

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, AUGUST 11, 2016
VETERANS 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. CONSIDERATION AND APPOINTMENT OF NEW BOARD CHAIR
- IV. APPROVAL OF MINUTES FROM JULY 14, 2016 MEETING
- V. CLOSING BOOKS ON MORRO BAY TOURISM BUREAU (“MTB”)
- VI. REVIEW AND APPROVAL OF 2016-17 GRANT APPLICATIONS
- VII. REVIEW OF JUNE 2016 TRANSIENT OCCUPANCY TAX (“TOT”)
- VIII. MARKETING UPDATE
- 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
REGULAR MEETING – JULY 14, 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
	Aaron Graves	Member

STAFF:	Jennifer Little	Tourism Manager
	Liz Gilson	Executive Assistant to City Tourism Manager.

I. ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members present. The meeting was called to order at 9:31 a.m.

II. PUBLIC COMMENT PERIOD

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

III. APPROVAL OF MINUTES FROM MAY 19, 2016 TBID ADVISORY BOARD MEETING

Member Graves made a motion to approve minutes with one change of name in Section B-1 from Jennifer Leal to Jennifer Little. Member Yates seconded the motion. The motion to approve minutes with name change passed 7-0.

IV. APPROVAL OF MINUTES FROM JJUNE 9, 2016 TBID ADVISORY BOARD MEETING

Member Yates made a motion to approve the minutes as written. Member Juren seconded the motion. The motion was approved 5 - 2 with Members Graves and Aanerud abstaining.

V. BEAUTIFICATION & TOURISM HOW WE GROW TOGETHER

<https://youtu.be/jYldu9cuyu4?t=181>

Manager Little spoke about the Manager Little talked about a sign project being done by San Luis Council of Governments (SLOCOG) and Cal Trans that would assist in enhancing the Embarcadero walk. Cal Trans sign project grant and how she as Tourism Manager can help without it affecting the budget. She then asked the Board for any Comments. The Consensus being that the TBID Board should follow up on how to utilize the project once SLOCOG has done their part and see how it could be enhanced.

VI. DISCUSSION OF INFORMATION DIRECTORY/KIOSKS

<https://youtu.be/jYldu9cuyu4?t=650>

Manager Little spoke on the need for informational kiosks and stated that here was a lack of movement between the Rock, Embarcadero and Downtown. Five locations have been proposed. Manager Little stated that no budget has been calculated at this time. Manager Little then asked for Board opinions. The Board commented that the Kiosks would be a good idea but more discussion needs to occur on placement, cost, long term maintenance, flexibility of changing information and that the Kiosks were possibly more a City or Chamber of Commerce project. Manager Little commented that she would follow up with the City and the Chamber of Commerce.

VII. FINDING DORY PRESS COVERAGE UPDATE

<https://youtu.be/jYldu9cuyu4?t=650>

Manager Little reported that press coverage is monstrous and that the City is working with Disney to possibly get licensing to use Home of Dory. Chairperson Aanerud asked for any comments from board members. The Board commented on unfortunate lost opportunities, what options are for future promotion and pursuing Disney for support of future Aquarium project.

VIII. MARKETING OVERVIEW REPORT

<https://youtu.be/jYldu9cuyu4?t=2640>

Manager Little reported on current projects being worked on by Tourism Department.

- a) Manager Little reported that she is working on new Airport and CA Visitor Centers rack cards but feels that rack cards have been unsuccessful in the past. The Board commented that the rack card needed to be reexamined as an advertising tool.
- b) Manager Little reported that she has been doing mid-week social media pushes to boost bookings highlighting our cool summer temperatures. Member Behman commented there were issues with the hotel/motel booking link on the website. Manager Little stated that she would look into the issue and get it fixed.
- c) Manager Little reported on Maritime Discovery Month in October and the coming of the ship San Salvador. She stated that Mental Marketing has been contracted by the Maritime Museum to help with marketing this event.
- d) Manager Little reported on the upcoming 2016 Emmy event sponsorship to promote Morro Bay with Morro Bay Oyster Company serving oysters. Chairperson Aanerud asked for Board consensus. Board members commented. The Board agreed that it is a good idea and should be pursued.
- e) Manager Little reported on the IPW Trade Show that Sales Manager Aaron attended and that Young collected a lot of great leads for group bookings and that she and Young are putting together the schedule of future trade shows Young will be attending.
- f) Manager Little reported on the September Wine Month Promotion and that the Promotion is geared toward getting guests to book two nights instead of one. She asked for Board comments. The Board commented.
- g) Manager Little introduced new Tourism Department Staff Liz Gilson and Shannon McCallister
- h) Manager Little recapped the June PR report.
- i) Manager Little reported on grant applications and that she has assembled a 5-member task force to look over the grant applications.

- j) Manager Little reported on asking the City to allow trolley rides to be free on Labor Day weekend and how she plans to advertise it. The Board commented and agreed that it is a good idea.
- k) Manager Little reported on weekly eblasts and the fact that response is very small and that they would be better used for quarterly business and big events and that these need to be reanalyzed and find a better way to use. The Board commented, shared ideas and agreed that the eblasts should be reanalyzed.
- l) Manager Little started to report on the Cow Parade Art Project Casey Caldwell, President of the Morro Bay Art association approached the podium and asked that the Board reopen public comment as she would like to advise the Board on the placement of the TBID Sponsored Cow. She gave history and event update for Art Association. She stated that Morro Bay High School approached the Art Association for sponsorship of materials for the Cow and that the Art Association would like to donate \$1,000.00. She then asked the Board to consider displaying the Cow at Art Center Morro Bay 835 Main St. Morro Bay. The Board and Manager Little discussed.

MOTION: Board Member Behman moved that the Cow that has been in part sponsored by the TBID be moved to the Art Center outside the gates as previously discussed, unless map and advertising materials have already been completed by the County and that the location is approved by the City and that the installation can be made to correct specifications and that the Art Center has a Million Dollar liability policy in place. And that the TBID and the City be named as a loss payee. The motion was seconded by Board Member Newton and was passed by a 5 – 2 vote.

IX. DECLARATION OF FUTURE ITEMS

<https://youtu.be/jYldu9cuyu4?t=7120>

The Board would like to see the following items as future agenda items: 1) Discuss making a recommendation to make the Sales Manager City employee. 2) That wine month be revisited and whether or not Hoteliers need liquor license to have wine in room. 3) That the monthly TOT report be brought back with a comparison of last year to this year. 4) Follow up on progress of Emmys and being able to use phrase Jewel of the Sea.

X. ADJOURNMENT

The meeting adjourned at 11:33 a.m. The next Regular Meeting will be held on Thursday, August 14, 2016 at 9:00 a.m. at the Veteran’s Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Liz Gilson, Executive Assistant to City Tourism Manager



AGENDA NO: VI

MEETING DATE: August 11, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** August 5, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Review and Approval of 2016-17 Grant Applications

RECOMMENDATION

The Board subcommittee of Homer Alexander, Ruth Ann Angus, Jack Smith and Charlie Yates, supported by Jennifer Little, carefully reviewed all of the submitted applications and have recommendations for each grant.

Part of the grant recommendation is to take part or all of the grant funds and directly manage the advertising purchased for the event with the approved grant funds. That was not done with each grant application, but was purely on a case-by-case basis where the subcommittee felt a professional advertising agency could increase the exposure for the event and, therefore, increase room stays.

