

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, JULY 14, 2016
VETERAN’S MEMORIAL HALL – 9:30 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 MAY 19, 2016 TBID ADVISORY BOARD MEETING
- IV. APPROVAL OF MINUTES FROM THE JUNE 9, 2016 TBID ADVISORY BOARD MEETING
- V. BEAUTIFICATION & TOURISM HOW DO WE GROW TOGETHER
- VI. DISCUSSION OF INFORMATION DIRECTORY/KIOSKS
- VII. FINDING DORY PRESS COVERAGE UPDATE
- VIII. MARKETING OVERVIEW REPORT

IX. DECLARATION OF FUTURE ITEMS

X. 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 – MAY 19, 2016 AT 9:00 A.M.
INN AT MORRO BAY – CAYUCOS ROOM

PRESENT:

Aaron Graves	Vice-Chairperson
Taylor Newton	Member
Charlie Yates	Member
Jayne Behman	Member

ABSENT: Michele Aanerud Chairperson

STAFF: Sam Taylor Deputy City Manager
Brooke Austin Deputy City Clerk

CONTRACT
STAFF: Brent Haugen Tourism Bureau Executive Director

ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members, but Chairperson Aanerud present, and the meeting was called to order at 9:07 a.m.

ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

Member Yates thanked City of Morro Bay and Visit SLO for Amgen Race and asked them to consider trying to get a start at Morro Rock.

PUBLIC COMMENT PERIOD
https://youtu.be/F-rTjyw_3Zg?t=1m7s

The public comment period was opened.

John Solu of Morro Bay stated that he had spoken to hoteliers about dissolving the TBID; however, he has decided not to pursue a petition to protest and he is hopeful business will continue to increase.

Councilmember John Headding, TBID Liaison, thanked the Solu's for their vision in starting the TBID and stated Council realizes tourism is the economic driver of the City. He reaffirmed commitment of the City of Morro Bay to the success of hoteliers in order to continue on as a City, and the City is going to make significant investment in TBID over future years.

The public comment period was closed.

A. CONSENT CALENDAR

A-1 APPROVAL OF MINUTES FROM THE APRIL 14, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING

https://youtu.be/F-rTjyw_3Zg?t=26m39s

MOTION: Board Member Yates moved to approve the minutes from the April 14, 2016 Tourism Business Improvement District Advisory Board Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

B. BUSINESS ITEMS

B-1 PROGRESS UPDATE ON TOURISM MANAGER RECRUITMENT

https://youtu.be/F-rTjyw_3Zg?t=27m50s

Deputy City Manager Taylor introduced Jennifer Leal who has been selected as Tourism Manager and discussed her experience and qualifications. She will start June 6th.

Jennifer Leal spoke about her background and experience.

B-2 MORRO BAY TOURISM BUREAU TRANSITION

https://youtu.be/F-rTjyw_3Zg?t=33m30s

Director Haugen reported the transition is going well; offices have moved, technology and employee change over issues are being handled.

Deputy City Manager Taylor stated that they are finalizing contract details and contracts will start July 1st.

B-3 MERRILL RESEARCH RESULTS FOR MORRO BAY

https://youtu.be/F-rTjyw_3Zg?t=43m41s

Director Haugen reviewed the research results. He mentioned the research is a benefit of participating in the Tourism Marketing District for the County with Visit SLO. He highlighted comparisons with other areas. He stated the data suggests restaurants and shopping have higher results in downtown; however, visitors may not know the difference between embarcadero and downtown. There are a higher number of visitors consisting of couples and older audiences. A goal should be better marketing for low season and looking at better research to see where to market.

The Board discussed the results and requested an executive summary of the information in the future. They also thought it would be good to have a presentation of the information, perhaps with graphs, etc. They would also like to leverage the fact that responders did not identify the central coast as an outdoor adventure or nature community

B-4 MORROBAY.ORG RESERVATION SYSTEM

https://youtu.be/F-rTjyw_3Zg?t=1h8m16s

Director Haugen spoke about the differences between the JackRabbit and booking.com. booking engines and provided handouts. The Board discussed the implications of changing booking engines and the challenges with each. They would like to discuss this with a larger groups of hoteliers perhaps in a workshop format.

C. DECLARATION OF FUTURE ITEMS

https://youtu.be/F-rTjyw_3Zg?t=1h36m10s

The Board requested a fall workshop to discuss booking engines. They would also like to add an Amgen report, Citywide sponsored events, and the event grant process as future agenda items. Board Member Newton would like to discuss City beautification as it relates to tourism.

D. ADJOURNMENT

The meeting adjourned at 10:57 a.m. The next Regular Meeting will be held on Thursday, June 9, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Brooke Austin
Deputy City Clerk

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JUNE 9, 2016
VETERAN’S MEMORIAL HALL – 9:30 A.M.

PRESENT:	Michele Aanerud	Chairperson
	Jayne Behman	Member
	Maggie Juren	Member
	Taylor Newton	Member
	Paul VanBeurden	Member
	Charlie Yates	Member

ABSENT:	Aaron Graves	Member
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STAFF:	Jennifer Little	Tourism Manager
	Brooke Austin	Deputy City Clerk

CONTRACT

STAFF:	Brett Haugen	Tourism Bureau Director
	Aaron Young	Sales and Marketing Coordinator

I. ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members, but Member Graves present, and the meeting was called to order at 9:01 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened. Seeing none, the public comment period was closed.

III. WELCOME NEW ADVISOR BOARD MEMBERS, MARGARET JUREN AND PAUL VAN BEURDEN

<https://youtu.be/9pEUII2tpZw?t=19m54s>

IV. WELCOME CITY OF MORRO BAY TOURISM MANAGER JENNIFER LITTLE

<https://youtu.be/9pEUII2tpZw?t=21m2s>

V. AMGEN TOUR OF CALIFORNIA REPORT

<https://youtu.be/9pEUII2tpZw?t=22m4s>

Tourism Director Haugen presented the report and responded to Board inquiries. He discussed the feedback received from the City, how the TBID contribution was spent, the pick-up report and the Verdin Media report. He also discussed the differences between an event start verses a finish.

VI. DISCUSSION AND APPROVAL OF TOURISM BUREAU BUDGET REPORT

<https://youtu.be/9pEUII2tpZw?t=49m4s>

Chairperson Aanerud stated that at the Morro Bay Tourism Bureau (MBTB) Meeting earlier the Board voted to approve the budget and now that action is being carried forward for TBID approval.

MOTION: Board Member Behman moved to approve the budget as approved by the MBTB Board. The motion was seconded by Board Member Newton and carried unanimously, 6-0.

VII. DISCUSSION AND APPROVAL OF 2016/2017 GRANT PROGRAMS

<https://youtu.be/9pEUII2tpZw?t=50m25s>

Tourism Director Haugen presented the report and responded to Board inquiries. He reviewed draft applications and program guidelines. The Board discussed having an Events Grant Task Force to review applications.

MOTION: Board Member Yates moved to approve the draft applications with the following changes: correct the ending date, add a disclaimer about funding availability, and add a question about previous funding and use of funds. The motion was seconded by Board Member Newton and carried unanimously, 6-0.

VIII. DECLARATION OF FUTURE ITEMS

<https://youtu.be/9pEUII2tpZw?t=1h19m4s>

The Board would like to see the following items as future agenda items: 1) discussion regarding an Events Coordinator; 2) AMGEN County Report; 3) City beautification as it relates to tourism; 4) the Writer's Conference; 5) Cows on Parade; 6) the Maritime Museum; and 7) visitor kiosks.

IX. ADJOURNMENT

The meeting adjourned at 10:37 a.m. The next Regular Meeting will be held on Thursday, July 14, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Brooke Austin
Deputy City Clerk



AGENDA NO: V

MEETING DATE: 7/14/16

Staff Report

TO: Tourism Business Improvement District Board **DATE:** July 6, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Beautification & Tourism How Do We Grow Together

RECOMMENDATION

Staff recommends the Board receive and file this report

BACKGROUND

SLOCOG is moving forward through the various stages of project development for the Scenic Byway Interpretive Signage project. The final closeout deadline for our federal Scenic Byway grant is June 30, 2017, so it's critical that we are under construction by this fall. The grant funding received and spent to date will have to be paid back to the federal highway administration (FHWA) if we don't meet the critical path provided to us by FHWA.

ATTACHMENTS

Map showing locations and details of signs located in Morro Bay are available on the City website. Please click [here](#).

Prepared By: JL

Deputy City Manager Review: _____



AGENDA NO: VI

MEETING DATE: 7/14/16

Staff Report

TO: Tourism Business Improvement District Board **DATE:** July 6, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Discussion of Information/Directory Kiosks

RECOMMENDATION

In an effort to help our valued visitors move through the City from the rock to the Embarcadero to downtown, staff is recommending five information/directory kiosks. The kiosks will list all businesses in those three areas broken down by type of business. Additionally, the kiosk would include public restrooms, parks, trolley stops, beach, bay, harbor, rock, sand spit, and walking paths, plus mileage to and from each area. This is essential for increasing tourism and repeat business. Staff recommends the Board discuss and provide input on potential kiosk style and locations. Staff will review those recommendations and bring this item back for discussion at the April 11, 2016, TBID Board meeting.

BACKGROUND/DISCUSSION

The City continually struggles to retain repeat visitors stays which in part is due to the lack of knowledge of what Morro Bay has to offer. We struggle with visitors moving from the Embarcadero to downtown and many visitors lack understanding of all the things they can do in Morro Bay. Based on research, it is clear the visitors do not understand the different areas and what they have to offer. Providing a directory by category of all the options available will help drive business between the areas. Additionally, there is a visual separation from the rock parking lot to the Embarcadero and downtown. Visually looking at those areas from the rock makes them appear farther than they are. Explaining to visitors how close they actually are and that they are walking distance will help inspire the visitors to explore the entire town. Right now a large amount of our visitors drive to the rock and do not explore town.

CONCLUSION

All these requests will come back for discussion at the August 11, 2016 Morro Bay Tourism Business Improvement District Advisory Board Meeting.

ATTACHMENT

Sample photos

Prepared By: JL

Deputy City Manager Review: _____





AGENDA NO: VII

MEETING DATE: 7/14/16

Staff Report

TO: Tourism Business Improvement District Board **DATE:** July 6, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Finding Dory Press Coverage Update

RECOMMENDATION

Staff recommends the Board receive and file this report

BACKGROUND

With the movie being released last month the wave of Dory followers has quickly grown. Morro Bay being touted in the movie as “The home of Dory” was an amazing surprise that was only known about since May 2016. Disney has been very generous to allow the City of Morro Bay to mention this fact in our press releases. This offer has garnished the City expensive coverage that would not otherwise be financially feasible. The City is looking at additional ways we can partner with Disney to promote Morro Bay through Finding Dory.

CONCLUSION

Although Disney is not open to the idea of a license agreement while the movie is in theatres, staff will keep open lines of communications with Pixar to look at the possibility of a future licensing agreement and continue to promote Finding Dory through all media channels available.

