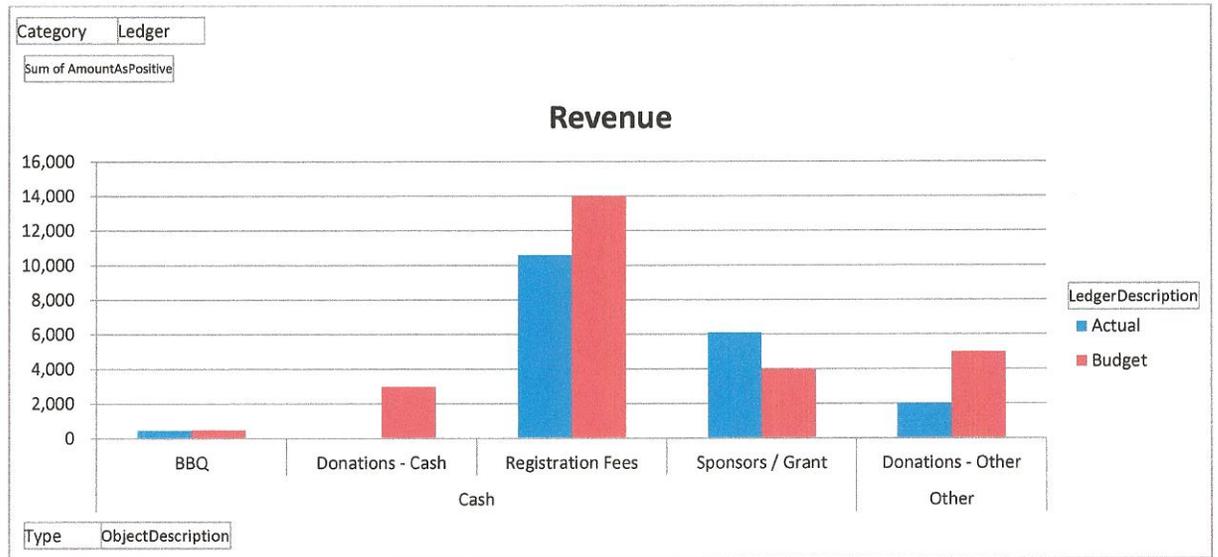
Bands on the Run Budget 2016 - Preliminary 3/3/2016

Description	Unit	Measure	Budget \$
Proposed Registration Receipts			\$ 14,000.00
Proposed Sponsors			\$ 4,500.00
Proposed Cash Donations - not as sponsors			\$ 500.00
Proposed Grant Receipts			\$ 5,000.00
Total Proposed Income			\$ 24,000.00
Expenses:			
Race:			
AIM Liability Insurance			\$ 100.00
Synergy Race Timing	\$ 1.75	350	\$ 1,512.50
Morro Bay Parks and Rec Permit			\$ 90.00
Ca State Parks and Rec Permit Snowy Plover			\$ 200.00
Ca State Parks and Rec Permit			\$ 200.00
Awards			\$ 150.00
Printing/Banners			\$ 90.00
Runners T-Shirt @	\$ 5.25	400	\$ 2,100.00
Event T-Shirt	\$ 5.25	150	\$ 787.50
Locator Signs/flags			\$ 50.00
Flyers/Cards			\$ 400.00
Posters			\$ 120.00
Runner Bibs	\$ 0.50	500	\$ 250.00
BBQ Expenses			\$ 500.00
Sound Equipment			\$ 500.00
Registration Expenses			\$ 50.00
Web site maintenance			\$ 200.00
Miscellaneous			\$ 1,000.00
Marketing			\$ 3,500.00
Total Expenses			\$ 11,800.00
Gross Profit			\$ 12,200.00

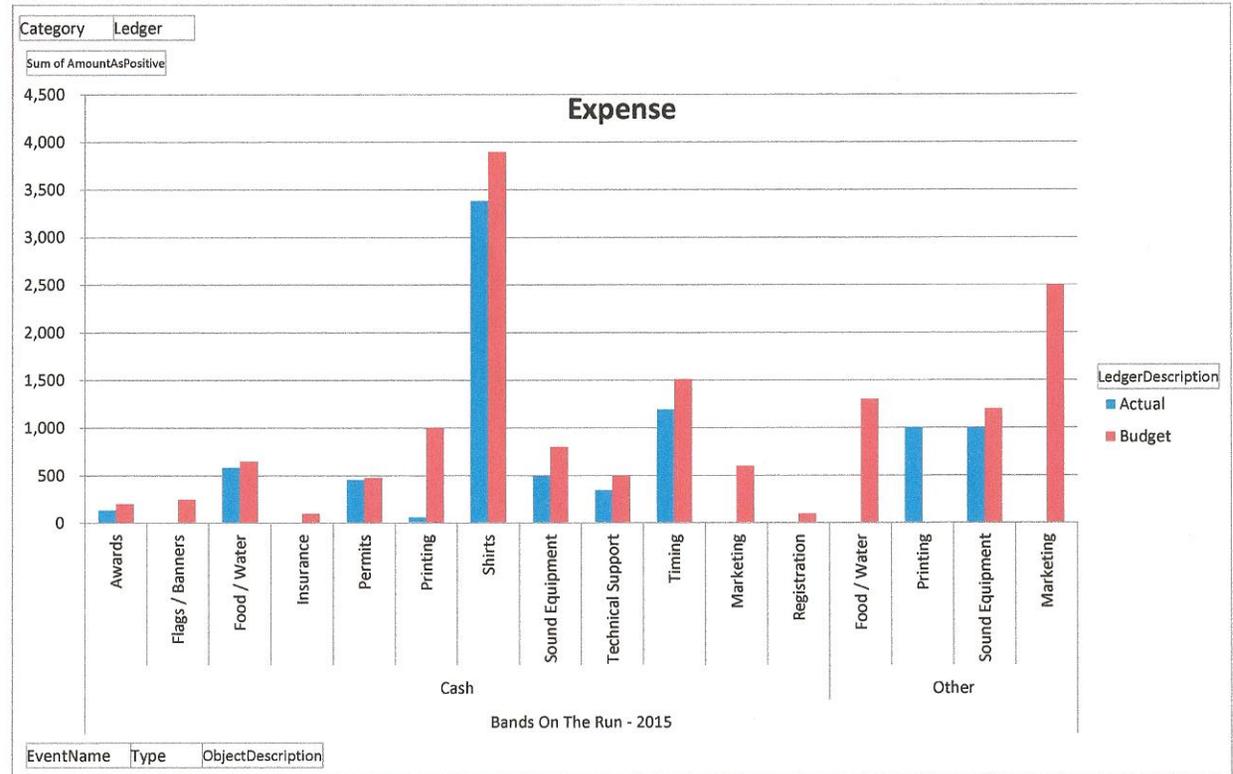
Ledger

Amount					Column Labels				
Row Labels	Category	Type	ObjectDescription	SubsidiaryDescription	Actual	Budget			
Bands On The Run - 2015	Revenue	Cash	Registration Fees	Active	10,590.00	14,000.00			
			Sponsors / Grant	5 Seasons Body	250.00				
				Cayucos Pharmacy	250.00				
				Donations - Cash	60.00				
				Eye Works	100.00				
				Fitness Works	500.00				
				Heritage Oaks Bank	250.00				
				MB Bureau of Tourism	4,000.00				
				Performance Apparel Corp	200.00				
				R.E. Wacker & Associates	250.00				
				Sponsors/Grants		4,000.00			
				State Farm-Karen Perlette	250.00				
				Donations - Cash	Cash Donation		3,000.00		
				BBQ	BBQ	457.00	500.00		
				Cash Total			17,157.00	21,500.00	
				Other	Donations - Other	Bill Gaines Audio	1,000.00		
						Donations Other		2,500.00	
						J. Clark DDS	1,000.00		
						Marketing		2,500.00	
					Other Total		2,000.00	5,000.00	
				Revenue Total			19,157.00	26,500.00	
				Expense	Cash	Insurance	AIM Liability Insurance		-100.00
			Timing			Synergy Race Timing	-1,192.25	-1,512.50	
			Permits			Ca State Parks and Rec Permit	-200.00	-200.00	
						Ca State Parks and Rec Permit Snowy Plover	-200.00	-200.00	
						Morro Bay Parks and Rec Permit	-57.00	-75.00	
						Awards	Awards	-134.00	-200.00
						Printing	Flyers/Cards		-800.00
							Locator Signs/flags		-100.00
							Posters		-100.00
							Printing/Banners	-62.57	
						Shirts	T-Shirt - Runners	-2,674.82	-3,900.00
							T-Shirt - Volunteers	-709.76	
	Flags / Banners	Flags Banners				-250.00			
	Food / Water	BBQ	-581.51			-500.00			
		Water				-150.00			
	Sound Equipment	Sound Equipment	-500.00			-800.00			
	Technical Support	Tech Support	-350.00			-500.00			
	Marketing	Marketing General				-600.00			
	Registration	Registration				-100.00			
	Cash Total					-6,661.91	-10,087.50		
	Other	Printing	Printing/Banners			-1,000.00			
		Food / Water	Apples				-100.00		
			Bananas				-100.00		
			Oranges		-100.00				
			Other		-1,000.00				
		Sound Equipment	Bill Gaines Audio	-1,000.00	-1,200.00				
		Marketing	Marketing		-2,500.00				
		Other Total		-2,000.00	-5,000.00				
	Expense Total			-8,661.91	-15,087.50				
Grand Total				10,495.09	11,412.50				