The subcommittee has also recommended, for future grant cycle years, limiting the amount of times an event/group could submit for a request for a grant and requiring applicants to be self-sustaining after 3 years of grant cycles instead of allowing the event/group to be dependent on the TBID for funds.

Of course, those are purely recommendations and the TBID Board has the right and the ability to change any of the recommendations.

BACKGROUND/DISCUSSION

The subcommittee reviewed all of the grant applications that were submitted for the 2016-17 year. There were questions about the current grant application and how it was written.

Staff spoke with City Attorney and found the following:

01181.0001/307218.1

Prepared By: ___JL___

Deputy City Manager Review: _____

The City is not legally constrained to providing grants only to non-profit entities: TBID money must be spent on activities that encourage tourism and General Fund money must be spent on items that meet a public purpose. Encouraging tourism would meet that requirement. Both the TBID and General Fund revenues can be given to a for profit, as long as tourism is being supported.

Staff recommends there be a written agreement between the City and each awarded group so everyone's expectations are memorialized. Since the agreement would be for services, City Manager has authority up to \$125,000, as long as it's covered in the budget.

The City is not legally constrained from using of TBID money for a grant when other City moneys are also being used for the same purpose:

The City Attorney is not aware of any legal restriction that limits the use of TBID money for an event if other City money is also used to fund the same event.

CONCLUSION

Staff requests the TBID Board approve, deny or change the recommended 2016-17 grants.

ATTACHMENTS

Grant application overview & committee recommendations

Grant review sheet

Morro Bay Triathlon Grant Application

2016-17 Grant application overview

1. Annual City Wide Yard Sale - Morro Bay Beautiful

- a. This event is well attended and has shown to book over nights the night prior to the event. Committee recommends that this event must be managed in cooperation with the chamber to receive recommended grant. Must include a reservation widget. Staff has spoken with Chamber President and she will draft a letter with their participation agreement.
- b. Staff recommends a grant of \$3000 towards this event.

2. Avocado Margarita Festival – Morro Bay Chamber of Commerce

- a. This has shown itself to be a successful MB event. New to this event is the Friday night event which will guarantee overnight stays in MB. Committee recommends that the grant must be used towards the new Friday night event "Taste of the Grove".
- b. Must include reservation widget.
- c. Committee recommends a grant of \$5000 specifically earmarked for operating or site expenses.

3. Car Show - Cruisin' Morro Bay Car Show, Inc.

- a. Event is a great draw for MB and staff recommends the inclusion of the reservation widget on their site.
- b. Staff recommends a grant of \$2500 for this event.

4. Kite Festival – Morro Bay Kite Festival

- a. This is a well-attended event which does garnish overnight stays.
- b. To help this event grow overnight stays the committee would like to recommend that part of the grant funds be managed directly by the tourism office and be applied specifically to a media buy for this event.
- c. Committee recommends a total grant of \$5000.
 - i. With \$3500 going direct to the kite festival for the event
 - ii. \$1500 goes directly to Mental Marketing strictly for purchased media spend. These approved grant funds are for media buys only. The strategic approach and media buy for the approved event will be managed through the Morro Bay Tourism office.
- d. Website must include reservation widget

5. Lighted Boat Parade – Rotary Club of Morro Bay

- a. Committee recommends a small grant due to the fact this is mainly a local event and does not guarantee large room reservations.
- b. Committee recommends a \$1000 grant

6. Morro Bay Surf Board Art Festival - Morro Bay in Bloom

- a. This is a fantastic event that fits our demographic well. We see overnight stays during the surfboard art festival. This year with all of the Maritime events going on this is a perfect extension into media for drawing guests to stay in MB.

- b. Committee recommends a total grant of 2500 broken out as follows;
 - i. \$1000 goes directly to MBSAF for the event
 - ii. \$1500 goes directly to Mental Marketing strictly for purchased media spend. These approved grant funds are for media buys only. The strategic approach and media buy for the approved event will be managed through the Morro Bay Tourism office.
 - iii. Website must include reservation widget

7. Pickleball - Morro Bay Senior Citizens, Inc.

- a. This first Pickleball in the park happened last weekend and has a huge success. This is a growing audience and the committee feels we need to support this group with the addition of the new courts in MB. Additionally, the tourism office is working to be awarded the 2017 USAPA Ambassador Retreat
- b. Committee recommends a grant of \$1500 with funds going directly for Ad buy through Mental Marketing. These approved grant funds are for media buys only. The strategic approach and media buy for the approved event will be managed through the Morro Bay Tourism office.
- c. Website must include reservation widget

8. San Salvador Public Tours – Central Coast Maritime Museum Assoc.

- a. Committee recommends a grant of \$5000
- b. 100% towards ad buy, the grant will fund directly to Mental Marketing who is also the agency for the Maritime Museum. These approved grant funds are for media buys only. The strategic approach and media buy for the approved event will be managed through the Morro Bay Tourism office.
- c. Website must include reservation widget

9. Soupabration! - Pacific Wildlife Care

- a. Committee feels this is a fundraiser not an event and therefore is recommending to deny application due to zero overnight stays.
- b. The committee strongly supports Pacific Wildlife Care and would love to see support by the individual hotels and restaurants for this event.

10. Varsity Girls Volley Ball - Morro Bay High School Athletic Boosters

- a. High school travel events always fill rooms and this will be a welcomed addition to Morro Bay in September.
- b. Committee recommends a grant of \$2750 as requested.
- c. Would like the reservation widget added - if allowable based on school requirements

11. Winter Street Fair – Morro Bay Merchant’s Assoc., (Matching Ad Grant)

- a. The committee recommends to increase the requested grant from \$500 to \$1500. Although the application was submitted for the winter street fair the internal documents state “to market the two annual merchant street fairs”
- b. Grant funds are recommended to be used as follows:
 - i. \$1000 of the Grant will be used direct with Mental Marketing for Ad buy specifically. Merchants Assoc must supply artwork.

- ii. \$500 spend towards the 2016 summer event. These approved grant funds are for media buys only. The strategic approach and media buy for the approved event will be managed through the Morro Bay Tourism office.
- iii. Website must include reservation widget

12. Wrestling Invitational Tournament - MB High School Athletic Boosters

- a. High school travel events always fill rooms and this will be a welcomed addition to Morro Bay in September.
- b. Committee recommends a grant of \$2750 as requested.
- c. Would like the reservation widget added - if allowable based on school requirements

13. Yo Yo's for Beginners Convention & Competition - MB Merchants Assoc.

- a. The committee would recommend to currently pass on this event. To adequately assess this opportunity, we would need a better application complete with detailed information on how it would increase room stays.

14. Morro Bay Triathlon – All Out Events (also Matching Ad Grant Request)

- a. MBT applied for a total of \$9000 in grant funds. The committee was not able to come to a consensus on this application. There were questions about the profitability of this group and the fact that it IS a for profit event. That being said it does significantly impact room stays in Morro Bay in the month of November and keeping this event is important.