ATTACHMENTS

1. Mental Marketing overview
2. Powerpoint Press coverage package
3. Letter to Disney from Jamie Irons and Dave Buckingham

Prepared By: JL

Deputy City Manager Review: _____



TO: Morro Bay Tourism Department
FROM: Mental Marketing
RE: Disney Outreach Activity Report
DATE: June 24, 2016

DISNEY COMMUNICATION OUTREACH

- In early May Mental reached out to a personal contact in the Disney publicity dept. to discuss *Finding Dory* and possible Morro Bay promotional opportunities
- On May 12, we sent an email out to the *Finding Dory* head of publicity with a list of promotional ideas developed by Brent Haugen and Mental, including:
 - Dory Day in Morro Bay
 - FREE Family Weekend in Morro Bay
 - Family Reunion Weekend in Morro Bay
 - Ellen do a live feed or show from Morro Bay and or give away trips to the quaint seaside town
 - Special screening of the movie at Morro Bay's historic The Bay Theatre
 - Special screening of the movie at Morro Rock
 - Tell Your Own Dory Story Contest – tell us how you reconnected with family and win
 - *Finding Dory* Swag Bags from Disney
 - Disney produce a "Jewel of Morro Bay" toy sold exclusively in the month of June in Morro Bay
 - Treasure hunt for the Jewel of Morro Bay for a chance to win a trip to see the premier of *Finding Dory*
 - Tickets to give away for the premier of *Finding Dory*
 - Proceeds of the ticket sales to go to Pacific Wildlife Care (or a charity that helps "lost" marine life)
 - A special Disney dedication of the new Central Coast Aquarium
 - Characters from the movie do a road trip to Morro Bay
- A week later, our contact said most of the promotions surrounding the movie were complete:
 - Disney had already spent the budgeted resources and money for the movie so there was nothing left to put toward a Morro Bay promo of the movie.
 - Ellen was already locked and loaded as they had been promoting the movie on her show for the last year. She was not going to be in production in June so the show was off the table completely.
- They sent movie posters, signage and activity sheets as well as digital files approved to use on social media.
 - Posters and swag bags were distributed throughout town
 - Digital files were sent to Brent Haugen for social media use with Verdin

- We were not allowed to use the movie title in any of our press releases.
- Mental got approval to reach out to various national shows hosting Dory promotional interviews to see if they would consider including promos on Morro Bay with the segments.
 - We were offered the opportunity on the **Live with Kelly and Michael Show** to offer a giveaway. MBTB would have to supply airfare for 2 US round trips, along with lodging and entertainment costs.
 - The offer was turned down by MBTB citing budget restrictions.
- Mental recommended that MBTB could partner with Chamber to throw an Opening Night Event at Bay Theater, including:
 - Rent a Dory costume for an opening night event as Disney could not put any time or money into sending costumed characters for a promotion in Morro Bay.
 - Rent a spot light for opening night
 - Do a red carpet event with photographers as paparazzi
 - Multiple openings throughout that Friday



Finding Dory Media Coverage

April - June 2016

34

PIECES OF COVERAGE:

2.86B

ONLINE READERSHIP:

1.91M

ESTIMATED COVERAGE VIEWS:

708K

SOCIAL SHARES:

39.5M

YOUTUBE VIEWS:



MOVIES

Review: In 'Finding Dory,' a Forgetful Fish and a Warm Celebration of Differences

FINDING DORY NYT Critics' Pick Directed by Andrew Stanton, Angus MacLane Animation, Adventure, Comedy, Family PG 1h 37m

FIND TICKETS

By A. O. SCOTT JUNE 15, 2016



Jenny (voiced by Diane Keaton) and Charlie (voiced by Eugene Levy) as Dory's parents in the animated film "Finding Dory." Walt Disney Studios Motion Pictures

In "Finding Nemo," Pixar's 2003 masterpiece, the ocean was a vast realm of menace and wonder, newly charted by rapidly advancing digital-animation technology. The movie, a visual revelation, was also a welcome defense of risk-taking in an era of anxiety, and something of a cautionary tale about the downsides of helicopter parenting. As often happens in adventure stories, the hero was occasionally upstaged by his sidekick. We rooted for Nemo and choked up when he was found, but the best lines and sweetest grace notes belonged to Dory, the absent-minded blue tang voiced by [Ellen DeGeneres](#).

Now Dory has her own movie, imaginatively called "Finding Dory," a merchandising opportunity for Disney and a welcome end-of-the-school-year diversion for parents and children. While it may not join the top tier of Pixar features, "Dory," directed by Andrew Stanton and Angus MacLane, is certainly the best non-"Toy Story" sequel the studio has produced. That may sound like faint praise given the startling mediocrity of "Monsters University" and "Cars 2," but what "Dory" lacks in dazzling originality it more than makes up for in warmth, charm and good humor.



(EST.) MONTHLY VISITS: 301M

(EST.) COVERAGE VIEWS: 54.5K



9.1K



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ENTERTAINMENT MOVIES

Box office: 'Finding Dory' and the evolution of Pixar



Pixar's 'Finding Dory' has emerged as a rare summer 2016 hit. But the difference between Pixar and other animation companies has shrunk. (Pixar)

By **Steven Zeitchik**

JUNE 20, 2016, 12:30 PM

We here at Movies Now don't like raining on anyone's parade. So we won't point out that Cleveland made its historic comeback against a Warriors team that was probably a little banged up and was at least occasionally getting a raw deal from officials.

And we won't note that, despite the headlines to the contrary, "Finding Dory" did not actually beat the record for biggest animated opening of all time. When it comes to inflation, box-office pundits can be more forgetful than a blue tang, so honors for highest opening still belong to DreamWorks Animation's 2007 sequel "Shrek the Third," whose adjusted \$141 million when adjusting for inflation comes in ahead of "Dory's" \$136 million this weekend.

But quibbling over dollars is mostly beside the point. The thrust of all these weekend headlines is that "Finding Dory" did well. Like, really well. One tool for viewing sequel box office is how much a movie has grown its fan base from the previous installment. In this regard, "Dory" and its more than 50% increase in adjusted opening-weekend box office is pretty much surpassingly great. Many ordinary animated sequels increase their opening-weekend audience by far less than that. Even "Toy Story 3"—widely seen as the gold standard in animated sequels—grew its audience over "Toy Story 2" by just a hair under 50%.

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Related



Why "Dory" did well, though, is where things get interesting. Solid marketing, a lack of worthy family (and

In Case You Missed It



Exactly how bad is Fall Out Boy's new 'Ghostbusters' theme song?

12:28 PM



Led Zeppelin didn't steal music for 'Stairway to Heaven,' jury decides

11:30 AM



Ride the US Bank Tower's glass Skyslide with 70 floors of nothingness below you

10:18 AM

[See More](#)

(EST.) MONTHLY VISITS: **67.3M**

(EST.) COVERAGE VIEWS: **49.7K**



54



1



420

CULTURE

'FINDING DORY' REVIEW: PIXAR'S FAMILIAR RETURN TO THE OCEAN FLOOR

BY ZACH SCHONFELD ON 6/20/16 AT 8:30 PM



CULTURE PIXAR FINDING DORY MOVIES FILM ELLEN DEGENERES

The most curious thing about *Finding Dory*, the new film from Pixar and the sequel to *Finding Nemo*, is how long it took to arrive.

It's been 13 years—a century, in matters of Hollywood—since *Nemo*'s funny and fast-paced nautical adventure won over families and earned north of \$850 million in the process. Even back then, the movie quickly threatened to usurp 1995's *Joy Story* as Pixar's most beloved creation. You knew a sequel would come. No one was more impatient than Ellen DeGeneres, who returns to voice Dory. "It was more really of a joke," [the comedian told Time recently](#), "but it was incredible to me that there were all these sequels being made and *Nemo* was such a great movie."

In other words, *Finding Dory* is the most inevitable movie to hit theaters since [Martin Scorsese made a Rolling Stones rockumentary](#). The setting's the same as *Nemo*—a richly imagined ocean populated by sea creatures whose speaking dialects are as distinct as their species—while the narrative shifts to Dory, *Nemo*'s sidekick, an amnesiac blue tang who suffers from "short-term meh-memory loss," as she puts it.

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The plot is simple: Dory is on a mission to find her parents, Charlie and Jenny, from whom she became separated as a child (er, young fish). But Dory's plight is complicated, because she can recall her parents only in fleeting flashbacks—and she frequently forgets acquaintances within moments of meeting them. This memory quirk is a good comedic and plot device. But DeGeneres, as the nervous, gregarious, excitable fish, is the winning element. Her performance puts a slightly cartoonish shade on her talk show personality: full of curiosity, bewilderment and fast-talking energy.

So is Pixar's oceanic underworld. Research claims that the color blue has a calming effect on the mind, that it relieves tension and aids in concentration. Maybe that's a myth. But it would explain why *Dory*'s visual palette is such a joy to look at, drawing on the deep blues and greens of the underwater expanse and ocean-dwelling algae. These are friends and foes we meet along the way—a frightful giant squid, a

Most Read

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Most Read

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(EST.) MONTHLY VISITS: **14.1M**

(EST.) COVERAGE VIEWS: **22.2K**



68



Finding Dory

★★★★

Finding Dory | Ellen DeGeneres, Albert Brooks, Ed O'Neill | Directed by Andrew Stanton

BY PETER TRAVERS | June 14, 2016



Ed O'Neill's traumatized octopus and Ellen DeGeneres' scatterbrained Dory in the Pixar sequel 'Finding Dory.' ©2016 Disney/Pixar. All Rights Reserved



The scatterbrained heroine of 'Finding Nemo' gets her own movie. and it's a heartfelt blast

It was instant-classic time when Pixar released *Finding Nemo* in 2003. The sequel, *Finding Dory*, puts heat on Andrew Stanton (and co-director Angus MacLane) to hit the same sweet spot. Stanton wisely eases into it, reuniting us with Nemo (Hayden Rolence) and his clown-fish dad, Marlin (an anxiously comic Albert Brooks). But this time it's Marlin's sidekick Dory, the blue tang immortally voiced by Ellen DeGeneres, who takes the star spot and swims with it.

SIDEBAR



Watch Adorable New Trailer for Pixar's 'Finding Dory' »

She's a scatterbrained delight. And, like Nemo, she's a lost child, which adds an undertow of genuine feeling to the proceedings. Dory has gone missing. Plagued, as ever, by short-term memory loss, she can't remember how to find her parents (Diane Keaton and Eugene Levy). Disability is a tough subject for a family film to take on, but *Finding Dory* does it bravely and with

courageous spirit. At the marine institute where she was born, she gets help from whale shark Destiny (Kaitlin Olson) and beluga Bailey (Ty Burrell). But Dory, who can't remember things, needs to reach the open sea. And now, scarily, Nemo and Marlin can't find her.