Category	Revenue	
Ledger	(Multiple Items)	
Sum of AmountAsPositive	Column Labels	
Row Labels	Actual	Budget
Cash	17,157	21,500
BBQ	457	500
Donations - Cash		3,000
Registration Fees	10,590	14,000
Sponsors / Grant	6,110	4,000
Other	2,000	5,000
Donations - Other	2,000	5,000
Grand Total	19,157	26,500

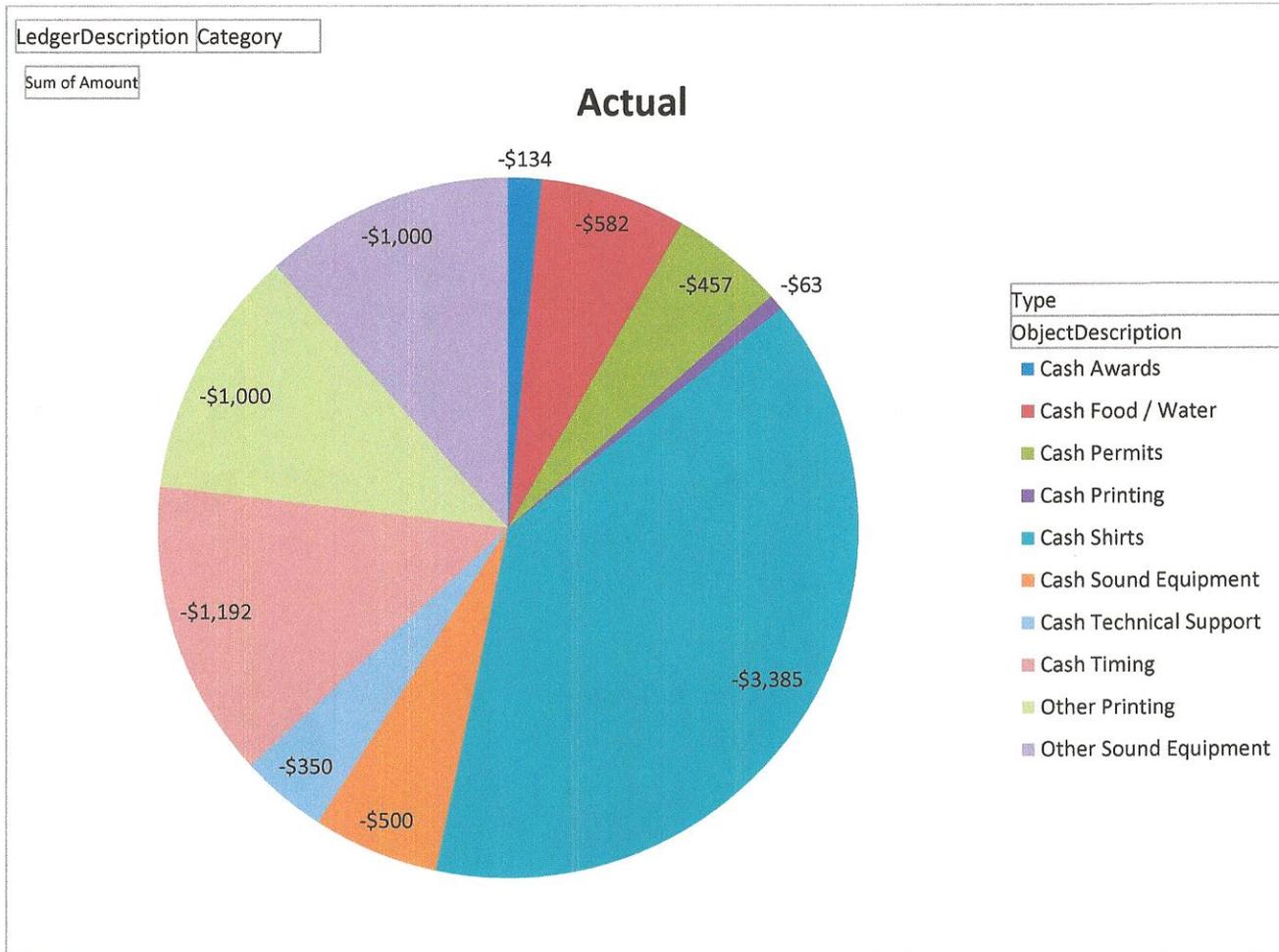


Category	Expense	
Ledger	(Multiple Items)	
Sum of AmountAsPositive	Column Labels	
Row Labels	Actual	Budget
Bands On The Run - 2015		
Cash	6,662	10,088
Awards	134	200
Flags / Banners		250
Food / Water	582	650
Insurance		100
Permits	457	475
Printing	63	1,000
Shirts	3,385	3,900
Sound Equipment	500	800
Technical Support	350	500
Timing	1,192	1,513
Marketing		600
Registration		100
Other	2,000	5,000
Food / Water		1,300
Printing	1,000	
Sound Equipment	1,000	1,200
Marketing		2,500
Grand Total	8,662	15,088