15. Harbor Festival – Morro Bay Harbor Festival (also applied for Matching Ad Grant)

- a. This signature event for MB has gone through significant changes and the committee is recommending a large grant to help the group secure this new model of no-cost entry.
- b. Staff recommends this event to only be allowed to request funds for the next three (3) years and would recommend that the event be self-sufficient after that time.
- c. Committee recommends to grant \$14,000 in matching funds and REQUIRES the grant funds must be used specifically for site expenses and rentals. Must include reservation widget

2016-17 Grant Review Sheet

Grant Application

	2014-15 GRANT \$	REQUESTED AMOUNT	RECOMMENDED AMOUNT	TBID APPROVED AMOUNT
Annual City Wide Yard Sale	1000	3000	3000	
Avocado Margarita Festival / Taste of the Grove	1000	4750	5000	
Cruisin' Morro Bay Car Show	2500	4000	2500	
Kite Festival	3500	3500	5000	
Lighted Boat Parade	1000	4000	1000	
Morro Bay Surf Board Art Festival	2500	5000	2500	
Morro Bay Triathlon	5000	5000	?	
Pickleball	0	3500	1500	
San Salvador Public Tours	0	5000	5000	
Soupabration	1000	2000		
Varsity Girls Volley Ball	0	2750	2750	
MB Merchants Association	1000	500	1500	
Wrestling Invitational Tournament	1500	4250	4250	
Yo Yo's for Beginners	0	3500	-	
Harbor Festival	5000	7500	14,000	

Total amount recommended to award

48000

Total grant dollars still available

12000

Dana Swanson

From: Jennifer Little
Sent: Friday, August 05, 2016 8:29 AM
To: Dana Swanson
Subject: Fwd: Follow up to questions about Morro Bay Tri TBID appliation
Attachments: Book2.pdf; ATT00001.htm

Jennifer Little
Tourism Manager
Morro Bay, CA

Begin forwarded message:

From: Kristin Horowitz <kristin@all-outevents.com>
Date: August 1, 2016 at 2:30:11 PM PDT
To: Jennifer Little <jlittle@morrobayca.gov>
Subject: Follow up to questions about Morro Bay Tri TBID appliation

Hello, committee - I spoke to Jennifer about your concerns with our application and here are the answers.

1. The spreadsheet we provided is a *budget* for 2016 with 1000 participants projected (the app requested a budget, so that's what I sent. :D). I have attached our PNL sheet from 2015 so you can see actual expenses/revenues.

I understand that the concern is that we're a profitable event from the spreadsheet, but we do something a little differently than other event companies might: we don't bill in our own time and expenses into the event budget. This allows charities that get a 12% take of net profit to be guaranteed to get money no matter how much we make as long as it's not a loss, and it allows us to make up for loss years and profit years.

The \$33,000 in our budget would go toward that. We currently carry a lot of debt from past year business overhead that it would pay off, taxes on revenue, as well as the owners of the company taking some of it and sharing it with our employees. NONE of that is budgeted, because, as I said, this makes sure that we end up giving something to our nonprofit no matter what. If we budgeted, say, \$25,000, the nonprofit wouldn't get much of anything.

So, to make it look like you're used to seeing, we could change our policy and show that we don't really make a profit from the event, but this is the honest approach - and we're proud of it - and I think you can see we do it for a good reason.

2. Concern of our nonprofit choice - why not someone local?

Well, honestly, we've had very bad luck with local charities providing their end of the bargain. The Tri started out as ECOSLO's, but they didn't provide enough help to put it on that we just

took it over, and when we wanted to benefit them, they wouldn't get us paperwork we needed for permitting in time.

My race director selected another charity when she came on that she worked with here (it's a national one, based in SLO), but the same thing happened, so last year we had to switch charities mid stream in order to permit the event - happily, the charity is managed by a friend who is local, who is able to provide us with all of the things we need from a partner charity.

Since he was able to help us put the race on, we stayed with him this year. We're happy to work with a different charity in the future, but having put on scores of events on the central coast and elsewhere, when you find good partners, it's hard to leave them. :) Also, the irony of the popularity of the tri growing because of lack of water here in lakes provides good marketing opportunities - our charity provides water to those in need around the world!

Thank you for your attention and consideration!

Kristin Horowitz
Event Production Manager



Do more fun stuff.

Kristin Tara Horowitz / Event Production Manager

kristin@all-outevents.com / 844.7.ALLOUT x 701

All Out Events <http://www.all-outevents.com>

1241 Johnson Ave #128 San Luis Obispo, CA 93401 (mailing only)





2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 95-3694768

Organization Name: Morro Bay Beautiful

Board Chair: ANN Reiser Phone: [REDACTED]

Main Contact: ANN Role: organizer

Email: [REDACTED] Phone: [REDACTED]

Address: PO Box 1522

City/State/Zip: Morro Bay Ca 93443

Website: Morrobaybeautiful.org

EVENT DETAILS

Event Name Annual Citywide Yard Sale Years in existence? 14

Description All citizens of MB are encouraged to clean out clutter + recycle by having an annual yard sale on the same days.

This event attracts people from all over. Its a fun free for all!

Date(s) March 31 to April 2

Location(s) entire city of Morro Bay

Website morrobaybeautiful.org

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
 \$750, Two day event
 \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
 \$750, 1,001-2,500 attendees or spectators
 \$1,000, 2,501-5,000 attendees or spectators
 \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
 \$750, 50-99 hotel/motel rooms
 \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event *how about 1000 cars?*
 \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
 \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 3000⁰⁰ Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used They paid for the map in the Bay News

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MARKETING/ACTION PLAN

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

1. I inform all M.B. Citizens to have a yard sale + recycle
2. Get the word out to as many surrounding cities of our "ANNUAL Citywide Yard Sale"

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) 3 days of sales, hundreds of locations - should fill most lodging

Sales Tax Businesses (restaurants, retail, etc) Fast foods will be swamped, others will have huge increase

City of Morro Bay None, Fun recognition. Capture a different audience

VERIFICATION OF INFORMATION

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

We call hotels + find out how they were impacted.

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

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

Signature: Anna Reisin Date: 7-11-16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: X No:

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

City-Wide Yard Sale 2014
An Annual Event Proudly Sponsored by
Morro Bay BEAUTIFUL working with our Chamber of Commerce

Fun and Profit

Everyone in Morro Bay is welcome to participate in the Annual City-Wide Yard Sale on April 5th and 6th, 2014. This is a great opportunity to clear out unused and outdated items for fun and profit. There were over 300 sales locations in 2013.

The City-Wide Yard Sale is coordinated with the Morro Bay Garage Co. which will have its "Spring Clean Up" week April 7th through April 11th. On those garbage pick-up dates, they will pick up: 12 extra bags of trash for **free** and any electronics or large items over 75 pounds or larger than 4'x4' for \$10 each. **You must call to schedule for large item pick-up: 528-7430.**

What's New and Different this Year

We are producing a map with special sales locations prominently featured. The specially featured registration is \$15. So, if you have something special, unusual, or unique in your yard sale: car, boat, handmade items, tools, multi-family, antique furniture, etc., a featured location on the map could be helpful to bring in targeted buyers. Registration is not required for average yard sale participants and NO fees will be charged. A lot of buyers who learn about our Annual City-Wide Yard Sale through advertisements Morro Bay BEAUTIFUL places in a number of newspapers throughout SLO, Santa Barbara, Kern, and Fresno counties normally will go up and down every street to find sales.