Dependent on the kindness of strangers. Dory is befriended by Hank (Ed

RELATED

- Summer Movie Preview 2016: Attack of the Blockbuster Clones
- Readers' Poll: The 10 Best Pixar Movies
- 'Defending Your Life' at 25: Albert Brooks on a Cult Classic

FEATURED NEWS FROM DIFFUSER

- U2 'Busting Our Ass' to Release New Album in 2016
- Listen to Fall Out Boy and Missy Elliott's 'Ghostbusters' Theme Song
- Dave Grohl Performs Solo Acoustic Show at Cannes
- Fabled Nirvana Demos Written by Dave Grohl Surface
- Tom DeLonge Sets the Record Straight on Blink-182, UFO Research

(EST.) MONTHLY VISITS: **38.4M**

(EST.) COVERAGE VIEWS: **39K**



110



5



UP NEXT

- 'Finding Dory' clip - "Jewel of Morro Bay, California" - Tribute.ca NOW PLAYING
- Pixar releases new 'Finding Dory' clip - Wochit Entertainment UP NEXT
- Entertainment City: Ellen DeGeneres premieres 'Finding...' - Entertainment City
- 'Finding Dory' Premiere - ET Canada
- 'The Shallows' - "The Beginning" trailer - Tribute.ca
- Nine year old boy breaks record with Alcatraz Swim

'Finding Dory' clip - "Jewel of Morro Bay, California"

Tribute.ca Duration: 00:57 2016-06-15



In this clip from 'Finding Dory,' Dory (Ellen DeGeneres) remembers where her family is and tries to convince Nemo (Hayden Rolence) and

READ MORE

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'X-Men: Apocalypse' - Spotlight: Magneto

Tribute.ca 0:18



'X-Men: Apocalypse' - Spotlight: Angel

Tribute.ca 0:13



'Money Monster' clip - "Turn the Cameras On"

Tribute.ca 0:41



'Jason Bourne' featurette - "Jason Bourne is Back"

Tribute.ca 2:03



'X-Men: Apocalypse' - Spotlight: Psylocke

Tribute.ca 0:13



'X-Men: Apocalypse' - Spotlight: Mystique

Tribute.ca 0:12



'Money Monster' clip - "Delicate Situation"

Tribute.ca 0:49



'Captain America: Civil War' movie clip - "The Team vs. Bucky"

Tribute.ca 1:02

MSN

June 15 2016

(EST.) MONTHLY VISITS:

1.36B

(EST.) COVERAGE VIEWS:

813K

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-  **6/17/2016**
'Finding Dory' Director Andrew Stanton & Composer Thomas Newman on the Emotional Life of Fish
-  **NEWS 2:40 PM**
James Taylor, Eagles & Mavis Staples Among Kennedy Center Honorees
-  **NEWS 2:39 PM**
Whitney Woerz Fights Stigma Around Discussing Teenage Mental Health in 'Ghost Story': Exclusive Premiere
-  **NEWS 1:46 PM**
'Hamilton' Lyrics Drive #Ham4Sittin Supporting Congressional Gun Sit-in
-  **NEWS 1:28 PM**
Led Zeppelin Wins 'Stairway to Heaven' Jury Trial
-  **NEWS 12:21 PM**
Britney Spears Is 'Twirling for All the Haters' (in a Bikini) on Instagram
-  **NEWS 12:03 PM**
Katherine Heigl & Josh Kelley Expecting Third Child
-  **NEWS 11:40 AM**
Nikki Glaser & Omarion Blast Guys Who Are Bad At Sex in NSFW 'Like They Do' Video
-  **NEWS 11:34 AM**
Publishing Briefs: Round Hill Music Facts with Neil Sedaka, Raleigh Music Group Strikes A Gershwin Catalog Deal
-  **NEWS 11:15 AM**
Daya Studies Up for 'School of Rock' Acting Debut: Exclusive
-  **NEWS 10:54 AM**
Watch Anna Kendrick & James Corden Sing the Clichéd Movie Romance Songbook
-  **NEWS 6/23/2016**
Rob Thomas and VNTANA to Offer First-Ever Hologram Karaoke on Summer Tour

'Finding Dory' Director Andrew Stanton & Composer Thomas Newman on the Emotional Life of Fish

6/17/2016 by Melinda Newman



Composer Thomas Newman and director Andrew Stanton at the scoring session for the film Finding Dory on March 22, 2016 at Sony Pictures Studios in Culver City, Calif. ALBERTO RODRIGUEZ /DISNEY/PIXAR

"Just to be underwater again was really great," Newman tells Billboard.

Director Andrew Stanton and composer [Thomas Newman](#) are swimming with the fishes again -- and they wouldn't have it any other way.

The twosome, who first worked together on 2003's Oscar-nominated *Finding Nemo*, are on the scoring stage on the Sony Pictures lot in Culver City, Calif., working on the Disney Pixar sequel, *Finding Dory*.

Stanton sits in the control room, Newman is conducting an 83-piece orchestra as footage of Dory (voiced by [Ellen DeGeneres](#)) in peril unspools over and over again. Seemingly small changes, such as switching keys to a G-sharp on one measure or adding a tuba, yield big changes to the scene's ominous sound (*Finding Dory*, which opened Friday, June 17, grossed \$9.2 million in Thursday previews, as it swims toward a predicted domestic opening weekend of \$100 million).

[Watch Sia Cover Nat King Cole's 'Unforgettable' for 'Finding Dory' on 'Ellen'](#)

For Stanton, when the music is added, "That's when it feels like a real movie,"

Billboard

June 17 2016

(EST.) MONTHLY VISITS: **34.3M**

(EST.) COVERAGE VIEWS: **44.4K**

 
41 4



MOVIES

Box office preview: *Finding Dory* to keep swimming past *Independence Day: Resurgence*

BY JOEY NOLFI @JOEYNOLFI



(Pixar; Murray Close; Claudette Barius)

Independence Day: Resurgence

Posted June 23 2016 — 12:46 PM EDT

Entering the most crowded frame of the summer thus far, four new wide releases — including blockbuster sequel *Independence Day: Resurgence* — are headed to theaters this weekend, though nothing seems poised to stop Disney's *Finding Dory* from claiming the box office crown for a second week in a row.

Here's how the June 24-26 box office showdown might play out:

1. *Finding Dory* - \$80 million

Without question, Disney's long-awaited animated sequel *Finding Dory* will nestle itself comfortably atop the domestic box office for the second straight weekend after grossing a **record-setting \$135.1 million** in its debut, the highest-ever three-day gross for an animated film (unadjusted for inflation).

SEE ALSO

- Weekend box office: *Finding Dory's* \$135.1 million animated film record
- 'Finding Dory' sets animated Thursday box office record

Finding Dory has already broken the "Curse of the 2016 Sequel," which saw high-profile continuations like *The Huntsman: Winter's War*, *Zoolander 2*, *After*, *Through the Looking Glass*, *Neighbors 2*

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(EST.) MONTHLY VISITS: **35.6M**

(EST.) COVERAGE VIEWS: **56K**

f 9 in 1

culture

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Film review: Is Finding Dory a worthy sequel?

Finding Nemo is one of the most beloved children's movies of all time. Can its sequel possibly live up to it? Critic Sam Adams has a verdict.



By Sam Adams
16 June 2016

When Dory, the amnesiac blue tang at the heart of Pixar's latest movie, has a flash of her own past, the camera locks in on her fishy face as the world spins around it, becoming a blur that resolves into a familiar tableau. That's what it's like watching Finding Dory, which moves fast enough to give us the illusion that we're getting somewhere, but finally drops us right back where we started.



We cry because this is where we're supposed to

Perhaps that's only fair, since going home is what Finding Dory is about. In 2003's Finding Nemo, Dory's short-term memory impairment was a running gag: "It runs in my family – at least I think it does." But the sequel shifts to Dory's point of view, and from that vantage, it's terrifying. The movie opens with a scene from Dory's childhood, as her parents cheerily struggle to find a way for their special-needs child to exist in the world. "What if I forget you?" Dory asks them. "Would you ever forget me?"



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June 16 2016

(EST.) MONTHLY VISITS: **319M**

(EST.) COVERAGE VIEWS: **236K**

f 610 in 1

ENTERTAINMENT

How An Unexpected Cameo Became The Funniest Joke In 'Finding Dory'

A famous actress weaves her way through the Pixar sequel.

06/16/2016 05:36 pm ET | Updated 4 days ago

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Matthew Jacobs
Entertainment Reporter, The Huffington Post



WALT DISNEY STUDIOS

In "Finding Nemo," we watched Marlin and Dory canvass the ocean in search of the titular clownfish. One year later — according to the timeline of the new sequel, "Finding Dory" — it's the amnesiac Dory who is MIA, seeking the parents she lost at a young age. A flash of recollection links Dory's origins to what she calls the "jewel of Morro Bay, California." Off she goes, zipping through Pixar's majestic tides.

Eventually, Dory lands at the base of a marine-life institute that, unlike SeaWorld, frees its captive creatures, as [inspired](#) by the unsettling 2013 documentary "[Blackfish](#)." Upon arriving, the scene pans up at the aquatic amusement park, and four unexpected words boom from its loudspeakers: "Hello. I'm Sigourney Weaver."

Weaver is the nautical mecca's spirit guide. We hear her dulcet voice on loop, touting mottos like "rescue, rehabilitation and release." Dory and the other fish consider Weaver a benevolent overlord. They trust her recordings will steer them through trouble.



(EST.) MONTHLY VISITS: **57.4M**

(EST.) COVERAGE VIEWS: **26.4K**

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Kylie Jenner Reviews 'Finding Dory' -- the Only Critique You Need to Read!

by Jennifer Drysdale 11:40 AM PDT, June 21, 2016



Photo: Getty Images

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There have been many reviews of *Finding Dory* since the film opened last Friday, but this might be the only one that truly matters.

Kylie Jenner joined America in watching *Finding Dory* on Monday, and of course she documented the whole thing for us on Snapchat.

First, the 18-year-old reality star shared her hopes for the movie on her way to the theater. "If *Finding Dory* isn't good, I'm going to be so sad!" Jenner declared to her followers.