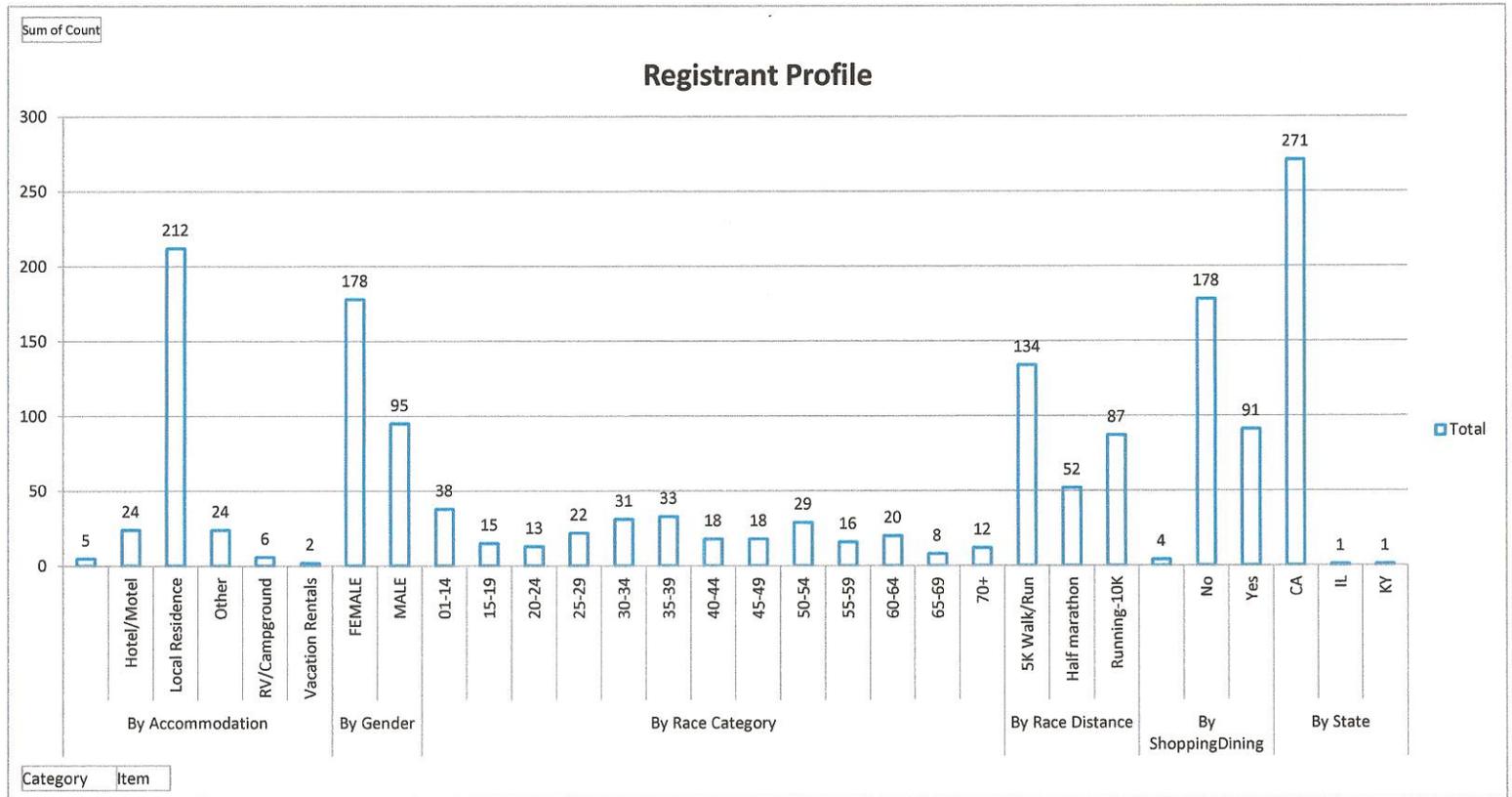


LedgerDescription Category	Actual Expense
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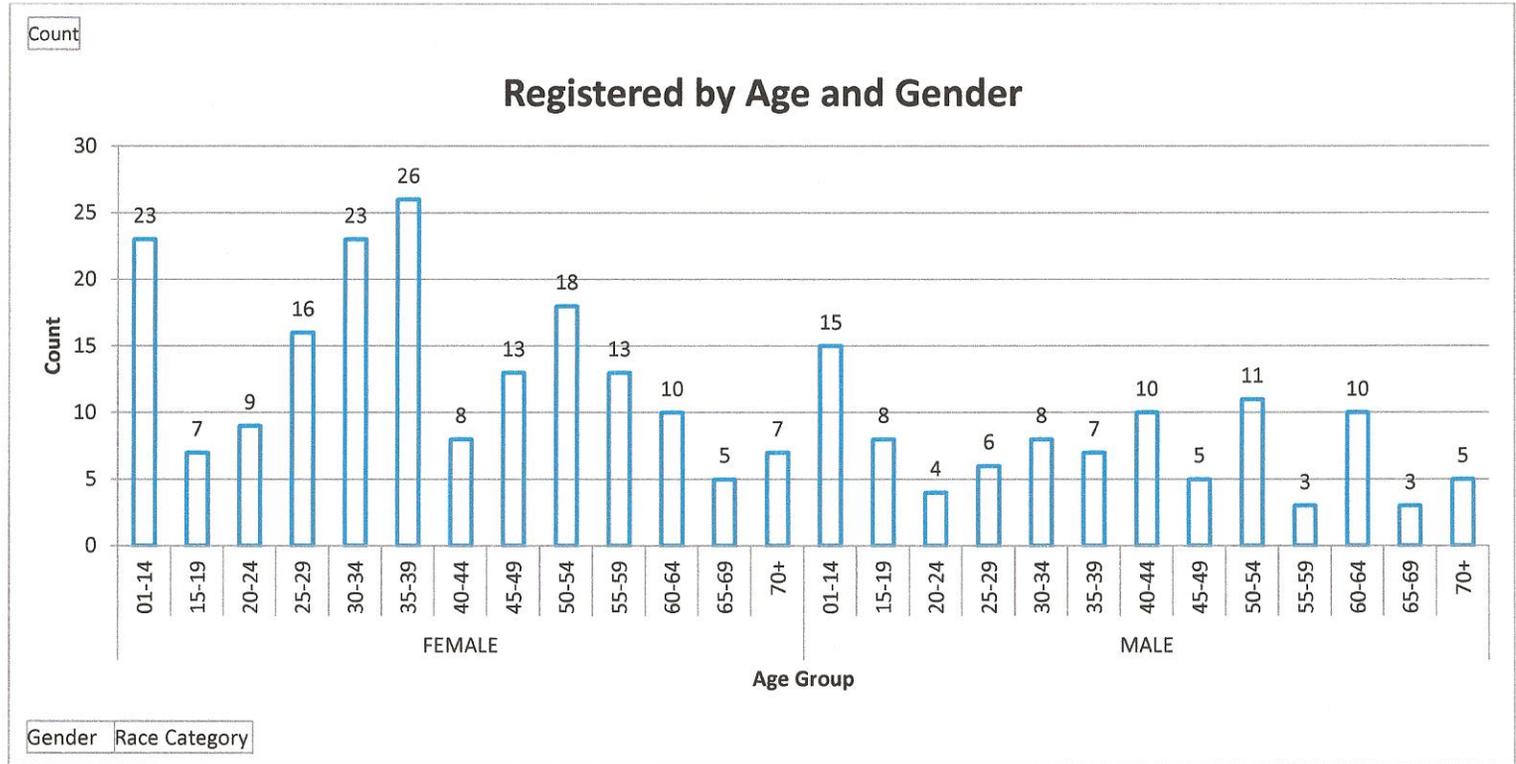
Row Labels	Sum of Amount
Cash	-\$6,662
Awards	-\$134
Food / Water	-\$582
Permits	-\$457
Printing	-\$63
Shirts	-\$3,385
Sound Equipment	-\$500
Technical Support	-\$350
Timing	-\$1,192
Other	-\$2,000
Printing	-\$1,000
Sound Equipment	-\$1,000
Grand Total	-\$8,662



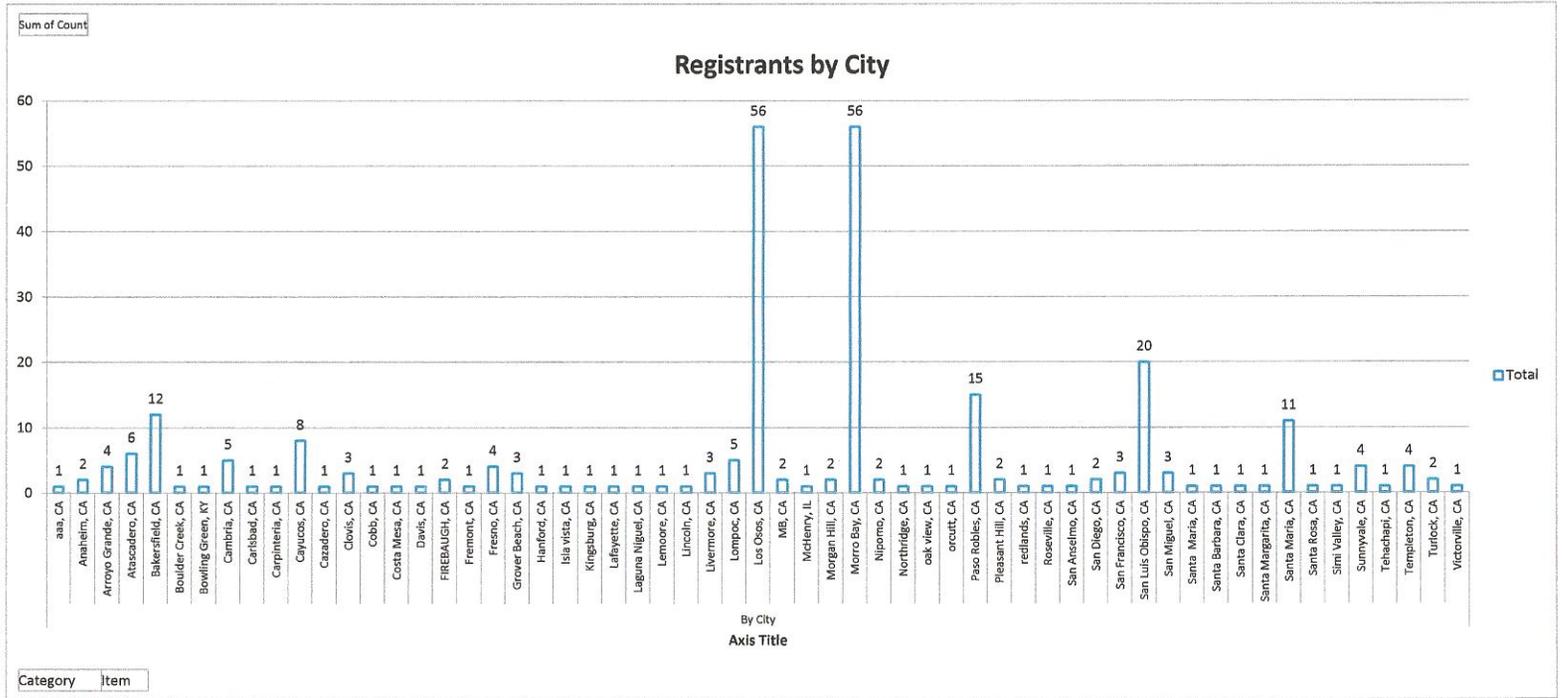
Row Labels	Sum of Count
By Accommodation	273
Hotel/Motel	24
Local Residence	212
Other	24
RV/Campground	6
Vacation Rentals	2
By Gender	273
FEMALE	178
MALE	95
By Race Category	273
01-14	38
15-19	15
20-24	13
25-29	22
30-34	31
35-39	33
40-44	18
45-49	18
50-54	29
55-59	16
60-64	20
65-69	8
70+	12
By Race Distance	273
5K Walk/Run	134
Half marathon	52
Running-10K	87
By ShoppingDining	273
No	178
Yes	91
By State	273
CA	271
IL	1
KY	1