NEXT PAGE IS SELLER'S REGISTRATION FORM

Comments from sellers
** - be sure to read the last one*

1. Thank you Ann for the MB garage sale! I pulled in \$900.00 in one day! Kim from ArtSea
2. Seemed to go very well. We signed up for Sat & Sun, but were wiped out by 2:00 on Sat with just a few things left that we donated.

We didn't think we had that much and we were practically giving stuff away. We thought we'd be lucky to pull in about \$350. We actually made twice that!

We didn't pay attention to the radio station or anything else...we were just busy at our place & relaxed on Sunday. :)

3. Hi Ann, We had a successful sale on Kodiak Street -- my report is attached.

We did not have as much traffic as we have previously in our neighborhood...however it was a steady stream of very happy people.

4. We had fun and met some wonderful people, even people from our own neighborhood that we had not met previously.

5. Hi Ann,

I didn't do it on Sunday because I sold everything on Sat! They said they were from Fresno and little towns by it. Hanford was mentioned a few times but I don't know where that is.

Kim

Had a GREAT sale. Only open Friday and Saturday because I go to Church on Sundays. Sold about \$975.00 (plus my change). Have the CLEANEST, most beautiful garage in town now!! I took my leftovers to Goodwill on Sunday morning in SLO on Santa Rosa on my way to Mass!

Didn't have time to take pictures...I ran my sale all by myself this year -

HARD to do and won't do that again!

Thanks for your help and input! Gayla Newman

6. Thank you for the compliment, worked for Corporate America all my career in event coordination, trade shows and planning within the Computer Industry so I do understand the importance of information you requested from us. Because the various newspapers and media give us time...they also want to know how best their messages, on our behalf, are being received.

One woman came over on Sunday to purchase an item we had...she was from San Diego and visits her friend here in Paso annually for their chick time. This annual weekend is special to many people...some return, others are new.

My husband always smokes ribs, barbeques chicken and salmon for our neighbors and people just want to buy the food...we have to apologize that we are not licensed and send them next door to the Grill Hut. It was so funny last year we had just completed smoking our ribs and some guy popped by and asked if the smoker was for sale...of course! We had to clean it up before he returned at 6:00 p.m. he had the biggest grin on his face!

We just smiled and nodded...another satisfied customer. In reality, my husband wanted a new smoker.

You did a great job in helping us launch this event.

Kind regards

7. We had a blast at the yard sale. The map is put together well for locals. For us out of towners, we have no clue where the streets are. Maybe put some letters on top and numbers on side to form a grid. Next to street name, include grid number so people have a better idea of where they can find a particular location. I found a copy in the Bay News, which I pick up everytime I go there anyway.
Thanks again and we will see you there next year for sure.
8. We did fine on Saturday.
Couldnt believe that the chamber closed up at one on the day before such a big event. I was told they were open 9-5weekdays and when I went to get my sign. XLOSED
9. We did real good on Clarabelle no problems, this is our first time doing this and we will again. Excellent program.
10. We were on Monterey Ave. We did over two thousand. Lots of people but we had some unusual items and that's why we had so many sales. Lot of people complained that some of the other sales were just junk. Margaret Kupsik
11. Items for sale: I was thinking of selling my mom's ashes. No one wants them in my family. And I don't want to polute the environment. She was a very toxic person if you know what I mean. What do you think I could get for them???



**P. O Box 1522 Morro Bay, Ca. 93443 morrobaybeautiful.org
Public Charity tax ID # 95-3694768**

Regarding the 2014 Annual Morro Bay CityWide Yard Sale

Thank you to: The Morro Bay Police Dept
Morro Bay Post office
Morro Bay City Hall

Attached is the info sheet for the yard sale this year. We (MBB) know in advance that there will be congested streets, people parked illegally and in front of mail boxes.

MBB puts out as much info as possible to reduce this and it never goes unnoticed that the police dept and post office never complain to us and are very polite to our tourists who come to shop.....great PR for the city!

We will again do all we can to help you and also reduce phone calls to the city staff. All calls can be referred to the Chamber @ 772-4467. They have all the information, take all our calls, collect our seller registrations and hand out Yard Sale signs. They are our partners in this and we couldn't do this event without them.

MBBeautiful's goal for this event is: to clear out clutter in Morro Bay, reduce landfill, have fun, get visitors to stay overnight, and get community involvement. So, have a sale or shop at this sale and enjoy. We think you can find almost anything at any price😊😊

But most of all thanks for the good PR

Committee: Ann Reisner, Juliana Epperly, Lisa Winn

City-Wide Yard Sale 2014
An Annual Event Proudly Sponsored by
Morro Bay BEAUTIFUL working with our Chamber of Commerce

Last year we had over 300 different sale locations, as our residents cleaned out their extra “stuff” and let buyers find real “treasures” for bargain prices. This is a fun time to come to Morro Bay, spend at least 2 days (because you can’t go to all the sales in one day) and get almost anything you can imagine.

April 5th and 6th 8 – 2 PM

Encourage all citizens to have a sale and do PR for the city:

Welcome them

Be extra helpful

Sunday is “make us an offer day”.....slash your prices and clean out

Show them what a great place this is

The police are extra tolerant and polite

The post office is inconvenienced when our customers park in front of mail boxes

Try to help with this and not parking in peoples driveways

Signage – please don’t put on public property: light polls, trees etc.

Estero Bay Radio – our new radio station will be broadcasting live from the yard sale.....tune in to 97.3 The Rock

It will start at our Headquarters “Brenda Sue’s Consignment 248 Morro Bay Blvd at 7 AM

Carla’s Country Kitchen opens at 6:30 AM grab a good breakfast before the sale

Maps – with special sale locations and list of items to be sold

Get in the **Bay News** or at **Brenda Sue’s** April 3rd to 6th



2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 95-2590040
 Organization Name: Morro Bay Chamber of Commerce
 Board Chair: Cyndee Edwards Phone: [REDACTED]
 Main Contact: Erica Crawford Role: CEO/President
 Email: erica@morrochamber.org Phone: 805-772-4467
 Address: 695 Harbor St.
 City/State/Zip: Morro Bay, CA 93446
 Website: morrochamber.org

EVENT DETAILS

Event Name Avocado Margarita Festival & Taste of the Grove Years in existence? 10 years
 Description A two day Saturday Street celebration of the best of Morro Bay (and the County's) avocado growers paired with margaritas, live music, family friendly crafts and games, and specialty vendors. This year, the 10th Anniversary year, will be bigger than ever, expecting to draw 7,000 to 10,000 people to the beautiful Embarcadero. Attendees come from around the State to celebrate the foods and fun of the Central Coast.
 Date(s) Friday, Sept. 9, 2016 to Saturday, September 10, 2016
 Location(s) Street Festival: Embarcadero District
 Website avomargfest.org

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

Now this year is the gourmet tasting event on Friday evening, Taste of the Grove. Highlighting the finest local chefs and beer/wine makers, this VIP evening event will encourage more overnight visitors.



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 4750 Total from the selections above. Total amount cannot exceed \$5,000.

Have you received funding through this grant program in the past?