Entertainment Tonight

June 20 2016

(EST.) MONTHLY VISITS: 13.3M

(EST.) COVERAGE VIEWS: 28.2K



2



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(EST.) MONTHLY VISITS: **2M**

(EST.) COVERAGE VIEWS: **3.42K**



8.2K



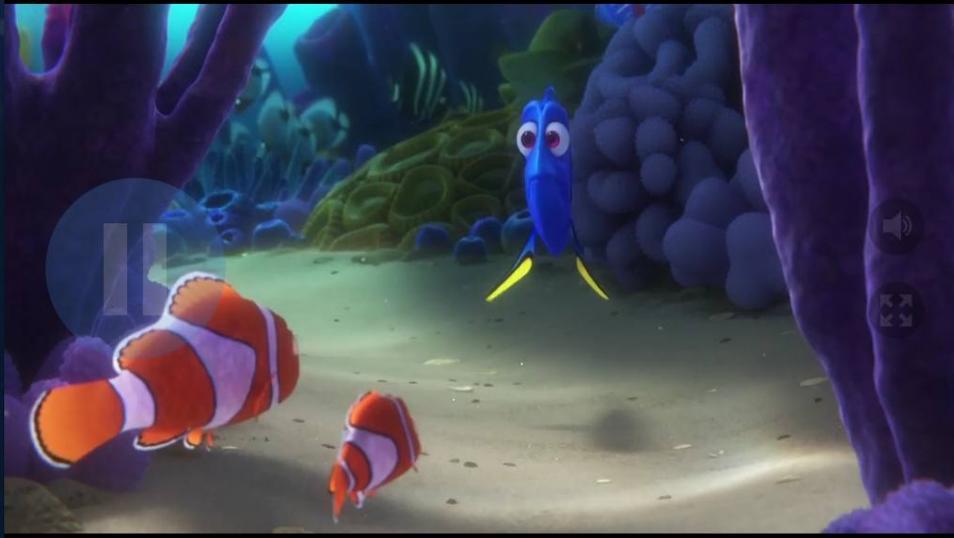
4



1.6K



8



Finding Dory Clips and Trailers



Baby Dory
Finding Dory



Go Through The Pipes
Finding Dory



Piper



You're A Beluga
Finding Dory



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Finding Dory



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(EST.) MONTHLY VISITS: 114K

(EST.) COVERAGE VIEWS: 544



2:18

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Transcript



MOVIE REVIEWS

Movie Review: 'Finding Dory' Is No Game-Changer

June 16, 2016 · 5:07 AM ET
Heard on Morning Edition



Pixar's sequel to *Finding Nemo* opens 13 years later and it's called *Finding Dory*. In it, Nemo's friend Dory, voiced by Ellen DeGeneres, goes on a quest to find her parents.

Transcript

RENEE MONTAGNE, HOST:

Thirteen years is a lifetime in Hollywood. But that's how long it's been between Pixar's "Finding Nemo" and its new sequel "Finding Dory." MORNING EDITION and Los Angeles Times film critic Kenneth Turan has this review.

KENNETH TURAN, BYLINE: It's not every supporting player who can go out there and become a star. Determined Dory, a forgetful sidekick in "Finding Nemo," is now front and center in "Finding Dory." The results are not encouraging. As Nemo fans will remember, Dory is a fish with short-term memory problems. "Nemo" director Andrew Stanton takes these issues a bit more seriously here, turning his new film into a kiddie version of Christopher Nolan's "Memento."

"Finding Dory" struggles with making its protagonist's memory problems involving. Ellen DeGeneres' patented likability goes only so far with a character who is often unable to finish a sentence. You're supposed to find this deficiency endearing. But it also might make you, well, crabby. Suddenly, Dory has glimmers of memory of her parents and their past life together in a place called the Marine Life Institute in California's Morro Bay.

(SOUNDBITE OF FILM, "FINDING DORY")

ELLEN DEGENERES: (As Dory) I remember them - my mom, my dad. I have a family. They don't know where I am. Let's go.

TURAN: More fun than Dory herself are the other sea creatures Dory encounters as he tries to figure out where in the institute her parents might be, creatures like Hank, an octopus who wants to go to Cleveland. The plot gets unfortunately frenetic with all manner of fishy misadventures. Enter two more creatures - nearsighted whale shark Destiny and Bailey, a beluga whale who needs help with his sonar.

(SOUNDBITE OF FILM, "FINDING DORY")

TY BURRELL: (As Bailey) I really can't echolocate.

KAITLIN OLSON: (As Destiny) Oh, I cannot have this conversation again. I just can't.

BURRELL: (As Bailey) I hit my head very hard out there. See how swollen it is?

OLSON: (As Destiny) Your head is supposed to be big. You're a beluga.

NPR.org

June 16 2016

(EST.) MONTHLY VISITS:

59.6M

(EST.) COVERAGE VIEWS:

27.4K



11

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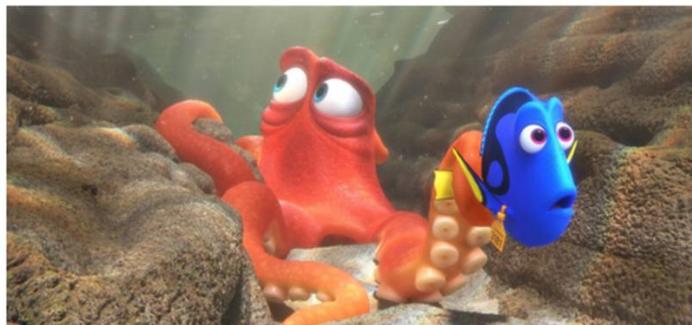
Box Office: 'Finding Dory' Racing Past \$200M Today After \$18M Wednesday



Scott Mendelson, CONTRIBUTOR

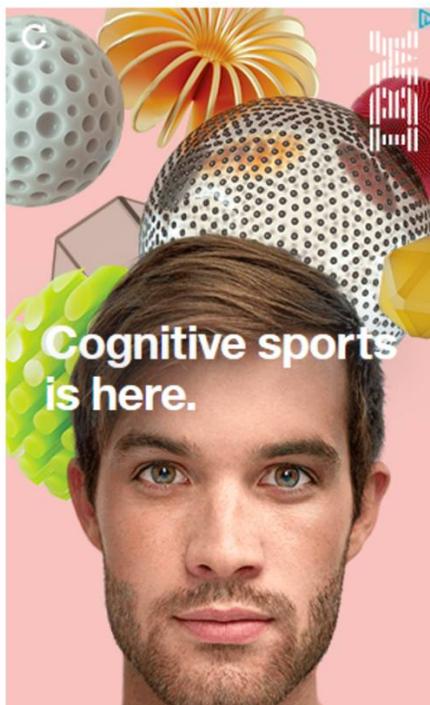
I cover the film industry. [FULL BIO](#) ▾

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Disney

Amusingly, Walt Disney's *Finding Dory* will require seven days to cross the \$200 million mark at the domestic box office. I say "amusingly" because it is the first movie ever to cross the \$200m mark in seven days. Let me clarify that. There are four movies that have crossed the \$200m mark in



(EST.) MONTHLY VISITS: **131M**

(EST.) COVERAGE VIEWS: **78.5K**



120K



140



48K

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Film Review: 'Finding Dory'



Owen Gleiberman
Chief Film Critic
@OwenGleiberman



JUNE 10, 2016 | 06:00AM PT

COURTESY OF DISNEY/PXAR

In the ravishing sequel to 'Finding Nemo,' Ellen DeGeneres' amnesiac tile fish learns to remember what life is all about.

"Finding Dory," the ingeniously pleasing sequel to "Finding Nemo," opens with a scene that merges our affection for a beloved character with a bit of a jolt. We see Dory, the friendly blue tang fish from the first film back when she was a big-eyed toddler with a babyish aura, getting trained by her parents



(EST.) MONTHLY VISITS: **24.2M**

(EST.) COVERAGE VIEWS: **31.3K**

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1.6K 1

Finding Dory First look review

Finding Dory review - fishy sequel awash with emotional manipulation

★★★★

Ellen DeGeneres excels in Pixar's Finding Nemo sequel, and the cartoon universe gains a new eight-legged superhero - but a heavy-handed approach threatens to drown the film's disability message

Jordan Hoffman

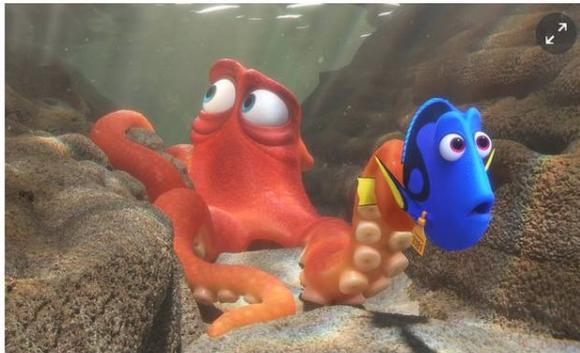
@jhoffman

Tuesday 14 June 2016 11.29 BST



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Hank the octopus, voiced by Ed O'Neill, left, and Dory, voiced by Ellen DeGeneres, in Finding Dory. Photograph: Pixar/AP

There's something in the water at Pixar. The computer animation studio is rarely content merely creating cute anthropomorphised wildlife or dazzling frenetic set-pieces, examples of which abound in their latest, Finding Dory. There also continues the sadistic streak that reached new heights during the first reel of 2009's Up, continued with the coda in 2010's Toy Story 3 and went beyond the pale tossing the adorable pink elephant Bing Bong into a memory hole last year's Inside Out. Pixar doesn't just pluck the heartstrings, they throttle them until they vibrate into higher dimensional space.



No right or wrong answer on Finding Dory's lesbian couple, say film-makers

Read more

Finding Dory, a same-but-different spin on 2003's tremendously popular Finding Nemo, is relentless in its pursuit of getting its audience to sob. (Think of it as an interactive film: the characters are immersed in salty water, so the audience should be, too.) These are tremendously effective moments, thanks to the highly advanced machinery that can create nuanced emotional tics on the faces of kooky, googly-eyed creatures and the outstanding voice acting talent of people like Ellen DeGeneres, Albert Brooks and (believe it or not) sitcom dingus Ed O'Neill. This isn't to say the film isn't repetitive or facile, it most surely is, but when it moves with its natural currents it is quite a remarkable achievement.

If you never saw the original, or suffer from some sort of memory loss, no need to worry. The silly aide-de-camp from the first adventure, Dory (a Pacific regal blue tang voiced by DeGeneres), is living in comfort with her adopted family, Marlin (a nervous clownfish voiced by Brooks) and his son Nemo (Hayden Rolence), among other happy members of the sea. But we get a look

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(EST.) MONTHLY VISITS:

312M

(EST.) COVERAGE VIEWS:

143K



1.5K



5



4

Finding Dory

f 495 t 11 v t p g+

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RELEASE DATE: June 17, 2016
(3D/2D theaters and IMAX)
STUDIO: Disney•Pixar
DIRECTORS: Andrew Stanton, Angus MacLane
MPAA RATING: PG (for mild thematic elements)
SCREENWRITERS: Andrew Stanton, Victoria Strouse
STARRING: Ellen DeGeneres, Ed O'Neill, Ty Burrell, Kaitlin Olson, Albert Brooks, Diane Keaton, Eugene Levy, Hayden Rolence, Michael Sheen
GENRE: Animation, Family
DURATION: N/A

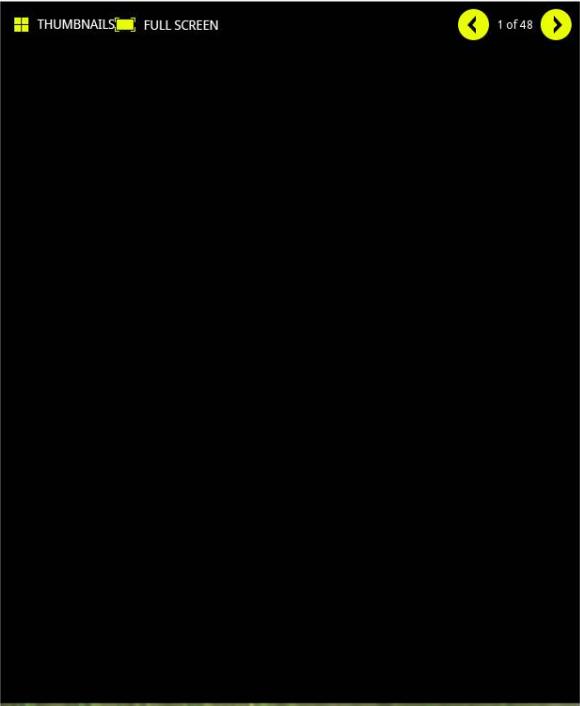
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OFFICIAL WEBSITE: Disney.com/FindingDory | [Facebook](#)

Plot Summary:

"Finding Dory" reunites Dory with friends Nemo and Marlin on a search for answers about her past. What can she remember? Who are her parents? And where did she learn to speak Whale?