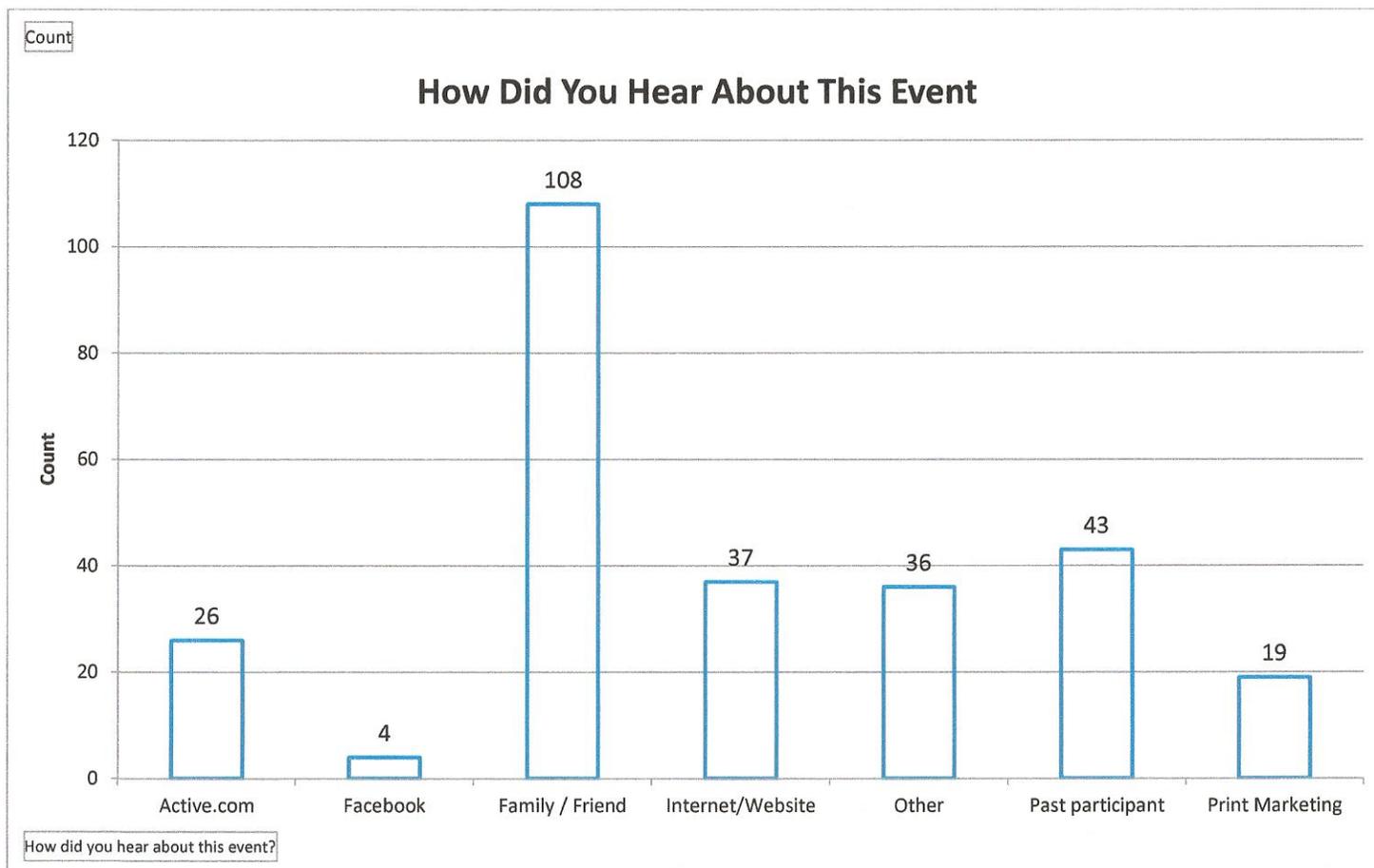
Row Labels	Count
FEMALE	178
01-14	23
15-19	7
20-24	9
25-29	16
30-34	23
35-39	26
40-44	8
45-49	13
50-54	18
55-59	13
60-64	10
65-69	5
70+	7
MALE	95
01-14	15
15-19	8
20-24	4
25-29	6
30-34	8
35-39	7
40-44	10
45-49	5
50-54	11
55-59	3
60-64	10
65-69	3
70+	5
Grand Total	273



Row Labels	Sum of Count
By City	273
aaa, CA	1
Anaheim, CA	2
Arroyo Grande, CA	4
Atascadero, CA	6
Bakersfield, CA	12
Boulder Creek, CA	1
Bowling Green, KY	1
Cambria, CA	5
Carlsbad, CA	1
Carpinteria, CA	1
Cayucos, CA	8
Cazadero, CA	1
Clovis, CA	3
Cobb, CA	1
Costa Mesa, CA	1
Davis, CA	1
FIREBAUGH, CA	2
Fremont, CA	1
Fresno, CA	4
Grover Beach, CA	3
Hanford, CA	1
Isla vista, CA	1
Kingsburg, CA	1
Lafayette, CA	1
Laguna Niguel, CA	1
Lemoore, CA	1
Lincoln, CA	1
Livermore, CA	3
Lompoc, CA	5
Los Osos, CA	56
MB, CA	2
McHenry, IL	1
Morgan Hill, CA	2
Morro Bay, CA	56
Nipomo, CA	2
Northridge, CA	1
oak view, CA	1
orcutt, CA	1
Paso Robles, CA	15
Pleasant Hill, CA	2
redlands, CA	1
Roseville, CA	1
San Anselmo, CA	1
San Diego, CA	2
San Francisco, CA	3
San Luis Obispo, CA	20
San Miguel, CA	3
Santa Maria, CA	1
Santa Barbara, CA	1
Santa Clara, CA	1
Santa Margarita, CA	1
Santa Maria, CA	11
Santa Rosa, CA	1
Simi Valley, CA	1
Sunnyvale, CA	4
Tehachapi, CA	1
Templeton, CA	4
Turlock, CA	2
Victorville, CA	1



Row Labels	Count
Active.com	26
Facebook	4
Family / Friend	108
Internet/Website	37
Other	36
Past participant	43
Print Marketing	19
Grand Total	273





AGENDA NO: V

MEETING DATE: March 11, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** March 1, 2016
FROM: Brent Haugen, Morro Bay Tourism Director
SUBJECT: San Luis Obispo County CowParade Sponsorship

RECOMMENDATION

Staff recommends that the Board discuss sponsorship options and determine whether or not to provide funding and if so, at what level.

BACKGROUND/DISCUSSION

San Luis Obispo County is proud to be among more than 80 cities and towns that have hosted CowParade worldwide, including top destinations like Paris, Tokyo, Chicago, and Hong Kong. Cow sponsorships and auction sales have raised more than \$30 million for charities across the globe, and more than 200 million people have traveled far and wide to see the event that has been called the largest and most successful public art campaign in the world. Now, Morro Bay has a chance to be part of this success story.

One component of sponsorship is that the Tourism Business Improvement District (TBID) can sponsor life-size fiberglass cows. The event coordinator works with local artists to decorate the cows, stipend the artists, move the cows and display the cows for six months from September 2016 to April 2017. At the end of the exhibition, they throw a big party and auction the cows off to raise money for local charities.

Event sponsorships will benefit ARTS Obispo, the California Mid-State Fair Heritage Foundation, and Land Conservancy of San Luis Obispo County. In addition to the artist stipends, sponsorship supports a state-wide marketing and public relations campaign to attract visitors to San Luis Obispo County. Many of the other cities and unincorporated areas throughout the county are participating in this program. Currently, Morro Bay has not committed to this project.

Tom Halen, of CowParade Sand Luis Obispo County, will be present at Thursday's meeting to discuss this opportunity for Morro Bay.

Prepared By: BH

Deputy City Manager Review: ST

FISCAL IMPACT

There is a balance of \$24,000 for event funding in the 2015-2016 TBID Budget. Any funding requests approved earlier in the meeting will reduce that balance and affect the amount of funding for other events and sponsorships.

This is an unbudgeted expense and would require the expenditure of funds typically provided to Morro Bay festivals and events.

ATTACHMENT

CowParade Sponsorship Brochure

CowParade Sponsorship Benefits Flyer



c o w + p a r a d e™

San Luis Obispo
county

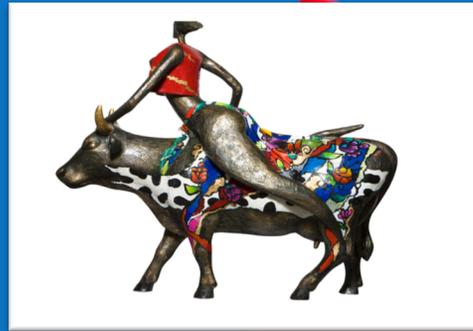
International Cowparade
selects SLO County to
host the world's largest
& most successful public
art exhibit

As the only region in California
hosting a CowParade, we have the
opportunity to create a powerful
attraction for our communities. We
are working to place 101 decorated
cows throughout the county.

arts, culture, charity

coming sept. 2016

cowparadeslo.com



Join the herd! Sponsorship

It's easy, fun and for a cause.
Organizations, businesses and
individuals sponsor life-size
fiberglass cows, and we do all the
heavy lifting. We coordinate with
local artists to decorate the cows,
stipend the artist, move the cows
and display the cows for six months
from Sep 2016 to Apr 2017.
At the end of the exhibition, we
throw a big party and auction the
cows off to raise money for local
charities.
Cows!

*"Anyone who does anything to help
a cow in his life is a hero to me." -
Mr. Rogers*

Sponsorship levels

Rising Star \$3,500
(1 cow shared, logo on plaque, name on website)

Champion \$7,000
(1 cow, logo on plaque, name on website)

Middleweight \$10,500
(1 cow to keep, logo on plaque, name on website)

Heavyweight. \$20,000
(3 cows, 1 cow to keep, logo on plaque, logo on website)

Recognition

**Your logo prominently displayed
as an official sponsor on cow
plaque and name or logo the
CowParade SLO County website**

*To find out more on how
you can participate*



805.715.3627
info@cowparadeslo.com
669 Pacific St, Ste C
San Luis Obispo, CA 93401
cowparadeslo.com

Global Art for Local Charity & Artists

Benefitting

You pick the SLO County charity of your choice or default to our three title charities; Land Conservancy of San Luis Obispo County, ARTS Obispo and the ag education program for California Mid-State Fair Heritage Foundation of.

“Feel good by doing good”

Artists

Amazingly talented local artists from the known to the unknown, professional, amateur and student alike have been called to duty submitting design concepts for sponsors to choose. But hey! Maybe you know an artist *who* wants to paint a cow?

“I dream of painting and then I paint a cow.”

– Vincent van Gogh

Marketing

We have an aggressive marketing plan that targets locals and visitors throughout California using traditional media, social media and public relations tools to maximize cow visitors. Our partnership with local community organizations will help extend your marketing reach to new legions of potential visitors and will add a whimsical new attraction to your community or business visitor amenities.



Some 5,000 cows have been created worldwide since 1999 & over 200 million people have seen a CowParade cow somewhere in the world



\$30 million raised globally for charity

Not all cows come in black & white...

Have you ever seen a yellow cow dressed as a submarine?

What about Picaso on a cow, Picowso?



Questions, contact: info@cowparadeslo.com / 805.715.3627



Sponsorship Benefits

• 2 0 1 6 •

San Luis Obispo County is proud to be among more than 80 cities and towns that have hosted CowParade worldwide, including top destinations like Paris, Tokyo, Chicago, and Hong Kong. Cow sponsorships and auction sales have raised more than \$30 million for charities across the globe, and more than 200 million people have traveled far and wide to see the event that's been called the largest and most successful public art campaign in the world. Now, you have a chance to be part of this success story.