No Yes
Unknown

If Yes, please explain how the funds were used _____

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MARKETING/ACTION PLAN

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

See Attached.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Given the reach outside SB, we anticipate ↑ occupancy rates. TOTG ticket comes w/ Street Fest ticket to encourage overnight
Sales Tax Businesses (restaurants, retail, etc) Local restaurants / retail are participating; booths, sombrero sales. Benefit from Sunday shopping & browsing
City of Morro Bay Emmanant outreach throughout the state for promotion.
Highlights the nationally coveted Morro Bay Avocado, unique nature / local resource.

VERIFICATION OF INFORMATION

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

Each guest info is/will be collected & follow up email. Raffle ticket info will have zip code info requested. Survey provided to hotels (voluntarily) track guest stay back to festival. Eventbrite captures zip. Yelp will track to stay conversions on lodging widget on homepage of Avocadofest.com.

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

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

Signature: [Signature] Date: 7/14/16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: X No: [] \$5000 w/ conditions

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Marketing Plan

Marketing Objectives

- Increase total number of Street Festival attendees by 10% over last year (8,250 attendees)
- Increase number of overnight guests by 50 rooms over last year.
- Generate increased awareness of the Morro Bay community, especially the wealth of avocado growers, wine/beer makers.

Target Markets

The Chamber will focus Street Festival promotion to SLO County and to the Central Valley (Fresno/Clovis/Bakersfield). TOTG will be marketed to "foodies", especially young professionals (30-55) and those from the lower Bay Area (San Jose/Monterey).

Marketing Channels

Website(s):

avomargfest.com receives on average 30,000 page views each August and September plus 150 page views on average per day from April-July. The website serves as the home of all information about the event offerings - including bands, vendors, games, contests, tickets, and lodging information. It prominently features the Morro Bay Tourism hotel reservation widget on the home page.

Print:

Half page ads will continue to run in Bay News, SLO City News, Coast News, Atascadero News, Paso Robles Press and the San Luis Obispo Tribune over the summer. Individually crafted press releases will be sent to over the summer to various press lists tailored to audiences like families, farming news, arts and culture, and food and wine with titles like "15 Ways Morro Bay Avocados Keep You Healthy" and "From the Grove to the Galley: Morro Bay Avocado Farmers On Land and Sea."

Digital Media:

Fresno Bee will push the event to the Central Valley (250,000 impressions). We've secured digital deals with Yelp in four different areas: Fresno, Bakersfield, South Bay/San Jose and SLO County from Paso to Pismo. ABC30 Fresno will run banners ABC digital, garnering an estimated 70,000 impressions.

Television:

In August, we'll give away a hotel/event package including a night at the Inn at Morro Bay plus two (2) tickets to the TOTG give-away on Bakersfield ABC23 TV. Fresno ABC30 is

on deck to produce a fifteen-second promo spot to run 15 times on KFSN TV Fresno. Through their connection to parent company, Disney, ABC30 will include a trip to Disney as a Sombrero Contest grand prize (made possible because of Chamber's non-profit status) that will be promoted once secured.

Radio:

American General Media which will publicize the event from August 29th to September 9th. Our bands will play live in studio on "The Liquid Lunch" on Krush 92.5 plus interviews with an avocado grower and our Margarita Man on the program. Another hotel/local restaurant package will be given away during a 5 day promotion on KZOZ where we will offer a one night stay with Beach Bungalows plus dinner and drinks at the Otter Rock Cafe. Public Radio KCBX program "The Morning Cup" will have two (2) in-studio sessions with our band talent where they will do ticket giveaways.

Social Media and Word of Mouth:

The "57 Ways" avocado culinary education campaign, with link to the morrobay.org website, will run on Discover Morro Bay's Facebook page (40,000 followers), and will tag through the following organizations' Facebook pages: Avocado Margarita Festival (5,200 followers), City of Morro Bay (6,300 followers), California Avocados (310,000 followers), Calavo (2,500) and CA Grown (66,000) followers. Another hotel/dinner package will be given away via social media (for a total of 3 packages).

The Chamber's e-blast (2,500 subscribers), website (1.5 million hits annually) and Facebook (4,600 followers) pages will feature the event throughout August and September. Chamber members will be solicited to encourage employee and customer participation (200 members representing 2,000+ employees). Chambers in SLO, Monterey and Santa Barbara Counties will be offered 2-for-1 discounts to the Street Festival and Chamber members will be able to donate prize and contest prizes.

The Festival committee recognizes the link between beautification and tourism and has committed to producing flag/banners on street posts throughout the Downtown and Embarcadero districts with our Festival Logo and date. We will produce the flags with local business Goofy Graphics, and have already secured Scot Graham's approval and Public Works' schedule to get the flags hung up immediately upon notification from the TBID Grant Task Force.

Event Follow Up

A rich schedule of website, e-blast, and social media content will be developed to thank sponsors and give a rundown of the weekend's entertainment and food highlights. The Chamber will conduct a post-festival review with the planning team to evaluate turnout and compare marketing and budget estimates against actual results. Recommendations will be gathered so the event can be made even more successful next year.





Proposal Summary

The Chamber seeks \$4,750 to support the promotion of the 10th Annual Avocado & Margarita Street Festival and inaugural Taste of the Grove, bringing 7,000 to 9,000 people to the area. Proceeds support the Morro Bay Chamber of Commerce, Morro Bay High School Music Boosters and Morro Bay Rotary Club.

Attendees:

- Friday, September 9th - Taste of the Grove evening at the Packing Shed: **200 guests** will enjoy an exclusive wine and food tasting event. We expect this event will draw food and wine connoisseurs aged 35-60; 90% with a college degree or higher; 85% with incomes over \$120,000/year.
- Saturday, September 10th - Street Festival at the Embarcadero District: **7,000 - 8,250 participants**. Last year, 60% traveled from outside of SLO County from places including: the California Central Valley, Bay Area, Santa Barbara County, and Southern California. (data from Eventbrite ticket sales).

Positioning:

The Avocado & Margarita Street Festival is celebration featuring the California Central Coast's love for wonderful flavors and tasty culinary dishes. Our goal has always been to shine a spotlight on our region's amazing fresh-off-the-tree variety of truly delicious California avocados...while providing you with high-quality premium margaritas, supplied by local favorite The Margarita Man.

In addition to our culinary delights, we also feature some of the area's best in Live Entertainment, Arts and Crafts Vendors, Specialty Item Vendors & High Quality Specialty Foods.

Saturday's street festival features:

- Giveaway of a year's supply of avocados
- Dozens of avo-themed menu items
- Live music
- Sombrero Contest
- Kids Area
- Cornhole, Jenga, and more!

The event celebrates its 10th Anniversary this year and will debut an expanded festival footprint, a permeable festival perimeter (no fences), a new no-charge family friendly area, and experiential components to add to the street festival experience.

The free area of our expanded footprint taken with the five dollar entrance fee to the ticket area makes the Avocado & Margarita Street Festival an accessible and fun way for people of all ages and backgrounds to celebrate the delicious Estero Bay avocado, especially out of town visitors looking for a weekend excursion.