UPDATES

- Spider-Man: Homecoming** - additional cast
- Category 5** - Maggie Grace and Ryan Kwanten join the film
- Annabelle 2** - synopsis, cast, writer, director
- Mom and Dad** - Nicolas Cage and Selma Blair to star
- Ghostbusters** - MPAA rating
- Inferno** - MPAA rating
- Spectral** - MPAA rating
- The Infiltrator** - MPAA rating
- The Eagle Huntress** - release date, MPAA rating
- Power Rangers** - Bryan Cranston to play Zordon

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- Free State of Jones
- The Fundamentals of Caring
- Wiener Dog
- The Shallows
- De Palma

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(EST.) COVERAGE VIEWS: **22.2K**

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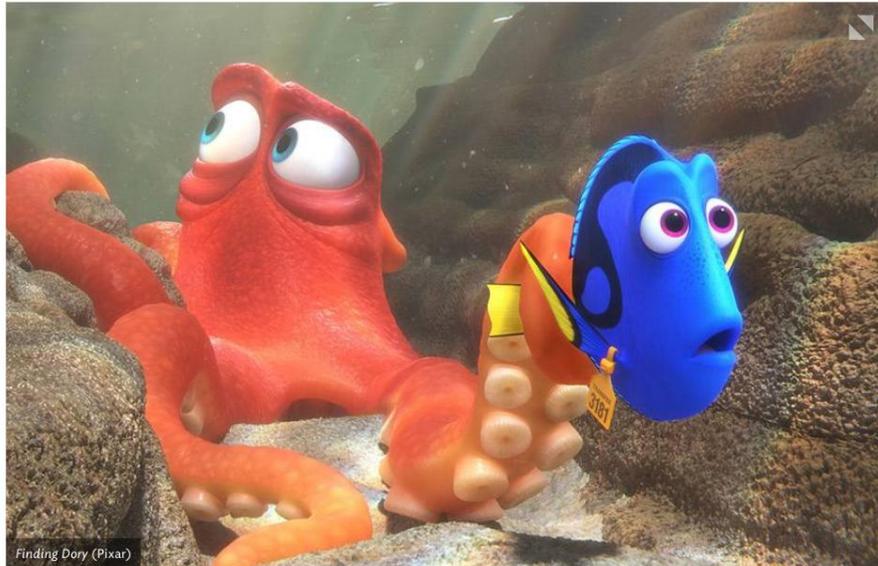
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Disney's Fishy Doctrine



Finding Dory (Pixar)



by ARMOND WHITE June 16, 2016 5:41 PM

@3XCHAIR

Finding Dory redefines family.

“There are no walls in the ocean” goes the concluding moral of *Finding Dory*, the latest social message from what can be considered the Disney Doctrine.

But what about nature's great barrier reef, the one known as Taste?

Disney's “happiest-place-in-the-world” corporate philosophy appears to tie in with current open-borders politics. (The better to welcome theme-park visitors, my dear.) The studio's popular multimedia productions *The Little Mermaid*, *Aladdin*, *The Lion King*, and *Frozen* have

PHOTO ESSAY



(EST.) MONTHLY VISITS:

8.35M

(EST.) COVERAGE VIEWS:

14.3K



83

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EXCLUSIVE: 'Finding Dory' Trailer

TheEllenShow 16,585,915 subscribers

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Published on Nov 10, 2015 Everyone's favorite forgetful fish is back! Check out this exclusive first look at the much-anticipated film.

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Top comments

A-Trex 4 weeks ago I never knew that Ellen was the voice actor after all these years

Cooliostuff 5 days ago lol me to

Jahan baker-wainwright 6 days ago Cant believe is finally here. I'm going to watch it in theaters tomorrow

Hunter Pokorney 1 week ago When I was little I'd watch finding nemo at least 2 times a day and went through 4 disc I'm only 12 now but I'm so hyped for this!!!

Will23Ocean 1 month ago yay Nemo is still little :-)

Paolo Vasquez 5 days ago

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FINDING DORY - Official International Trailer #5 (2016) Disney Pixar Animated Movie HD Comiobook.com
The Angry Birds Movie Official Teaser Trailer #1 (2016) - Peter Dinklage, Bill Hader Movie Movieclips Trailers
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YouTube November 10 2015

YOUTUBE VIEWS: 25.3M

YOUTUBE LIKES: 188K

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'Finding Dory' falls short of the heights of 'Finding Nemo'



In this Finding Nemo spin-off movie, the friendly-but-forgetful blue tang fish Dory reunites with her loved ones, and everyone learns a few things about the real meaning of family along the way. Here, we learn about Dory's connection to California. Walt Disney Pictures

BY RENE RODRIGUEZ
rrodriguez@miamiherald.com

Finding Dory isn't so much a sequel to *Finding Nemo* as it is a Looney Tunes spin-off: Wilder, sillier, broader and instantly disposable. Released in 2003, the Oscar-winning *Nemo*, the story of a father searching for his son, was only Pixar Animation Studio's fifth movie yet remains one of its best, a marvelous feat of computer animation married to a resonant story about parenthood and coming of age.

With *Finding Dory*, co-directors Andrew Stanton (who also made the original) and Angus MacLane succumb to the trap that drags down most sequels: Instead of telling the next chapter in a story, like the *Toy Story* pictures do, they just remix the original. This time, it's the forgetful blue tang fish Dory (voiced by Ellen DeGeneres) who embarks on a quest — finding her parents — while the father-and-son clownfish Marlin (Albert Brooks) and Nemo (Hayden Rolence) are on hand to assist.

The film's opening 15 minutes are its best: In a flashback to Dory's childhood, we see her parents (Diane Keaton and Eugene Levy) worry about her incapacity to retain short-term memories and teach her simple skills to help her deal with her disability. Their fear about how Dory will fare without them is understated, but it resonates with adult viewers, giving the movie the sort of emotional gravity that's the hallmark of all great animated films.

But once *Finding Dory* jumps back to the present day, the script, which Stanton co-wrote with Victoria Strouse, resorts to the sort of improbable developments that feel like they

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Trailer: Neon Demon



Trailer: De Palma



All Eyez On Me teaser trailer

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ENTERTAINMENT VIDEOS



(EST.) MONTHLY VISITS: **9.54M**

(EST.) COVERAGE VIEWS: **16.3K**

45	1	100

Finding Dory Review: The Must See Movie of The Summer

With Finding Dory, Pixar has created an incredibly imaginative sequel with just the right amount of humor and heart.

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Finding Dory is a fantastic sequel. It's not as good as Finding Nemo, but comes pretty darn close. The story is incredibly imaginative with just the right amount of humor and sentiment. The [new characters](#) are so entertaining, even the ones that have minimal screen time. Every piece of the film really stands up to be counted. [Pixar](#) has once again proven that they are the kings of animation.

Finding Dory takes place a year after the events of the first film. Dory ([Ellen DeGeneres](#)) has settled into an idyllic life with Marlin ([Albert Brooks](#)) and Nemo ([Hayden Rolence](#)). A random event stirs Dory's memories of her childhood. She recounts a strange phrase, then in true Dory fashion, forgets it immediately. Luckily, Nemo is nearby and remembers it. They deduce it is a clue to her birthplace. Marlin is through with cross sea adventures, but Nemo reminds him what Dory did to rescue him. As the trio embarks on the quest for Dory's parents, they get separated. The journey to find each other results in a host of wonderful new friends. Including a cranky, but kind hearted octopus ([Ed O'Neil](#)), a near-sighted whale ([Diane Keaton](#)), and the oddest duck to grace the silver screen.

The screenplay by writer/director Andrew Stanton and Victoria Strouse is beautiful. Pixar loves to make you cry. You could create a waterfall of tears from Up. Toy Story 3. and last year's animation bumper. Inside

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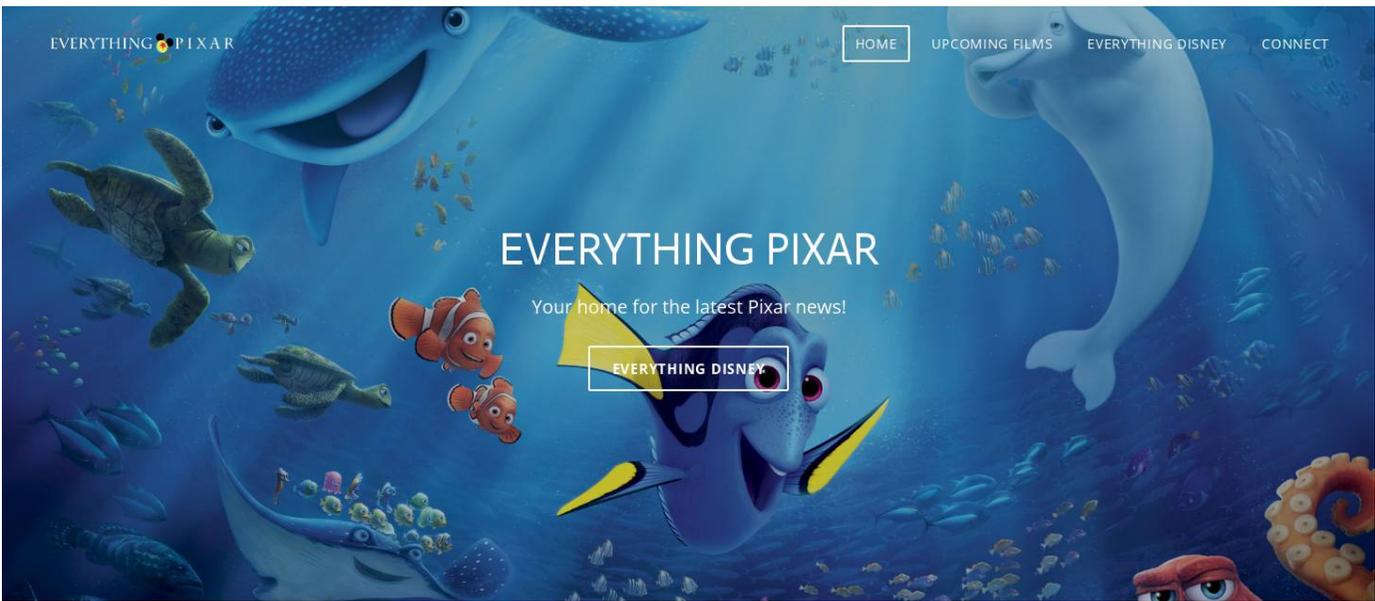
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- Suicide Squad
- Wonder Woman
- Doctor Strange
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- Star Wars: Episode VIII

(EST.) MONTHLY VISITS: **8.44M**

(EST.) COVERAGE VIEWS: **32K**

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830	1	1



Everything Pixar

March 5 2016

(EST.) MONTHLY VISITS: **2.84K**

(EST.) COVERAGE VIEWS: **954**



13

SPOILERS: New FINDING DORY Plot Details and Synopsis Revealed

3/5/2016

1 Comment

Following last Wednesday's big reveal of the first *Finding Dory* theatrical trailer, new plot details and an official, newly updated synopsis for the film have surfaced online! While you should read at your own risk, the plot details go extensively in depth about the journey that our favorite forgetful blue tang Dory and old friends Marlin and Nemo take in discovering Dory's family roots. A big thank you to our friends over at *Stitch Kingdom* must be extended for digging up all of these juicy story bits from the *Learn to Draw Finding Dory* story book. Read full character descriptions, plot details, and the new *Finding Dory* film synopsis all after the break!