Your cow sponsorship benefits ARTS Obispo, the California Mid-State Fair Heritage Foundation, and Land Conservancy of San Luis Obispo County. The sponsorship also pays an artist stipend and supports a state-wide marketing and public relations campaign to attract visitors to San Luis Obispo County.

Below and on page 2, we've highlighted the marketing timeline, tactics and overall value to cow sponsors. For questions regarding sponsorship opportunities beyond sponsoring a cow, please contact Tom Halen at tom@cowparadeslo.com, or visit cowparadeslo.com for more information.

CowParadeSLO.com Website Throughout 2016

Value: \$30,000

Includes sponsor logos and links to sponsor websites.

Brochure & Map September 2016

Value: \$25,000

25,000 brochures distributed to tourists and locals throughout San Luis Obispo County.

T.V. Spot October 2016

Value: \$20,000

Aired locally to promote CowParade.

Print Ads October 2016

Value: \$40,000

In publications including San Francisco Chronicle Destination Guide, Sunset Magazine, Horizons in key feeder markets: San Francisco, Los Angeles, San Diego, and the Central Valley.



Direct Mail October 2016

Value: \$5,000

Direct mail piece promoting event to 25,000 out-of-area homes selected by target demographic.

Digital Ads September 2016 thru March 2017

Value: \$55,000

Digital display advertising geographically and demographically targeted at key feeder markets on platforms including TripAdvisor.com, Sunset.com, Google Display, and Bay Area News Group, as well as other out-of-area buys.

Social Media Mentions Throughout 2016

Value: \$30,000

Facebook and Instagram presence with shout out opportunities for sponsors based on level of sponsorship. Paid promotion on both platforms targeting out of area visitors and current page fans.

Gala & Auction | May 2017

T.V. Spot April 2017

Value: \$30,000

Aired locally to promote the Gala.

Digital Ads April 2017

Value: \$55,000

Digital display advertising geographically and demographically targeted at key feeder markets on platforms including TripAdvisor.com, Sunset.com, Google Display, and Bay Area News Group, as well as other TBD out-of-area buys.

Direct Mail April 2017

Value: \$10,000

Direct mail piece promoting event to 25,000 out-of-area homes selected by target demo. Direct mail piece promoting event to 25,000 in-market homes selected by target demo.



AGENDA NO: VI

MEETING DATE: March 3, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** March 1, 2016
FROM: Brent Haugen, Morro Bay Tourism Director
SUBJECT: Annual Stakeholder Meeting Roles, Responsibilities and Timeline

RECOMMENDATION

Staff recommends that the Board discuss which Board members will be available to participate in the meeting and in what capacity.

BACKGROUND

The Annual Stakeholder Meeting is an official joint meeting of the Morro Bay Tourism Business Improvement District Advisory Board and the Morro Bay Tourism Bureau Board. It is a requirement under the regulations of the Morro Bay Tourism Bureau, and is supported by the City to provide hoteliers and the community at large with what is being done to promote tourism in Morro Bay. This year the meeting will be held at the Inn at Morro Bay and will be moving from a morning session to an afternoon session (including lunch) to better engage the Morro Bay lodging industry.

DISCUSSION

Staff will need to know which board members will be in attendance to assure a quorum. There will need to be discussion of the roles and responsibilities and the agreement among the board of these roles.

ATTACHMENT

Annual Meeting Timeline & Roles

Prepared By: BH

Deputy City Manager Review: ST



Annual Stakeholder Meeting Timeline & Roles

Date:	Thursday, April 14, 2016
Time(s):	12:00-2:00pm
Location:	Inn at Morro Bay, Cayucos Room
12:00-12:30pm	Check-in & Networking <ul style="list-style-type: none">• <i>Would love to have the board help welcome guests and network</i>
12:30pm	Call to Order Introduction of Board Members <ul style="list-style-type: none">• <i>Each board member will introduce themselves, their respective company and their term</i> Recognition of Past Board Members <ul style="list-style-type: none">• <i>The Chair of the Board will recognize past board members</i><ul style="list-style-type: none">○ <i>Todd Baston</i>○ <i>Jayne Behman</i>○ <i>Fred Reed</i>○ <i>Jack Smith</i>○ <i>Joan Solu</i>• <i>Chair will introduce Dave Buckingham, City Manager for the City of Morro Bay</i>• <i>Chair will introduce Brent Haugen, Executive Director</i> Introduction of City Staff and Council Members <ul style="list-style-type: none">• <i>Dave Buckingham will introduce himself, City Staff and City Council who are present</i> Introduction of Staff <ul style="list-style-type: none">• <i>Brent Haugen, Executive Director will introduce staff</i>
12:45pm	Year in Review <ul style="list-style-type: none">• <i>Brent Haugen, Executive Director will direct this portion of the meeting with the assistance of Verdin Marketing and Mental Marketing</i>• <i>Introduce Becky Singh</i>
1:00pm	Tourism Marketing District Update from Visit San Luis Obispo County <ul style="list-style-type: none">• <i>Becky Singh, Marketing Director from Visit San Luis Obispo County will direct this portion of the meeting</i>
1:15pm	Review of 2016-17 Goals, Budget, Markets & Plan <ul style="list-style-type: none">• <i>Brent Haugen will direct this portion of the meeting with the assistance of Mental Marketing</i>
1:45pm	Adjourn <ul style="list-style-type: none">• <i>Conducted by the Chair of the Board</i>



AGENDA NO: VII

MEETING DATE: March 10, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** March 3, 2016
FROM: Brent Haugen, Morro Bay Tourism Director
SUBJECT: Discussion of Marketing and Public Relations Draft Plan

RECOMMENDATION

Staff recommends that the Board review the proposed marketing and public relations plan, provide feedback on the direction of the plan, and direct staff to provide that information to Mental Marketing.

BACKGROUND/DISCUSSION

Mental Marketing was recently selected to provide tourism marketing and public relations services for Morro Bay in Fiscal Year 2016-17. As a result, staff has been working with Mental Marketing and providing the information and data needed to create a robust 2016-17 Marketing and Public Relations Plan to be presented at the Annual Stakeholder Meeting in April.

It is important to attain the support of the advisory board as well as the stakeholders on the overall plan. To that end Mental Marketing has provided a draft of the plan for the Board to review and provide feedback, which can be incorporated into the final plan to be released at the annual stakeholder meeting

ATTACHMENT

Proposed 2016-17 Marketing and Public Relations Plan Draft

Prepared By: BH

Deputy City Manager Review: ST



Morro Bay Tourism Bureau

MARKETING PLAN

July 2016 – August 2017



Discover Your Better Nature

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MORRO BAY MARKETING OVERVIEW

Infinite Results for the Morro Bay Brand

Serving the marketing interests of hospitality companies, cities, counties, TBID's and regional DMO's is our primary business. As a result of over 10 years of working with hospitality and destination clients, we know the most important deliverables are rooms booked and raising RevPAR. Our team has created and implemented tourism marketing campaigns for organizations and cities with numerous challenges and, through our efforts, generated significant gains in consumer awareness, engagement, response, shoulder-season bookings, and TOT.

Mental Marketing is a full-service branding, marketing and media communications agency with nine years of related experience delivering successful brand insights, organizing and managing advertising and marketing strategy, identity, creative, public relations, events and digital content management for a wide variety of clients. From tourism to technology, we develop new brand identities and breathe new life into existing brands. To ensure Morro Bay achieves its goals, we tailor made this marketing strategy with our team focusing on your unique needs, capabilities, assets and working preferences. As Morro Bay Tourism Bureau has evolved in terms of funding, structure and leadership, we have proven to shape our team to its needs.

Our team met with Brent and discussed a few new exciting trends that generated some new approaches to campaigns for the 2016–17 fiscal year and we are excited to share this marketing plan overview with you now.

TOURISM TRENDS TO LEVERAGE FOR MORRO BAY

Adventure Pass – Added Value Stay Extender

In May of 2015, the Morro Bay Tourism Bureau launched the Morro Bay Adventure Pass as a product to extend the overnight stay average, create added value offering lodging partners alternatives to discounted pricing, as well as bring revenue to sales tax businesses. Of the 46 passes sold, 95% of the individuals stayed in a Morro Bay hotel or motel. Of the 95%, 85% stayed 2 nights in Morro Bay where the other 15% were divided between 1 and 3+ overnights. **AMAZING!!!**

So, naturally we thought: how do we leverage this successful program and extend it to other lifestyle markets? How do we create additional promotional opportunities that add value to midweek visits? We propose adding in a few more "Adventure Pass" type ideas into the mix. How about a September Wine Month promotion offering discounts on pairings, food, beer and everything that compliments a wine travelers lifestyle? How about a seafood focused promotion for Seafood Month focusing on insider tips, where to buy seafood off the docks and where the locals go for fishing? Stay tuned for more on these ideas and how we plan to grab our target audience and lure them to Morro Bay!

How to Influence Summer Growth?