NEW! The new Taste of the Grove Friday evening event is an intimate cocktail evening event will be hosted at the beautiful *Packing Shed*, a Morro Bay Avocado Farm set minutes from town with a rural agriculture ambiance. Enjoy all-inclusive farm-to-table pairing with area farmers and local chefs to present tantalizing avocado-themed dishes. Enjoy food demos, educational opportunities (including an avocado-centric component) and dozens of local dishes... as well as local mixology, wine, and brewery pairings. Combine the incredible ambiance, delicious cuisine & hand-crafted spirits with Live Music & the breathtaking Central Coast weather for the Ultimate Evening Out!

A number of the culinary delights you'll find at this year's Taste of the Grove are provided by incredible local chefs, restaurants & experts in their field... such as: Artisan, Divine Street Catering, Fig Good Food, Flora and Fauna, Olea Farm, Trumpet Vine Catering, Thomas Hill Organics, Two Cooks and more!

Management Team:

The Chamber is led by CEO Erica Crawford, who is making strong new relationships with sponsors and managing this project. She has engaged a passionate and expert team including: world-class event planning manager, Kyle Beal Wommack; a 10 year veteran Avocado Margarita Festival Committee; Rock Harbor Marketing; Cyndee Edwards (Chamber Board Chairperson), and a volunteer corps.



COLOR PALETTE REFERENCE *for flag/banners.*

AVOCADO MARGARITA LOGO

CMYK MIXES For Print	RGB MIXES For On-Screen	HEX CODES For Website Coding	PANTONE For Embroidery
 33 0 100 0	 183 212 50	 B7D432	 Pantone 382 C
 0 35 100 0	 251 175 23	 FBAF17	 Pantone 143 C
 0 0 100 0	 255 241 0	 FFF100	 Pantone 803 C
 0 100 0 0	 236 0 139	 EC008B	 Pantone 225 C
 60 50 68 70	 47 49 37	 2F3125	 Pantone 447 C

TO USE AS BACKGROUNDS

 23 0 90 0	 206 221 66	 CEDD42	 Pantone 389 C
 0 59 100 0	 245 131 31	 F5831F	 Pantone 151 C



Logo for flag/banners.





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ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 20-0146951

Organization Name: CRUISIN' MORRO BAY CAR SHOW, INC.

Board Chair: CHRIS PARKER Phone: [REDACTED]

Main Contact: CHRIS PARKER Role: PRESIDENT

Email: mbcarshow@gmail.com Phone: [REDACTED]

Address: P.O. Box 1713

City/State/Zip: MORRO BAY, CA 93443

Website: www.morrobaycarshow.org
FACEBOOK: CRUISIN' MORRO BAY CAR SHOW

EVENT DETAILS

Event Name CRUISIN' MORRO BAY CAR SHOW Years in existence? 20 YEARS

Description CAR SHOW HELD ON THE DOWNTOWN STREETS OF MORRO BAY BRINGING IN OVER 550 VEHICLES FOR A "SHOW & SHINE" EVENT THAT INCLUDES A CRUISE & OTHER EVENTS OVER 4 DAYS. PROCEEDS FROM THE EVENT ARE USED TO PROVIDE DONATIONS TO THE MORRO BAY RETIRED CLUB, MORRO BAY POLICE EXPLORERS/VOLUNTEERS, & M.B.H.S FOOTBALL & AUTOSHOPIE PROGRAMS.

Date(s) MAY 4, 2017 to MAY 7, 2017

Location(s) DOWNTOWN MORRO BAY (MAIN ST. MORRO BAY BLVD, & SIDE STREETS)

Website www.morrobaycarshow.org / FACEBOOK: CRUISIN' MORRO BAY CAR SHOW

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

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Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 4,000 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used COMMERCIAL SPOTS, POSTERS & BANNERS, PAPER ADS

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MARKETING/ACTION PLAN

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

OUR MARKETING INCLUDES COVERAGE ON THE RADIO & TELEVISION,
AS WELL AS, NEWSPRINT TO BRING IN LOCAL & TRAVELING SPECTATORS
WE ALSO PARTICIPATE IN SOCIAL MEDIA AND HAVE BEEN REPRESENTED
ON NATIONALLY VIEWED TELEVISION SHOWS IN THE 'CAR SHOW' RELATED VARIETY.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) PARTICIPANTS STAY LOCALLY IN HOTELS/MOTELS, VACATION RENTALS & RV PARKS
Sales Tax Businesses (restaurants, retail, etc) ON DAY OF SHOWS SPECTATORS RANGE FROM
15 TO 20,000 WITH MOST VISITING THE LOCAL RESTAURANTS & RETAIL SHOPS
City of Morro Bay THE CITY IS PORTRAYED AS A BEAUTIFUL BACKDROP FOR THE SHOW
AND WILL SEE VISITS THROUGHOUT THE YEAR BY PEOPLE WHO HAVE DISCOVERED
ITS BEAUTY DURING THE CAR SHOW.

VERIFICATION OF INFORMATION

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

CROWDS ARE ESTIMATED BY PHOTOS TAKEN THROUGHOUT THE SHOW
PERIOD, HIGH UP ON A LIFT PLATFORM IN THE MIDDLE OF THE SHOW.
ALSO, REGISTRATION RECORDS FOR ENTRANTS

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

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

Signature: [Signature] Date: 7/8/16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: \$ 2500 Yes: No:

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Cruisin' Morro Bay Car Show Photos





DISCOVER MORRO BAY

2016-17 Event Grants Funding Request Application

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ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 77-0196390

Organization Name: MORRO BAY HARBOR FESTIVAL

Board Chair: JIM SANDERS, PRES Phone: [REDACTED]

Main Contact: DON DOUBLEDGE, ED Role: [REDACTED]

Email: info.mbhf@gmail.com Phone: [REDACTED]

Address: 945 NAPA STREET, SUITE A3

City/State/Zip: MORRO BAY, CA 93442

Website: WWW.MBHF.COM

EVENT DETAILS

Event Name MORRO BAY HARBOR FESTIVAL Years in existence? 35

Description SEE ATTACHED DESCRIPTION!

Date(s) OCTOBER 1 to OCTOBER 2

Location(s) EMBARCADERO

Website WWW.MBHF.COM

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OCTOBER 3, 2015

MORRO BAY BUSINESS VENDORS
Booths 1-29

*STARBOARD STAGE
KID'S ENTERTAINMENT*

BEER - WINE & MARGARITAS

SAND SCULPTURE

DAN REDDELL MAIN STAGE
12:30 Deep Blue
2:00 Oyster Eating Contest
3:00 Shambala
4:30 Hawaiian Shirt Contest
5:30 Hot Tina
7:15 ABBA Fab