Official Film Synopsis:

Disney/Pixar's *Finding Dory* welcomes back to the big screen everyone's favorite forgetful blue tang Dory (voice of Ellen DeGeneres), who's living happily in the reef with Nemo (voice of Hayden Rolence) and Marlin (voice of Albert Brooks). When Dory suddenly remembers that she has a family out there who may be looking for her, the trio takes off on a life-changing adventure across the ocean to California's



Author

Ben Zacuto is studying Marketing Communication at Emerson College in Boston, MA. He is pursuing a career in the animation industry, with a particular interest in film business and marketing.

"If you do what you love, you'll never work a day in your life." -John Lasseter

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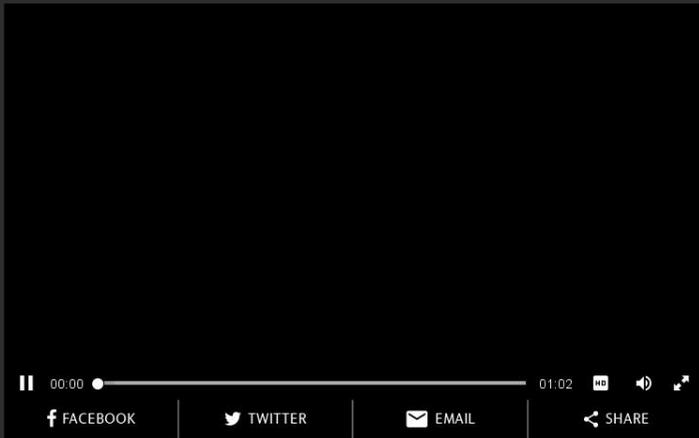
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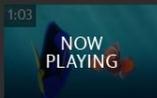


'Finding Dory' movie clip: Jewel of Morro Bay, California

Jun 10, 2016

In this "Finding Nemo" spin-off movie, the friendly-but-forgetful blue tang fish Dory reunites with her loved ones, and everyone learns a few things about the real meaning of family along the way. Here, we learn about Dory's connection to California.

Walt Disney Pictures



'Finding Dory' movie clip: Jewel of Morro Bay, California



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considered a hero by some, a traitor by others.



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Sony Pictures released a clip of the Ghostbusters' receptionist Kevin, played by Chris Hemsworth, in time for Administrative Professionals'

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June 10 2016

(EST.) MONTHLY VISITS: **5.13M**

(EST.) COVERAGE VIEWS: **9.5K**



75

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"Baby Dory" Clip - Finding Dory

Disney-Pixar 674,316 subscribers

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Published on Jun 20, 2016

Meet Baby Dory from Disney/Pixar's Finding Dory NOW PLAYING in 3D! Google search "Finding Dory" to discover more.

Disney-Pixar's "Finding Dory" reunites everyone's favorite forgetful blue tang, Dory, with her friends Nemo and Marlin on a search for answers

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June 20 2016

YOUTUBE VIEWS:

4.3M

YOUTUBE LIKES:

52.4K



28K



5.3K

FINDING DORY (2016) JEWEL OF MORRO BAY



0 3



Dory (Ellen DeGeneres) suddenly remembers her family who is across the ocean in California.

DURATION 1 min 3 sec	DIRECTOR Andrew Stanton	CAST Ellen DeGeneres Ed O'Neill Ty Burrell Kaitlin Olson Albert Brooks	TRAILER TRACKS No Music Available
VIEWS 6,608	WRITER Andrew Stanton		
POSTED ON June 09, 2016	STUDIO Walt Disney Pictures		
	RELEASE June 17, 2016		

Walt Disney Pictures Animation CG Animation Adventure Comedy Franchise/Epic/Trilogy Pixar Animation

Ellen DeGeneres

Albert Brooks

Hayden Rolence

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3



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21 JUNE 2016

MOVIES | ELLEN DEGENERES | ALBERT BROOKS | ANDREW STANTON

Finding Dory review: is the Nemo sequel fresh or fishy?



Pixar aims to recreate that underwater magic.



BY PAUL F COCKBURN

© 21 JUNE 2016

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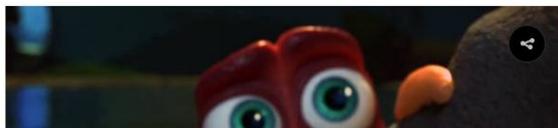
There's something reassuring about a sequel which arrives more than a dozen years after the original – *Finding Dory* isn't some rushed-out cash-in on the success of 2003's *Finding Nemo*.

Of course, it takes around four years to produce a film on the scale and complexity of *Finding Dory*, but that still means the initial inspiration came at least eight years after *Finding Nemo* captured cinema audiences' hearts.

Apparently when director Andrew Stanton re-watched *Nemo*, he found himself most concerned about the supporting character Dory – about where she came from, and how she could cope on her own (given her extremely short-term memory).

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'Finding Dory' reportedly set in Morro Bay, not Monterey



"Finding Dory" will be released June 17. Disney/Pixar

By Jeannie Evers, Monterey Herald

POSTED: 04/13/16, 3:33 PM PDT | UPDATED: ON 04/13/2016 0 COMMENTS

Monterey >> Dory may not be from Monterey Bay after all.

According to Entertainment Weekly, the bubbly blue fish in the "Finding Nemo" sequel "Finding Dory" is on a quest to find her parents a couple of hours south of us, in Morro Bay.

Pixar screened the first 27 minutes of the animated movie at CinemaCon in Las Vegas on Wednesday.

"'Finding Dory' focuses on what happens when the lovable fish with Leonard Shelby short-term memory issues starts to remember," according to EW. "Specifically, she remembers her parents, Jenny and Charlie (voiced by Diane Keaton and Eugene Levy), and where she came from: A place called 'The Jewel of Morro Bay.'"

Early reports from last year pegged that line as "The Jewel of Monterey Bay." By last month, conventional wisdom held that Monterey was indeed the birthplace of Dory (Ellen DeGeneres), in part because animators and the production team spent a lot of research hours at the Monterey Bay Aquarium. Disney also invited bloggers to the aquarium to meet the filmmakers and get a behind-the-scenes tour.

One of those bloggers, writing for io9, said the aquarium was the biggest inspiration for the fictional Marine Life Institute, where most of the movie takes place.

"Rooms such as the quarantine are incredibly similar and everything from light switches to scruffs, hooks and more was taken and used for the movie," wrote Germain Lussier. "No detail was too small."

So even if Monterey doesn't get the name-check, the aquarium still gets its brush with animated fame.

"Finding Dory" is set to open June 17, 13 years after "Finding Nemo." Clownfish father-son team Marlin (Albert Brooks) and Nemo (Hayden Rolence) return, while new characters include a whale shark (Kaitlin Olson), an octopus (Ed O'Neill) and a couple of sea lions (Idris Elba and Dominic West).

Jeannie Evers can be reached at 831-726-4340.

ABOUT THE AUTHOR



Jeannie Evers is the award-winning editor of GO!, Eat + Drink and Home + Garden. Reach the author at jevers@montereyherald.com or follow Jeannie on Twitter: @emdashje.

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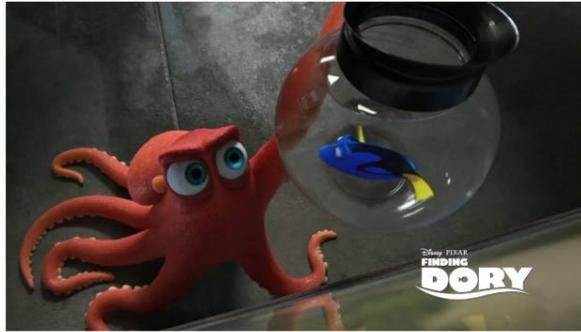
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Finding Dory is Pixar's latest film, a sequel that many of us (myself included) questioned as unnecessary when it was originally announced. This spoiler-free review takes a look at whether *Finding Dory* lives up to the high bar set by *Finding Nemo* or if it's a blatant cash grab that simply swaps title characters.

While there's no formulaic "recipe" to Pixar's success (if there were, every studio would've copied it by now), I think it's safe to say that *Finding Nemo* was so popular because of its mesmerizing 'big blue world' and the way it took a fairly standard plot mechanism and gave it a ton of heart and humor. Based upon what we've heard about *Finding Dory* leading up to its release, it seemed the sequel would offer its own twist on that same formula.

It was thus surprising (and puzzling) when the vibrant open-ocean action was truncated to move the story forward to the tighter confines of the 'Jewel of Morro Bay' rescue, rehabilitation, and release facility (a fictional location set in real-life Morro Bay, CA and based upon real-life Monterey Bay Aquarium-sidebar: contrary to some reports, I don't think aquariums are presented in a negative light in *Finding Dory*). This seems like a huge risk given that the chance to explore the more beautifully-rendered wonders of the ocean is, failing all else, the "safety net" that would preclude *Finding Dory* from drawing comparisons to *Cars 2*.

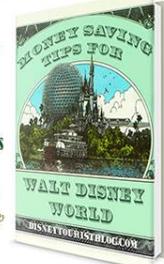
Arguably, this risk paid off, as the setting is one of the big distinctions that separates *Finding Dory* from the original. The scenes inside of the Jewel of Morro Bay certainly are not as visually resplendent as the deep blue world of the original, but it's still stunning (as always). I'm looking forward to picking up *The Art of Finding Dory*. More importantly, the aquarium setting provides a lot of unique opportunities for the film, both in terms of plotting and wry humor. If the goal was to differentiate the sequel from the original while still utilizing the "finding" story, this was largely a successful gamble.