Why rest on our packed weekend laurels? Let's go after midweek business targeting the Tier 1 market during summer, as well as the Tier 2 markets (see next section for details of each market). Instead of a slight hiatus during the summer season, we propose using trip advisor display, social media, email marketing, direct mail and public relations to go after midweek bookings in July in an effort to increase July and August midweek

business to both markets. This is the best time of year for families to travel midweek, so let's promote midweek discounts on food, fun and adventures and motivate our target to **MOVE IT TO MORRO BAY MIDWEEK!**

Lifestyle Marketing Continues to Make Sense

As per Brent's report, Neo-tribalism has been identified as the desire to seek out others with shared interests, sensibilities and passions. For many of us this is also known as lifestyle marketing, targeting different lifestyles that audiences are drawn to. Whether we target outdoor enthusiasts, health nuts, nature lovers, or foodies, this approach allows for targeted media buys and niche PR efforts based on these common interests. This approach targets different ages from millennials to baby boomers, and all ages in between based on their lifestyle, and brings them together for a common cause.

Digital Trends

MOBILE, MOBILE, oh, and did we mention MOBILE? According to eMarketer, 2015 trends showed mobile ad spending was on par with desktop, and is set to surpass it in 2016. This is congruent with trends we are seeing with our tourism clients, and supported by data from multiple sources. This clearly shows the Morro Bay Tourism ROI trends for 2015 are on target with national trends with an increase in mobile use up 200%. Mental Marketing's media team has planned a mobile focused digital media buy to geo and lifestyle focused targets. We partner with the most sophisticated digital ad networks that use top analytical tools to remove the mystery of 1) What are the profiles of people visiting our website and ultimately booking a room? 2) What creative is working best? 3) What is the cost of conversion? 4) How can we get more bookings for less?

Print – Best Approach for Morro Bay

We are all aware of the amazing opportunities that print ads in glossy mags provide our clients, but there are some drawbacks that cannot be overlooked. In order to accomplish the primary goal of converting shoulder season bookings, increasing occupancy, and raising TOT, we recommend devoting the majority of paid advertising budget to digital and a portion to print in the direct mail category. Using these outreach approaches ensures we are targeting a fine tuned audience, versus taking a shot gun approach with no tracking or call to action capabilities. However, we do understand the value of capturing the imagination of certain segments of consumers who consume magazine however, so we recommend that print advertising be executed judiciously allocating contingency dollars to take advantage of opportunities.

Public Relations Content and Cost Savings

One of the PR programs Mental is proposing this year is a local guest blogger program. With the launch of the new MorroBay.org website in late 2015, there is an opportunity to create custom content on the site through the blogging system. We've had great success with this type of program and look forward to introducing this type of "localism" content with insider's insight to the MorroBay.org site and all its visitors.

Also, Mental will continue to work on ways to reduce the overall hosting costs and leverage tourism partners willing to comp or discount itinerary items. There were strides in reducing costs by establishing a media rate policy with Morro Bay lodging. Mental will continue to work with the Tourism Bureau to reducing costs by co-oping travel costs other destinations on the central coast, allowing for the the tourism department to continue to extend the public relations budget.

Social Media and Reputation management

According to eMarketer, 49% of California Travelers use social media in their trip planning (compared to 31% of U.S. leisure travelers). They use dozens of digital and print media sources over a 3-6 week trip planning period. And 52% seek out reviews, ratings and user-generated content for ideas and to validate their trip decisions. Social media is about building relationships with your audience. And we couldn't agree more. We plan to take the "localism" content to the next level in our social media plan, and engage and grow the audience in a number of ways, focusing on the authentic experiences and what it feels like to live like a local in real time. Additional strategies include selfie programs, contests, scavenger hunts and more to add elements of excitement and engagement to a buying experience. To many, Morro Bay feels more like a person and has a persona that resembles a friend or a family member they can trust.

Also, once considered by many as risky business, the tourism department and its agency will monitor and respond appropriately to websites allowing online reviews of Morro Bay. We will then take that information and try and utilize it to better marketing and sales efforts. This will be part of our Social Media Plan.

One-on-one Marketing – Database Profiles

Knowing that segmentation is more sophisticated than ever for 2016, Mental understands that prospect email and direct mail can be highly effective acquisition channels when fully integrated with all campaign strategies: geo/lifestyle cohort targeting, campaign creative, paid media, public relations, social media and existing database. Both prospect email and postal mail will be tested to gain audience insights used to optimize response and booking conversion.

APPROVED OBJECTIVES & TARGET AUDIENCES

The goal to increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season was carried over from the previous fiscal year. With assessment dollars being stretched further, the expectation to influence more business during midweek and shoulder season is even stronger this fiscal verses last. By looking at the historical data and taking into consideration the differing weather patterns, the tourism department must look closer at the biggest opportunities to bring in business during the shoulder season. September, November and December-March are the times when both the lodging and the sales tax business community is thirsting for more business. You will see throughout the programs that Mental Marketing has created campaigns and promotions that address these key opportunities to meet the following approved goals and objectives.

GOALS & OBJECTIVES

- a. Increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season
- b. September, November – more aggressive
- c. Midweek – more aggressive
- d. Extend the number of average hotel/motel room nights beyond 1.5
- e. Help incrementally increase the hotel/motel Average Daily Rate (ADR)
- f. Bring exposure to Morro Bay as a viable domestic and international destination for individuals and groups
- g. Assist with the development and growth of competitions and events that attract overnight guests

- h. Create opportunities to positively impact sales tax businesses & drive economic development in the City of Morro Bay
- i. Positively impact transient occupancy tax (TOT) for the City of Morro Bay

MARKET TIERS

Morro Bay will continue reaching out to these primary markets throughout the year, taking into consideration the key trends and lifestyle of the audience the destination is trying to attract. Overall, Mental Marketing has established a media plan to reach these audiences to achieve the goals and objectives aforementioned. The purpose of reaching out to these Tier 2 warmer markets is to make an appeal to escape to a beach setting with cooler climates, namely, Morro Bay.

TIER 1:

- Year Round Placements
 - 1. Los Angeles, California
 - 2. Central Valley of California
 - 3. San Francisco, California
 - 4. San Jose, California
 - 5. San Diego, California

TIER 2:

- 1. April-October
 - a. Sacramento, California
 - b. Phoenix, Arizona
- 2. May-August
 - a. Reno, Nevada
 - b. Las Vegas, Nevada
 - c. Houston, Texas
- 3. New Test Markets
 - a. Orange County
 - b. Riverside County
 - c. Denver, Colorado

TIER 3:

- 1. United Kingdom (CCTC/Black Diamond)
 - a. England
 - a. London
- 2. Canada (CCTC/VSLOC)
 - a. Ontario
 - b. British Columbia
- 3. Germany (Visit CA)
 - a. North Rhine-Westphalia
 - b. Bavaria
 - c. Baden-Wurtte
- 4. Australia
 - a. New South Whales
- 5. China (Visit CA)

INTEGRATED MARKETING PROGRAMS & STRATEGIES

As your new full service marketing agency of record, we look forward to integrating all aspects of Morro Bay Tourism marketing efforts. Throughout this fiscal year, the agency team will manage a multi-layered destination brand marketing program that integrates paid, earned and social media strategies to accomplish the strategic goals for Morro Bay. The program sustains the most productive advertising channels that demonstrate lodging conversions and also tests new media channels to deliver midweek and shoulder season travelers more efficiently. The paid media plan identifies travelers by their interest and lifestyles and engages them throughout their travel planning cycle. To capture the attention of travelers in the early stages of awareness, the program maintains public relations efforts that place Morro Bay top of mind with priority travel and lifestyle media. To open new niche markets, and present to these travelers what makes Morro Bay truly unique, additional public relations programs are also outlined.



PROGRAM 1: CONVERSION FOCUS
DIGITAL/SOCIAL MEDIA PLAN & PROMOTIONS CONCEPTS

OVERVIEW: Morro Bay is poised to take the digital outreach and results to the next level increasing impressions, conversions and other metrics using the following digital campaign strategies and tactics. The digital universe offers a direct link to conversions tracking lifts in UVPMs, occupancy and an overall increase in TOT when a strong call to action digital campaign must has a compelling message that moves the target audience to respond.

As per Brent's report, MorroBay.org website saw an estimated 200% increase in mobile users over desktop visits in 2015, which is on par with national trends. While we see desktop and tablet users are still growing overall in our tourism client's results, the mobile end user is outpacing those users in triple digits and, according to eMarketer.com, 2015 trends show mobile ads set to surpass desktop for the first time in 2016.

STRATEGY: Develop strong seasonal campaigns targeting lifestyle groups in approved geo-targeted markets to increase UVPMs, track bookings and conversions, and increase database of visitors.

TACTIC 1: MEDIA FOR MORRO BAY

For tourism and hospitality clients our media assignments have included strategic planning, negotiations and management of all media channels including outdoor, broadcast, print, pay per click, travel ad networks, TripAdvisor, streaming media, co-operative, database-driven email programs, mobile ad networks, social media advertising and retargeting campaigns. We use the most sophisticated digital buying analytical tools to remove the mystery of 1) What are the profiles of people visiting our website and ultimately booking a room? 2) What creative is working best, 3) What is the cost of conversion? 4) How can we get more bookings for less? Mental Marketing recommends using the following proven media outlets to get the best digital results for Morro Bay's seasonal tourism campaigns.

AD TAXI

AdTaxi's Marketing Campaigns are custom built to connect clients to their target audience through the most effective media channels based upon the client's campaign goals. AdTaxi is a Google Premier SMB (small business) Partner and purchases valuable inventory with industry leading brand safety and fraud prevention technology, eliminating bots. AdTaxi accesses robust 1st party and 3rd data to match each impression to the right audience. Instead of delivering a set number of impressions at a set CPM, this Magellan Performance Based program maximizes the budget dynamically across all ad groups. Magellan evaluates the price and performance of each impression against the metric that matters most to Morro Bay's campaign, and adjusts budgets accordingly to maximize booking conversions for the budget.