NON-PROFIT & EDUCATIONAL EXHIBITS

ALL THINGS BAY

VIP BAND & HANDICAPPED PARKING

BEER & BUDDY WARS

MORRO BAY EMBARCADERO BUSINESS VENDORS
Booths E1 - E34

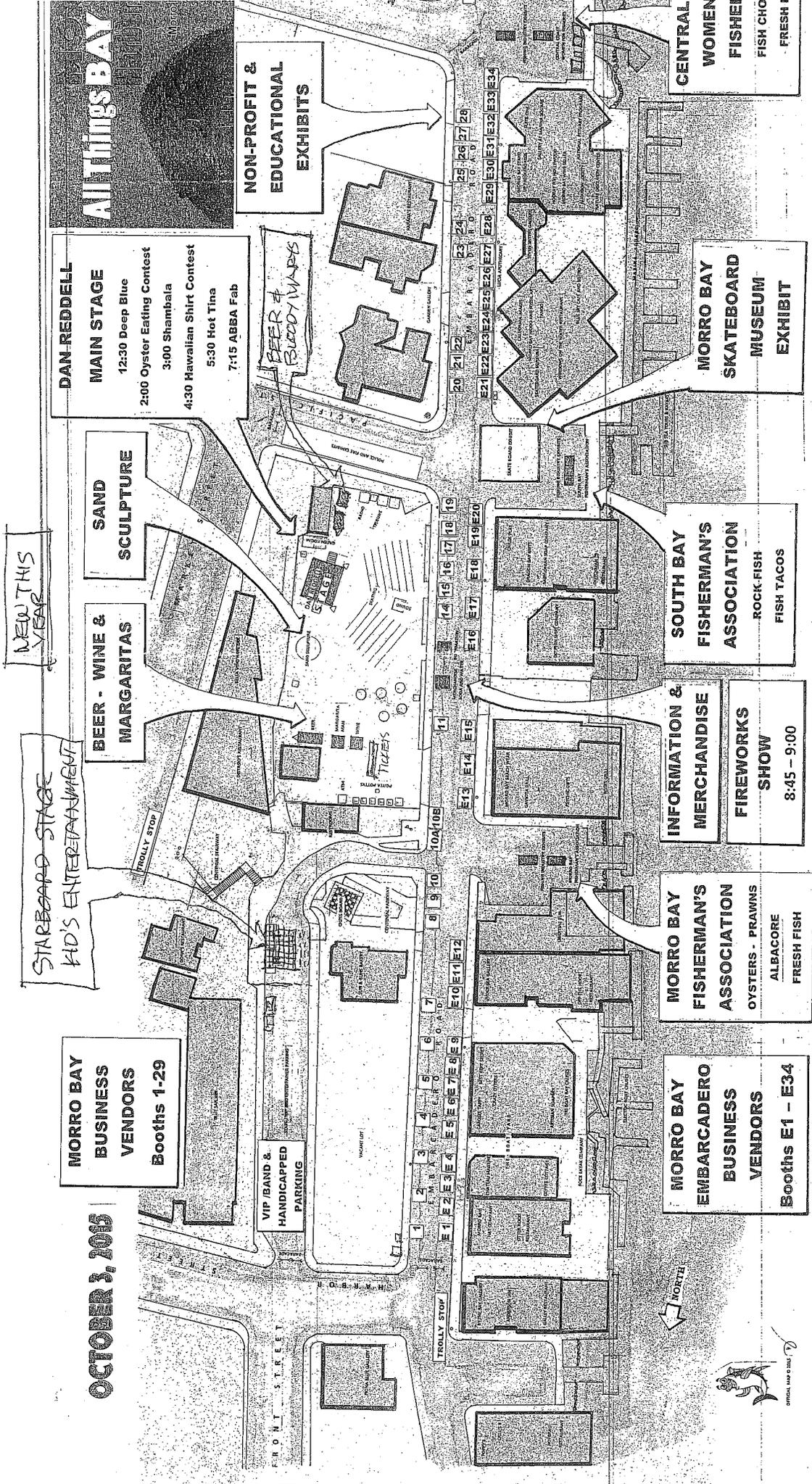
MORRO BAY FISHERMAN'S ASSOCIATION
OYSTERS - PRAWNS
ALBACORE
FRESH FISH

INFORMATION & MERCHANDISE
FIREWORKS SHOW
8:45 - 9:00

SOUTH BAY FISHERMAN'S ASSOCIATION
ROCK-FISH
FISH TACOS

MORRO BAY SKATEBOARD MUSEUM EXHIBIT

CENTRAL WOMEN FISHERI FISH CHO FRESH I





GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 5,000.00 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used SEE ATTACHED

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



DISCOVER MORRO BAY

MARKETING/ACTION PLAN

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

SEE ATTACHED GRANT SUPPORTING INFORMATION
MARKETING/ACTION PLAN & ADVERTISING BUDGET

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) SEE ATTACHED GRANT SUPPORTING INFORMATION
Sales Tax Businesses (restaurants, retail, etc) COMMUNITY IMPACT

City of Morro Bay _____

VERIFICATION OF INFORMATION

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

THIS YEAR WE WILL BE COUNTING ATTENDEES AT VARIOUS TIMES. WE WILL ALSO POLL THE RESTAURANTS & MOTELS & BUSINESSES.

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

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

Signature: [Handwritten Signature] Date: 13 July 2016

This area is for the Event Grants Taskforce

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

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



2016 Morro Bay Harbor Festival

The 35th Annual Morro Bay Harbor Festival is the City's "Signature Event". The Festival was redesigned in 2015 and relocated to the center of the Embarcadero between Harbor and Marina Streets. Harbor Festival 2015 was very successful for all involved!

The relocation of the event allowed us to drop the gate entry fees making it a FREE event for everyone and less expensive to set up. The change has also engaged the local businesses to participate with record breaking sales.

The 2016 event starts on Friday evening on the Embarcadero. Many businesses will be providing live entertainment. Saturday the street is closed for a pedestrian event. The Embarcadero is lined with merchants from Morro Bay businesses and Non-profit groups only. Local Non-profit groups will have educational booths providing information and hands on exhibits about the bay and the environment.

The local fishing organizations will be selling fresh caught seafood at the street intersections. The central Embarcadero "Centennial Stairway" area with the chessboard and parking lot will house two stages and feature many local performers, a Hawaiian Shirt Contest and an Oyster Eating Contest. We will be featuring local beer and wine selections.

The Morro Bay Fire Department will be on site with demonstrations. On the Bay will be the Survivors in canoes, the Yacht Club's Junior Regatta, Paddleboard demonstrations and occasional sightings of the Harbor Department and Coast Guard vessels. In addition, The Tall Ship San Salvador will be docked in our bay for public viewing and tours.

At the end of the evening we hope to provide another low level, low caliber fireworks display if we gather enough funding. (\$10,000 of additional funding is needed to provide fireworks). The Morro Bay Charter boat, The Chablis, will also provide a special fireworks cruise.

Sunday morning over a dozen Embarcadero restaurants will be featuring a "Taste of the Harbor" Sunday Brunch and many with live entertainment.

The event will be exclusively advertised on KSBY TV and other local media here on the Central Coast. Also included in our advertising promotions are Bakersfield and Fresno, highlighting our Harbor as a destination location and featuring our major sponsor's participation.

MORRO BAY HARBOR FESTIVAL 2016 GRANT SUPPORTING INFORMATION

PREVIOUS FUNDING

The Harbor Festival has received funding previously from the City of Morro Bay, the Tourism Board and the Harbor Department. Funds have been used for a variety of needs including advertising, advertising consultant, entertainment, poster and miscellaneous print materials, maps, signage and our Web Site.

USE OF FUNDS

If received, this year's Tourism Board funding will again be used to support a variety of needs including advertising, advertising consultant, entertainment, poster and miscellaneous print materials, maps, signage and our Web Site. While most of our advertising is provided "In-Kind" we pay for our Advertising and media consultant and provide and pay for motel rooms for Radio station drawing prices, the VIP opportunity for the media representatives, printing of the poster, maps and the printed pull out program in the Tolosa Press.