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(EST.) COVERAGE VIEWS: **54.5K**



50



1



300



1

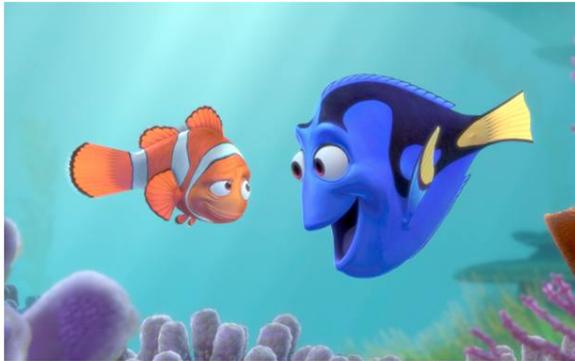


MOVIES

Disney plays first 27 minutes of *Finding Dory* at CinemaCon

Dory's birthplace revealed!

BY DARREN FRANICH @DARRENFRANICH



(Disney)

Finding Dory

Posted April 13 2016 — 4:24 PM EDT

Disney debuted the first 27 minutes of *Finding Dory* at CinemaCon on Wednesday, an impressively lengthy first look at the highly anticipated Pixar sequel. Director Andrew Stanton asked CinemaCon attendees not to reveal what happens in the opening two minutes of *Dory*. But suffice it to say the first half hour of *Dory* quickly reintroduces Dory, Marlin, Nemo, and a couple of other familiar fishfaces from *Finding Nemo*.

More importantly, *Dory* finally answers a question that maybe someone, somewhere, has been pondering for these past 13 years: Where does Dory come from?

(Minor SPOILERS about *Finding Dory* follow. Read at your own risk)

Finding Dory focuses on what happens when the lovable fish with Leonard Shelby short-term memory issues starts to remember. Specifically, she remembers her parents, Jenny and Charlie (voiced by Diane Keaton and Eugene Levy), and where she came from: A place called "The Jewel of Morro Bay." Yes, where *Finding Nemo* followed the fish on an oceanic adventure to Sydney, *Dory* head straight to California's Central Coast.

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Exclusive! A Brand New 'Finding Dory' Trailer

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Published on Mar 2, 2016
Have you seen her? Watch the new full length trailer, following the famous fish with a big heart and a bad memory, here first!

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YOUTUBE LIKES: 108K

Facebook 96K, Twitter 19K, LinkedIn 190



© Posted: Apr 15, 2016 5:38 PM UTC
 Updated: Apr 15, 2016 6:19 PM UTC

Disney's 'Finding Dory' swims its way into Morro Bay

By Keli Moore [CONNECT](#)

The new Disney Pixar film, "[Finding Dory](#)," is swimming its way toward the Morro Bay harbor.

According to [Entertainment Weekly](#), the endearing blue fish in the "Finding Nemo" sequel will be on a quest to find her parents -- right here on the Central Coast.

The news of a local connection was released Wednesday during a 27 minute sneak-peak of the film at CinemaCon in Las Vegas.

In the film, forgetful Dory starts to remember her birthplace, a place the film dubbed "The Jewel of Morro Bay."

Early reports pegged her home place as Monterey Bay, because researchers for the film spent time drawing knowledge and inspiration from the Monterey Bay Aquarium, but that's not the case.

Dory sets out to find her family on the Central Coast.

Disney's "Finding Dory" opens in area theaters on June 17.



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RuthAnn Barth · Works at EMS, Inc.
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DeRoy Jensen · Utah State University
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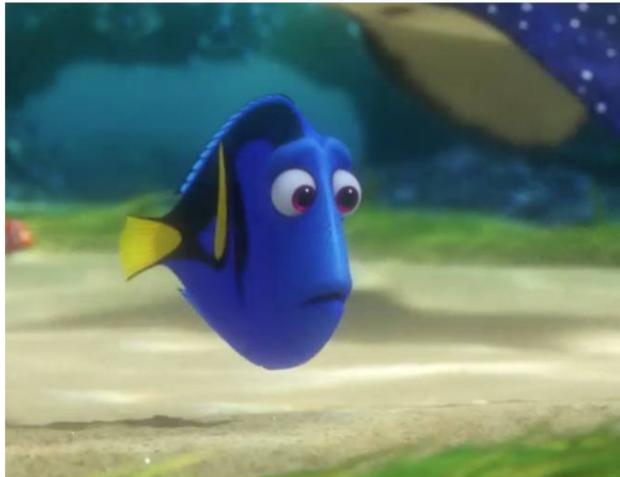
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Morro Bay tourism leader thrilled about 'Finding Dory' plot point

By KCBX NEWSROOM • APR 15, 2016

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Disney says that "Finding Dory" reunites the friendly-but-forgetful blue tang fish with her loved ones, and everyone learns a few things about the true meaning of family along the way.

SCREENSHOT OF DISNEY'S FINDING DORY TRAILER

Listen 1:10

One Central Coast town has good reason to be excited about the upcoming release of the feature animated film "Finding Dory," the sequel to the extremely popular "Finding Nemo."

A preview of the film recently revealed a plot point that mentions Morro Bay by name. During the film's first 27 minutes, Dory—the film's forgetful main character —remembers she's from a place called "The Jewel of Morro Bay" according to [Entertainment Weekly](#).

Morro Bay Tourism Bureau Executive Director Brent Haugen says Disney Pixar Films did not give him a heads-up about the mention, but he's thrilled about it.

"The possibilities are endless in terms of being able to capitalize on this," said Haugen. "It's rather exciting for Morro Bay, to have people kind of rally around this. You can definitely tell that most people have smiles on their faces when they do hear the news."

There had been speculation that Dory, voiced by Ellen DeGeneres, would be from

(EST.) MONTHLY VISITS: **26.9K**

(EST.) COVERAGE VIEWS: **188**



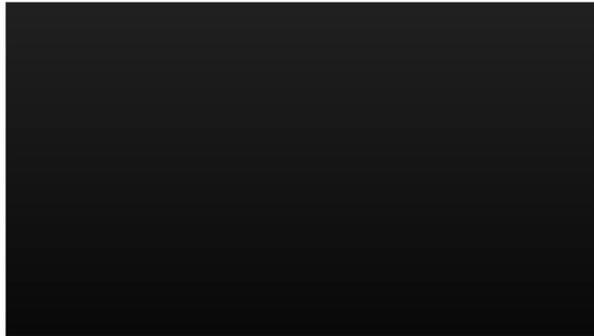
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© Posted: Apr 16, 2016 2:19 AM UTC
 Updated: Apr 16, 2016 2:44 AM UTC

Locals react to 'Finding Dory' connection to the Central Coast

By Brooke Martell [CONNECT](#)



A famous fish is making waves in Morro Bay. According to [Entertainment Weekly](#), Dory, the forgetful blue tang fish from "Finding Nemo" is from Morro Bay!



Tourists like Jennifer Chambers say she's not surprised that Morro Bay was chosen for Dory's home, which moviegoers can see more of in the movie "Finding Dory," which is set to hit theaters in June.

"Dory is probably one of the coolest characters," Chambers said. "So, of course she comes from California, right? Because we're all cool here in California."

Tourists like Jennifer Chambers aren't surprised Dory would come from this iconic fishing town, which we'll see more of in the movie "Finding Dory."

Early reports on Dory's home said she was from Monterey Bay because researchers for the film spent time drawing knowledge and inspiration from the Monterey Bay Aquarium. Tourists are happy to see that's not the case, like Jake Eymann from Placerville.

"I think it's pretty neat to tell people you vacation in a place where Dory came from," Eymann said.

Morro Bay City Manager David Buckingham says Disney didn't reach out to the city before the news was released, or the storyline for the movie was created.

"We're learning along with everyone else along the Central Coast that Dory is from Morro Bay," Buckingham said. "We're looking forward to celebrating that over the months and years to come."

This is big news for the small fishing town. Buckingham says the city is looking forward to celebrating Dory being a local.

"We've had early thoughts about a Dory premiere here in Morro Bay and perhaps we'll partner with our fantastic theater to really celebrate that," Buckingham said.

At the same time, businesses are welcoming Dory with open arms. Ley Vaughn owns "Morro Bay Win Seller," along the embarcadero and he's says he's excited a new mascot will represent the city.

"The icon of Morro Bay of course is the rock, and it's been here forever, but it's really nice to have now a face for Morro Bay," Vaughn said.

KSBY reached out to Disney about the reports of Dory's home being Morro Bay but have not yet received a comment.

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1.9K

Fans line up to watch 'Finding Dory' in Morro Bay

HIGHLIGHTS

Morro Bay residents flocked to the Morro Bay Theatre on Friday to watch Pixar's "Finding Dory"

The lead character, Dory, was revealed to be from Morro Bay in April



Kassandra Shubin, 8, couldn't hold in her excitement at seeing the newest Pixar film, "Finding Dory," as it premiered in Morro Bay on June 17, 2016. **Kaytlyn Leslie** - kleslie@thetribunenews.com

BY KAYTLYN LESLIE
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Everyone's favorite forgetful fish swam home to Morro Bay on Friday.

Some moviegoers were in line at the [Bay Theatre](#) in Morro Bay an hour before the first showing at 4:15 p.m. of Pixar's animated "Finding Dory," ready to celebrate the film's connection to Morro Bay.

"You know she's from here, right?" one woman asked her friend as they waited in line outside the theater.

"I'm a Disney fanatic, so if anything Disney comes out I have to support it all the way," said Morro Bay resident Kahonuai Boro. "I'm just mostly excited that now I have a Disney connection somehow, being a resident of 'the jewel of Morro Bay, California.'"

Thought originally to be from Monterey Bay because the film's animators spent time at that city's aquarium researching aquatic life, Dory was [revealed to be from Morro Bay](#) in a one-minute preview clip in April.

VIDEOS



How Cal Fire fights the effects of tree mortality in California



How Cal Fire fights the effects of tree mortality in California



Meet cartoonist Leigh Rubin's Adventure Cow



Watch morning fog roll over SLO's hills in this time-lapse video

[VIEW MORE VIDEO](#)

MORE LOCAL

NRC promises vigilance at Diablo Canyon despite closure plans

SLO man pleads no contest to child porn charges

Rep. Lois Capps among Democrats staging sit-in to force gun control vote

Death notices for Thursday, June 23, 2016

Winning SuperLotto ticket sold at South County store

EDITOR'S CHOICE VIDEOS



Four baby crocodiles hatch at Whipsnade Zoo Press Association

(EST.) MONTHLY VISITS:

539K

(EST.) COVERAGE VIEWS:

1.9K



440



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

July 8, 2016

Andrew Bernstein
VP Global Publicity
Walt Disney Studios

Dear Mr. Bernstein,

Greetings from Morro Bay, California – Dory’s home! Mayor Irons and I wanted to reach out and let you know how proud our city is that Dory and her family hail from Morro Bay. I am grateful for the time and effort you and your team put forth working with our marketing agency to create opportunities to publicize this fantastic event. Dave Cowden from Allied Integrated Marketing at The Walt Disney Studios made sure we received promotional materials and we have posters up all over town. The Disney Pixar swag bags he sent were a hit with visitors, and our historic Bay Theater is selling out to *Finding Dory* lovers. Check out a video of one of her biggest fans from Morro Bay on opening day: <http://www.sanluisobispo.com/news/local/article84516487.html>

We also want to address a concern. Susan Hartzler, the public relations representative at our agency of record, Mental Marketing, recently communicated to us how exceptionally generous you were helping her team reach out to national media, including an opportunity for a vacation-giveaway promotion on the Live with Kelly show. We were thoroughly disappointed to learn that because of a significant problem in Morro Bay, not with either Disney or Mental Marketing, the deal broke down.