ADARA

Through Adara's 80+ partnerships with the world's largest travel companies including Delta, American Airlines, United Airlines, Hertz Rental Car, Wyndham, Best Western and RoomKey, ADARA has unparalleled access to Morro Bay's tourist target. When compared to the total internet audience, ADARA's custom traveler segment is 2.2x more likely to travel to California. Thanks to their contractual relationships



with their partners, they have over 1 billion traveller profiles and they collect search, booking & itinerary views in **real time** directly from the source to track and report travel patterns to our client's destination.



TRIP ADVISOR

Trip Advisor is the world's largest travel site and the top planning resource for global travelers to plan and have the perfect trip. In more than 34 countries and 21 languages, the site offers travelers trusted advice from real travelers and seamless links to booking tools. The site generates more than 260 million unique monthly visits. Trip Advisor enables Morro Bay to reach predisposed audiences researching and planning a trip 46 days in advance.

FACEBOOK/INSTAGRAM/LINKED IN CAMPAIGNS

As more travelers are devoting more of their time on Facebook and Instagram, Morro Bay will leverage the precise targeting, competitive rates and excellent track record for central coast destinations. To target the self-employed traveler with flexible schedules, Mental will manage targeted Linked In campaigns with the midweek message.

YOUTUBE VIDEO SPOTS

YouTube is owned by Google and is the second largest search engine in the world. It has a variety of targeting options that help you reach the right customer for your business. You can target by age, gender, location, interests and more. Not only great for brand awareness, we've executed tourism campaigns with a CTR of 25% at a cost of .11 per click. We think Morro Bay is perfect for this medium.

GOOGLE ADWORDS/DISPLAY ADS

Google AdWords and Display enable Morro Bay to reach relevant visitors on relevant websites with the right message when it matters most. Google AdWords shows how many people notice the ads and what percentage click to visit MorroBay.org. With the tracking tools, you can even see the actual booking goals the website is generating as a direct result of ads. Morro Bay can test ads, try new search terms, pause shoulder season campaigns and re-start when desired. In addition, the Google Match program enables Morro Bay to serve specific digital ads to existing email subscribers and the travelers with the same matching profiles.

TACTIC 2: MONTHLY DIGITAL PROMOTIONS TO LIFESTLYE & GEO TARGETS

JULY 2016

- **Promote:** New Wine Month Promotion; Win a 2 night stay in Morro Bay during wine month; includes food, wine, beer and artisan product tastings throughout Morro Bay, discounted wine tour adventures and value add Lodging Packages to increase September Bookings

- **Lifestyle Target:** Active Families, Multi-Generational Travelers, Outdoor and water sports enthusiasts looking for entertaining, educational and transformative experiences ie the volun-tour program through Nature Corps that focus on entire family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix, Reno, Las Vegas, Houston

AUGUST 2016

- **Promote:** New Wine Month Promotion; Win a 2 night stay in Morro Bay during wine month; includes food, wine, beer and artisan product tastings throughout Morro Bay, discounted wine tour adventures and value add Lodging Packages to increase September Bookings
- **Lifestyle Target:** Active, Self Employed, Boomers & Millennials looking to travel when the weather is still great, but after the high season when kids go back to school, interested in nature, romance, food, wine, craft beer and local artisan products
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix, Reno, Las Vegas, Houston
 - Tier 2 – test markets: Orange County, Riverside

SEPTEMBER 2016

- **Promote:** New Wine Month Promotion that includes food, wine, beer and oyster and artisan product tastings throughout Morro Bay, win a 2 night stay in Morro Bay for seafood Month w/ discounted wine tour adventures and value add Lodging Packages to increase September Bookings
- **Lifestyle Target:** Active, Self Employed, Boomers & Millennials looking to travel when the weather is still great, but after the high season when kids go back to school, interested in nature, romance, food, wine, craft beer and local artisan products
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix

OCTOBER 2016

- **Promote:** Shoulder Season Fall Campaign TBD, with emphasis on getting more bookings for November: Rock Paper Scissors Shopping promotion from Nov 1 through Dec 31 – Enter to win a \$500 shopping spree in Morro Bay - one in November, and another winner in December
- **Lifestyle Target:** Outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers looking for a late summer vacation, antique shoppers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix
 - Tier 2 – test markets: Orange County, Riverside

NOVEMBER 2016

- **Promote:** Rock Paper Scissors Shopping promotion with emphasis on getting more bookings for November: Enter to win a \$500 shopping spree in Morro Bay in November and another winner in December Contest from Oct 1 – November 31.

- **Lifestyle Target:** Outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, people looking for an alternative to family holidays, antique shoppers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego

DECEMBER 2016

- **Promote:** December is Operation Santa Paws month – get discount at select hotels when you bring a pet toy at check in to Pet Friendly Morro Bay; campaign w/ Activities for Dec – include Best Morro Bay Holiday Vacation Ideas
- **Lifestyle Target:** Outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, people looking for an alternative to family holidays, antique shoppers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego

JANUARY 2017

- **Promote:** Winter is for the Birds Promotion, including love birds, so be like the birds and land in Morro Bay – winter lodging promotions
- **Lifestyle Target:** Outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego

FEBRUARY 2017

- **Promote:** Winter is for the Birds Promotion, including love birds, so be like the birds and land in Morro Bay -winter lodging promotions
- **Lifestyle Target:** Families, outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego

MARCH 2017

- **Promote:** Winter is for the Birds Promotion so be like birds and land in Morro Bay for Spring break - winter lodging promotions
- **Lifestyle Target:** Families, outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego

APRIL 2017

- **Promotion:** Midweek Lodging and activity Specials to increase midweek bookings in July and August; promote special midweek dinner offerings and Happy Hours throughout Morro Bay; win passes for midweek harbor tours, midweek kayak rentals, deep sea fishing

- **Lifestyle Target:** Girls and guy getaways, families, outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix

MAY 2017

- **Promotion:** Midweek Lodging and activity Specials to increase midweek bookings in July and August; promote special midweek dinner offerings and Happy Hours throughout Morro Bay; win passes for midweek harbor tours, midweek kayak rentals, deep sea fishing
- **Lifestyle Target:** Girls and guy getaways, families, outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix, Reno, Las Vegas, Houston

JUNE 2017

- **Promotion:** Midweek Lodging and activity Specials to increase midweek bookings in July and August; promote special midweek dinner offerings and Happy Hours throughout Morro Bay; win passes for midweek harbor tours, midweek kayak rentals
- **Lifestyle Target:** Families, outdoor and water sports enthusiasts, food, beer and wine aficionados, beach goers, pet friendly travelers, healthy active millennials & boomers, weekend travelers, nature lovers, modern family
- **Geo-Target:**
 - Tier 1: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2: Sacramento, Phoenix, Reno, Las Vegas, Houston

JULY 2017

- **Promote:** New Wine Month Promotion; Win a 2 night stay in Morro Bay during wine month; includes food, wine, beer and artisan product tastings throughout Morro Bay, discounted wine tour adventures and value add Lodging Packages to increase September Bookings
- **Lifestyle Target:** Active Families, Multi-Generational Travelers, Outdoor and water sports enthusiasts looking for entertaining, educational and transformative experiences ie the volun-tour program through Nature Corps that focus on entire family
- **Geo-Targeting:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2 Sacramento, Phoenix, Reno, Las Vegas, Houston

AUGUST 2017

- **Promote:** New Wine Month Promotion; Win a 2 night stay in Morro Bay during wine month; includes food, wine, beer and artisan product tastings throughout Morro Bay, discounted wine tour adventures and value add Lodging Packages to increase September Bookings
- **Lifestyle Target:** Active, Self Employed, Boomers & Millennials looking to travel when the weather is still great, but after the high season when kids go back to school, interested in nature, romance, food, wine, craft beer and local artisan products

- **Geo-Target:**
 - Tier 1 Los Angeles, Central Valley, San Francisco, San Jose, San Diego
 - Tier 2 Sacramento, Phoenix, Reno, Las Vegas, Houston
 - Tier 2 – test markets: Orange County, Riverside

**PROGRAM 2: GROW BRAND AWARENESS AND ENGAGE
PUBLIC RELATIONS & ORGANIC SOCIAL MEDIA**

PUBLIC RELATIONS GROWS BRAND AWARENESS

Mental Marketing was hired in April 2014 by Morro Bay Tourism to execute strategic public relations programs to increase awareness of Morro Bay as a visitor destination through third party endorsements from bloggers, travel writers and editors from California feeder markets and primary national audiences. The programs included media relations programs inviting niche lifestyle travel journalists to Morro Bay, developing itineraries showcasing activities targeted to their audiences in outdoor adventure, culinary, wine and beer, family fun, and getting back to nature.

STRATEGY: Build brand awareness and keep Morro Bay top of mind in the travel, lifestyle media and daily news press by inviting approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories, coordinating top journalists Fam trips, acquiring press feature coverage, landing pickups through PR Newswire media partners, which in turn increase SEO and search spider links back to MorroBay.org.

TACTICS:

1. **Research, Write and Distribute Press Releases:** Research newsworthy story ideas unique to Morro Bay to engage the media supporting ad programs, lodging packages, special events and happenings in Morro Bay. Monthly press releases are distributed to the core marketing firm’s proprietary list of over 2,000 travel writers, as well as over PR newswire to meet the above objectives.
2. **Visiting Journalist Program:** A highly effective component of the PR strategy is hosting top journalists on Fam trips. Throughout all the targeted outreach programs, Mental will continue to invite approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and invite the top media that will produce the best results and meet our strategic PR goals.
3. **Lifestyle Pitches to Niche Media:** Public relations helps grow brand awareness and allows for lifestyle targeted approached to our audience. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and invite the top media that will produce the best results and meet our strategic PR goals.
4. **Reactive Media Pitches:** Vet and respond to all media inquiries from Morro Bay, Visit SLO County, CCTC and their international offices, Visit CA, SLO Wine and the Paso Robles Wine Country Alliance, among other sources. Respond to public relations queries initiated through the CTTC and their international offices, individual journalists and publications.
5. **LOCAL Guest Blogger Program:** Content development program where we invite members of the local community from restaurants, wine bars, and tour operators to hoteliers and fishermen to write blogs

about Morro Bay with the local's perspective that travelers crave. Mental will serve as the editing agency and manage the blog calendar. For example: a blog by Morro Bay's House of Jerky would offer an behind the scenes story about how local jerky is made and create a direct connection from the blogger to the visitor. That emotional connection is a powerful converting tool.

RELEASE CONCEPTS:

- **July:** New Spend National Oyster Day in Morro Bay - Home of the Pacific Gold and the Grassy Bar, August 5 – find discounts on wine and oyster pairings, wine tastings, wine tours and more when you book now.
- **August:** New September Wine Month promotions and lodging packages – find discounts on wine and oyster pairings, wine tastings, wine tours and more when you book now.
- **September:** October Seafood Month specials: discounts when you buy fish fresh off the docks, restaurant discounts on seafood and wine pairings, discounts on deep sea fishing, bay tours; win a getaway
- **October:** Rock Paper Scissors Shopping promotion with Insider Shopping Tips; promotion from Nov 1 through Dec 31; win a shopping spree
- **November:** December is Operation Santa Paws month – get discount at select hotels when you bring a pet toy at check in to Pet Friendly Morro Bay; campaign w/ Activities for Dec – include Best Morro Bay Holiday Vacation Ideas include Best Morro Bay Holiday Vacation Ideas; pet friendly cocktail reception
- **December:** January 5 is national bird day and winter is for Birds: Celebrate it in Morro Bay at the Bird Fest.
- **January:** Winter is for birds, and February is for love birds
- **February:** Celebrate National Submarine Day and Spring Break in Morro Bay March 17/Spring Break
- **March:** Got Spring Fever? Get outside and celebrate National Golf Day this April in Morro Bay with the Adventure Pass, focus on events, packages, culinary and hospitality news
- **April:** Insider scoop on MB Bike Paths to Celebrate National Bike Month *or* Celebrate Mother Ocean Day on May 10 in Morro Bay with focus on seafood/fishing - fishing season opens May 1
- **May:** Best Morro Bay Midweek Vacation Ideas for families, guys, girls, and couples
- **June:** What's new this summer: celebrate summer in Morro Bay
- **July:** Last call for summer vacation in Morro Bay: here's what you are missing...
- **August:** New September Wine Month promotions and lodging packages – find discounts on wine and oyster pairings, wine tastings, wine tours and more when you book now.

SOCIAL MEDIA SOLUTIONS DESIGNED FOR ENGAGEMENT

Mental offers extensive experience developing integrated social media strategies to increase awareness, collaboration, engagement and conversion of your core visitors. Being a tourism focused marketer on social media is all about showing travelers the experience, and allowing them to envision themselves there. People want to know what is available to them for a better travel experience, in real time, but they don't want to be "sold" the information. From the hiking trails, bay view kayaks, golf courses and city streets, we'll bring an "educate and inform" angle to our marketing efforts and keep it personal.

Great daily content through partnerships, visual impacts, and information about upcoming events and marketing promotions, but most importantly, sharing our fan's images, posts and more. NOTHING helps Social

Media thrive more than letting Morro Bay’s fan base know that they are important, we’re paying attention to them, and we think what they’re saying is important enough to share ourselves. **KEEPIN’ IT REAL**

STRATEGY: 80% PULL AND 20% PUSH CONTENT

80%: Pull marketing “pulls” the consumer to engage through response, interest, inquiries, and transactions, through the use of actionable and experiential digital content i.e. social posts, blogs, e-newsletters.

20%: Push marketing “pushes” content to the user using persuasive calls to action to get them to respond through discounts, special offerings and ads.

TACTICS:

- Calendar content posts across all channels on monthly/quarterly basis, integrated with campaigns and outreach efforts
- Increase engagement, reach and frequency by increasing pull content
- Develop strategic local social partners through other highly social area groups & organizations ie Central Coast Women for Fisheries, MB National Estuary Program, MB Harbor Dept/Coast Guard, Whale Watching
- Strategic sharing with group pages specific to upcoming events
- Employ a powerful hashtag strategy, offering visitors an opportunity to interact with our social media profiles. I.e. on-site signage to promote #MBSeaOtter when visitors share pics of the Morro Bay Otter family on Instagram
- Develop new ways to engage with visitors and use their social media channels to help promote Morro Bay. I.e. Create “Selfie Spots” around Morro Bay in locations ideal for pictures, and incorporate hashtags/tagging reminders to promote the city
- Partner with area photographers to feature the picturesque values of Morro Bay visitors love, and highly engage with
- Create a powerful social sharing initiative to make sure fresh, topical content about Morro Bay is regularly found and shared in the proper context
- Share insider blog program posts which will feature a variety of travel perspectives (Seniors, Young Families, Outdoor Enthusiasts, etc.)
- Create integrated lodging specials and packages to promote on social media
- Develop event and seasonal getaway prizes that increase engagement and email subscribers

**PROGRAM 3: ONE-TO-ONE FOCUS
PRINT, DIRECT MAIL & EMAIL**

Prospect email and direct mail can be highly effective acquisition channels when fully integrated with all campaign strategies: geo/demo cohort targeting, campaign creative, paid media, public relations, social media and existing database. Both prospect email and postal mail will be tested to gain audience insights used to optimize response and booking conversion. As previously mentioned, we recommend approaching print advertising opportunities judiciously from contingency budget, and depending on the offer i.e.:

- Tier 1 print opportunities that also offer advertorial
- Tier 1 and 2 print opportunities that leverage co-op relationships with tourism partners, like CCTC Visit CA opportunities, Visit SLO County print co-op opportunities i.e. American Way magazine.

STRATEGY: Create an integrated prospect email and postal direct mail program targeting lifestyle consumer markets in the approved geo regions, bolstering midweek, Sept and Nov lodging acquisition campaigns.

TACTICS: Mental Marketing will leverage its proprietary subscription to V12 Launchpad, a data-rich marketing platform that manages more than 208 million records on consumers and businesses in the U.S. The subscription allows Morro Bay to efficiently profile existing email subscribers and midweek guests and identify more 'clones' who opt-in to email and postal databases and are predisposed to travel offers. Both email and postal executions would be split tested.

EXECUTION COMPONENTS:

- Integration of approved midweek/shoulder campaign creative
- Design 2 campaign email ads and 2 postcards
- Database modelling of email subscribers and midweek guests
- Email and postal list rental of profile
- Printing, label 2 postcards (quantity to be determined by database model)
- Postage (exact cost based on quantity and bulk mail classification)

**PROGRAM 4: STRENGTH IN NUMBERS
PARTNERSHIP OPPORTUNITIES**

This past year the Morro Bay Tourism Bureau has had great success in promotional partnerships. From public relations to co-op promotional opportunities, the prospects are endless. Mental Marketing has come up with a few concepts to share in this initial marketing plan overview, but our goal is to develop several serious opportunities for the Bureau to flush out and Mental will support in any way possible.

PARTNERSHIP IDEAS

- Fresno/Sacramento: From Farm to Fork, to Ocean to Table. This program focuses on the agri-tourism and aqua-tourism opportunities in each region.
- Partner with San Jose: Do you know the way to Morro Bay? (think of the song – do you know the way to San Jose) – From high tech stress to low tech harbor, Morro Bay gives the tech head a well-earned break

**PROGRAM 5: REALIZE RESULTS
TRACKING AND QUARTERLY REVIEWS**

Upon approval of a strategic outreach plan, creative concepts, marketing and website recommendations, Mental will execute all assigned activities including creative, content development and production of all deliverables. Mental's team executes all assigned activities including creative, content development and production of all deliverables. Mental's team will work closely with the Morro Bay leadership on an ongoing basis including deadline management, weekly or monthly conference calls and campaign updates. Mental will be available for in person meetings as frequent as Morro Bay requires.

Our comprehensive monthly public relations reports include: press release distribution coverage, outreach activities, recent media coverage with links and metrics, visiting journalist status and pending coverage. To ensure budgets are carefully maintained, we provide an agency program budget worksheet in Excel, Mental Marketing will create an annual agency budget worksheet listing all scope of work deliverables that show expenses as they incur, as well as brief campaign status summaries with each monthly agency invoice. Also, Mental will manage a campaign results dashboard including a complete digital campaign monitoring of digital advertising. At the end of each seasonal campaign Mental will provide a final campaign summary report.

Mid-year review: The mid-year review of programs allows for new promotions, emerging story angles and budget shifts to be identified and addressed accordingly.

BUDGET 2016 –17

Strategic Planning, Consulting, Reporting	\$15,000
Account Management, Coordination	\$26,000
Creative Services, Ad Creation	\$28,000
Social Media Planning, Execution, Reporting	\$36,000
Media Buys, Ad Placements	\$175,000
Direct Mail and Email Campaigns	\$25,000
Public Relations Plan, Outreach and Reporting	\$80,000
Agency Contingency	\$15,000
Total	\$400,000