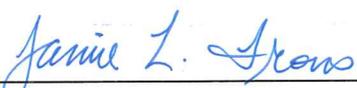
I looked closely into this and found that the head of our previously contracted tourism bureau turned down the offer *without* seeking any guidance from the City. Mental Marketing was unfortunately caught in the middle. Tourism marketing and promotion is now fully integrated into the City of Morro Bay organizational structure, a move that will alleviate these kinds of problems in the future. Our new Tourism Manager works directly for the City and Morro Bay is all-in for Dory!

Finally, we look forward to welcoming you, or any Dory team members, to Morro Bay so you can get a firsthand feel for our charming waterfront community. Perhaps a family weekend getaway or a team building event? We’d be honored to host you either way.

Again, we thank you so much for all you’ve done and hope that if any other opportunities arise, you will reach out. We are just honored and thrilled to be dubbed “the jewel of Morro Bay” by *Finding Dory* and look forward to close cooperation in the future.



David Buckingham
City Manager



Jamie L. Irons
Mayor



AGENDA NO: VIII

MEETING DATE: 7/14/16

Staff Report

TO: Tourism Business Improvement District Board **DATE:** July 6, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Marketing Overview Report

RECOMMENDATION

Staff is giving an update on current and past marketing efforts and ways to better increase response

BACKGROUND

The marketing plan for 2016-2017 is currently in place and running but based on current room bookings, staff is looking at various ways to increase visitors within the current plan. Our new advertising agency, Mental Marketing, started July 1st so we expect a new campaign in place soon.

DISCUSSION

1. Airport and CA Visitors Centers rack card:
The current rack card being used in these locations sells the Morro Bay Adventure Pass. To date with 30,000 cards being passed out there has not been a single redemption. Staff has changed the message to be an activity discount which is open to all Morro Bay activity based businesses at no charge to them. The only requirement is to include a discount with your offer. These rack cards are expected to be in place mid-August when the old offer is completed.
2. Social media:
Mid-week room bookings for June 2016 saw a decrease in total bookings so in an effort to see immediate response an online marketing program for midweek rooms was put into place mid-June. The campaign is twofold--the first offer is reaching out to the Central Valley using a room rate associated with the high temperatures in the valley to incentivize visitors; the second is also a room rate offer focused into Santa Barbara and Los Angeles but the visual is selling the environment of Morro Bay as an easy getaway from the hustle and bustle of those areas. These promotional campaigns will continue running midweek until late September.
3. Maritime Discovery Month Promotion – September 5 – October 31:
Overview: October is national seafood month and Morro Bay has celebrated the fishing

Prepared By: _JL_____

Deputy City Manager Review: _____

industry and active waterfront with the annual Harbor Festival for over 30 years. This year local community members led by the Maritime Museum of Morro Bay (“MMMB”) Board of Directors are also planning to bring a historic tall Spanish ship into harbor called the San Salvador on September 28th or 29th (depending on travel time from SF). It will be here for a minimum of five nights and the MMMB board is planning a food and wine event on the T-Pier that will be open to the public and engage Morro Bay restaurants and wineries. Also, this year, the Morro Bay Surfboard Art Festival runs the entire month of October and then through December 3. All of these marine and maritime focused events have created the opportunity to promote Morro Bay all month long using this theme. They are currently working on a logo and the City has said they would declare October as Maritime Discovery Month.

Inaugural Event Promotion Outreach:

MMMB Board Local Outreach: Will get the word out locally regarding speaker’s circuit at service groups and chambers throughout the county.

Morro Bay Out of Market Outreach: Digital ads will run on Adara, Ad Taxi/Factual, Trip Advisor, VSLOC and will be supported by public relations and social media.

Call to action: Campaign offer TBD.

4. Emmy 2016 Event Sponsorship Opportunity:

The 2016 Red Carpet Celebrity Style & Beauty Lounge is held in honor of the 2016 Emmy Awards on September 14th in Los Angeles. The invite-only event showcases the finest in products and services to 200 of Hollywood’s hottest celebrities and media. This event assists with introductions of sponsored products and services to invited high profile nominees, celebrities, celebrity stylists, media, press and buyers from all over Los Angeles.

Sponsorship Offer: Morro Bay Oysters giveaway! At the event there will be two other food and beverage purveyors and Morro Bay will be the third. We were able to negotiate the Silver level down \$1K to \$4k. Opportunity includes:

- Access for up to a maximum of three company representatives
- Optional access to professional photographers (\$300 additional fee)
- Access to 4 foot table to display your product (thinking Neal Maloney in orange waders for photo opp!)
- Participation in “editor choice” gift bags (recommend branded Morro Bay oyster knife)
- Sponsor name on press release

5. IPW:

In June, tourism Sales Manager, Aaron Young, attended the IPW show and had 70+ meeting with small group operators for potential business. Staff will spend the next month cultivating these leads into actual bookings.

6. September CA Wine Month:

In an effort to increase booking for shoulder season when bookings drop off starting in September, we will run an integrated campaign offering lodging calls to action. Targeting wine travelers and baby boomers with disposable income in target markets Los Angeles, San Joaquin Valley and the Bay area, we will run two offers and test/manage best response.

Impressions will be moved based on highest clicks/conversions.

Promotion Outreach: Digital ads will run on Adara, Ad Taxi/Factual, Trip Advisor, VSLOC and will be supported by public relations and social media.

Two calls to action offers with tracking mechanism:

- Stay 2 nights, get bottle of wine in room at participating lodging properties (tracking through bottle of wine, logistics TBD)
- Stay 2 nights, get 10% off participating lodging properties (trying to track through booking engine)

7. New staff in the tourism office:

Staff is pleased to announce we have two additional team members that started in July. Liz Gilson was working at the Morro Bay Tourism Bureau (“MBTB”) assisting Brent Haugen and has transferred over to assist the Tourism Manager. Her local knowledge of the market, hoteliers and retailers is a valuable asset to our office. Secondly, Shannon McCallister has also started at the Marketing and Communications Coordinator. Ms. McCallister is a journalism graduate from Cal Poly and has interned at both Verdin and the County communications department. Staff is looking forward to these great new additions to our office.

8. June PR Recap

Mental Marketing reached out to Disney Pixar and received *Finding Dory* promotional collateral materials for the MBTB to distribute. Coordinated three media visits during the month of June, pitched **Oakland Magazine, Trekaroo, Military Press, Red Tricycle, KGO TV** in SF. Managed media follow up, preparation for media event sign ups, and reactive PR pitches included:

- Sent info for possible inclusion in Highway 1 feature in **The Telegraph UK**
- Working with reporter for possible story in **AdNation**
- Fielded ad request from radio show **Talkin’ Pets**
- Fielded ad request form **Santa Barbara Family Magazine**
- Communicating with owner of Skateboard Museum regarding his skateboarding trip across country

Proprietary Release: Follow Disney's Dory to Morro Bay, CA this Summer! The Lovable Blue Tang in "Finding Dory" Hails From this Affordable Seaside Destination

PR Newswire Release: Morro Bay, CA Is The Perfect Family Summer Vacation Destination!

9. Grant review task force:

A five-member panel has been assembled to review all the TBID community grants. All applications are due July 15th and the task force plans to meet within two weeks of the closing date to review and make recommendations. Any money that is still in the grants fund will go back out for new grant proposals.

10. Trolley – Sept 2-5 RIDE FOR FREE

Staff has proposed to the City Manager to allow tourism to test market the use of the trolley over the 4-day holiday weekend (Fri through Mon) as a FREE resource to to our visitors throughout the city. This has been approved so staff will start to promote this through literature in hotels and retailer plus online ads and signage on the trolley itself. This test will help evaluate if this would be an effective time to add to our tourism marketing for 2017 summer season. Staff will report back to TBID after August on the outcome.

11. Weekly email blasts

There has been two standing email campaigns that go out on Wednesdays and Fridays. The Wednesday blast goes out to MB hotel/motels and usually only has minimal response. The Friday blast goes out to potential guests through a standing database at the Tourism office of approx. 16,000 addresses. The Friday blast promotes events for that weekend plus has a link for hotels that still have rooms available. Mining of this database continually and actively asking the same people week after week to come to Morro Bay reduces down how effective the campaign can be. Until this program can be assessed to better serve our stakeholders staff has paused this campaign for the next few weeks.

12. CowParade SLO County

CowParade SLO County will give local artists a chance to showcase their talents on a global stage. The region's agricultural history, growing arts scene and its ecotourism draw make CowParade the perfect conduit for a countywide event that will involve, unite and benefit the whole community. An interactive trail map is coming in fall 2016 in conjunction with the launch of the program. There will be three cows in Morro Bay: One at Dorn's sponsored by Morro Bay Tourism, Windows on the Water has sponsored a cow, and Gardens by Gabriel has sponsored a cow. Mental is with event promotional agency to see what opportunities exist for Morro Bay to leverage in their marketing efforts.

Program Schedule:

- Sept 16th - VIP Launch Reception (Sponsors, Artist, Charities, Media), Madonna Meadows
- Sept 17th - Launch Day Event, Madonna Meadows 10am to 5pm, free to the public
- Week of Sept 19th - Cows moved into their display locations
- Cows on public display until Apr 30, 2017
- May 6, 2017 - Charity Auction time and location to be announced.

CONCLUSION

Managing all the marketing efforts for better response is an ongoing effort. Staff will report on these monthly as we start into a new agency contract this month.

ATTACHMENT

Midweek social media room campaign

Actions | People | Countries

Photo Clicks	47
Link Clicks	166
Page Likes	17
Post Likes	539
Comments	31
Shares	48

Add Budget

Morro Bay CA
 Sponsored · Like Page

Rooms from \$79.99!! Our A/C is abundant in nature and free of charge. You ready to cool down? [http://morrobay.bookdirect.net/...](http://morrobay.bookdirect.net/)

Today	Wed	Thu	Fri	Sat
Jun 21	Jun 22	Jun 23	Jun 24	Jun 25
Mostly sunny and warm	Partly sunny and nice	Mostly sunny and pleasant	Mostly sunny and nice	Mostly sunny and pleasant
77° Lo 58°	71° Lo 56°	73° Lo 58°	73° Lo 57°	76° Lo 59°

615 Reactions 34 Comments 64 Shares

Actions | People | Countries

Link Clicks	167
Page Likes	57
Post Likes	785
Comments	54
Shares	76

Add Budget

Our A/C is FREE! Book your "cool ocean breeze" adventure today. Rooms starting from \$79.99! #morrobay #bringasweatshirt #escapetheheat

Tue	Wed	Thu	Fri	Sat
Jun 28	Jun 29	Jun 30	Jul 1	Jul 2
Mainly sunny	Mainly sunny	A mix of sun and clouds	Mainly sunny	Mainly sunny
70°F	68°F	66°F	64°F	63°F