SPONSORSHIP BENEFITS

Sponsorship benefits depend on the amount of the funds received as well as the interest of the sponsor. We will include The Morro Bay Tourism Bureau in our media advertising. This includes Radio and Television advertising, print advertising, the Poster and the map. You will also receive a complimentary booth space and space to hang posters at the stage and VIP area. We will also include passes to the VIP area.

MARKETING/ACTION PLAN

The Harbor festival will again use the consulting services of Scott Medias Partners for contracting our advertising, web site production and press contacts and releases. Scott Media Partners is a seasoned and professional media consultant. This will be our 5th year using their services.

We have arranged for over \$10,000 worth of TV, radio and print advertising on local and Bakersfield area media. Graphics for our poster are in progress as well as a printed pull out map section win the Tolosa Press.

Several Press releases have already been issued and several more will be issued as the event approaches.

COMMUNITY IMPACT

Last year our event was re-gearred to be more inclusive of the Morro Bay Business community. Our feed back is that the event has boosted most of the businesses on the embarcadero including restaurants and has helped to fill the hotels and motels over the weekend.

Again this year, our site layout design has been coordinated with local shops to best encourage involvement of as many Embarcadero Businesses as we can. We have also limited vendor spaces to Morro Bay Businesses exclusively. This reduces the "Out of Town Competition" from previous events.

Again this year admission is free. All entertainment except for our Headliner Band is local and from Morro Bay as much as possible. We are coordinating efforts of the local establishment in our site area to

provide and advertise entertainment provided on Friday evening and a Sunday Brunch experience at many of our restaurants on Sunday morning to encourage visitors to arrive early and stay over.

The local Fishing organizations are coordinated to help provide fresh caught seafood and an experience of the Harbor. We are coordinating efforts with the Central Coast maritime Museum Association and will have a Tall Ship in the Bay for the Festival.

Many of our City Non-profits are receiving discounted booth space at the event to help their causes.

Last year we had Fireworks Saturday night that were visible throughout the town. We hope to do that again this year.

Last year we were very successful with our sales and vendor participation. We earned a surplus and donated it to the Central Coast Maritime Museum Association for the boat stand to support the Alma display. Any surplus earnings will be donated again to a worthy Non Profit that promotes the City and the harbor.



DISCOVER MORRO BAY

2016-17 Event Matching Grants Funds Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive matching funds from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be matched in this program is up to \$10,000.
- Proof of funds will need to be presented before pay out transpires.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at info@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 77-0196390

Organization Name: MORRO BAY HARBOR FESTIVAL

Board Chair: JIM SANDERS, PRES. Phone: [REDACTED]

Main Contact: DON DOUBLIFREE, ED Role: [REDACTED]

Email: info.mbh.f@gmail.com Phone: [REDACTED]

Address: 895 NAPA STREET, SUITE A3

City/State/Zip: MORRO BAY, CA 93442

Website: WWW.MBHF.COM

EVENT DETAILS

Event Name MORRO BAY HARBOR FESTIVAL Years in existence? 35

Description SEE ATTACHED DESCRIPTION

Date(s) OCTOBER 1 to OCTOBER 2

Location(s) EMBARCADERO FROM HARBOR TO MARINA

Website WWW.MBHF.COM

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



DISCOVER MORRO BAY

EVENT/COMPETITION QUESTIONNAIRE

Please fill out the required questionnaire below. The information provided will assist the Event Grants Taskforce Committee evaluate the need and the overall impact of your request.

How many days is your event or competition?

One day event Two day event 3+ days

How many attendees or spectators to you anticipate for your event or competition?

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

How many of the attendees or spectators do you anticipate being a 4+ hour drive from Morro Bay?

Less than 25% 25-49% 50-74% 75-100%

How many Morro Bay hotel/motel rooms do you anticipate being consumed resulting from your event?

10-49 rooms 50-99 rooms 100+ rooms

Will your event attract buses?

YES If yes, how many? UNKNOWN
 No

Would you be willing to place the Morro Bay hotel/motel reservation widget onto your event or competition website? YES

No If no, why? _____

Are you charging an admission or gate fee for your event?

YES If yes, how much? _____

No

Does your event have a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests? YES If yes, who is the contact? _____

No

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

If Yes, please explain how the funds were used _____

SEE ATTACHED GRANT SUPPORTING INFORMATION

PREVIOUS FUNDING

If awarded the funds, how will the funds be used?

SEE ATTACHED GRANT SUPPORTING INFORMATION

USE OF FUNDS

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What type of benefits will you provide to Morro Bay Tourism in exchange for the funds?

SEE ATTACHED GRANT SUPPORTING INFORMATION
SPONSORSHIP BENEFITS

MARKETING/ACTION PLAN

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

SEE ATTACHED GRANT SUPPORTING INFORMATION
MARKETING/ACTION PLAN
ALSO SEE BUDGET ADVERTISING

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) SEE ATTACHED GRANT SUPPORTING INFORMATION
COMMUNITY IMPACT

Sales Tax Businesses (restaurants, retail, etc)

City of Morro Bay

PROOF & PROCESSING OF FUNDS

In order to process the pay out of funds, you must provide proof of support through the following means (sorry, no in-kind donation values will be considered):

- Provide an award letter from a sponsor or sponsors on their official letterhead. It must include the dollar amount awarded to your event or competition (must be in US funds. No in-kind donation values will be considered)
- And/or a copy of the check or checks payable to your event/competition (or fiscal agent) awarded to your event or competition (must be in US funds)
- Grant funds cannot be processed and dispersed if proof of US funds is provided after the event or competition is complete

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2016 Morro Bay Harbor Festival

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COMMUNITY IMPACT

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provide and advertise entertainment provided on Friday evening and a Sunday Brunch experience at many of our restaurants on Sunday morning to encourage visitors to arrive early and stay over.

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2016-17 Event Grants Funding Request Application

GRANT CRITERIA

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- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000.**
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
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ORGANIZATIONAL INFORMATION

Fed Tax ID | SS#

Organization Name: Morro Bay Kite Festival

Board Chair: Shaun Farmer Phone: [REDACTED]

Main Contact: Shaun Farmer Role: Organizer

Email: _____ Phone: [REDACTED]

Address: 1108 Front St

City/State/Zip: Morro Bay CA 93442

Website: Morrobaykitefestival.org

EVENT DETAILS

Event Name: Morro Bay Kite Festival Years in existence? 10

Description: 2 days of pro kite flyers filling the sky of Morro Rock Beach with amazing kites, food, music and lots of fun & games for whole family. Central Coast Funds for Children give away 500 kites to decorate and fly

Date(s): April 29th to April 30th

Location(s): Morro Rock Beach

Website: Morrobaykitefestival.org

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- 3 to 5 K \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 3500.00 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used This is a Community Event
All Money goes to Advertising Board for Kite Flies
and All City Fees

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



DISCOVER MORRO BAY

MARKETING/ACTION PLAN

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

Website, Facebook, Twitter Also we put on American Kite Flyers Assoc web site Run Ads in local and Valley newspapers Print Flyers and As Put up all over SLO County : Fresno BK

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) In The Past This Event Has Brought 3 to 5 Thousand People to Town Sales Tax Businesses (restaurants, retail, etc) Same AS Above

City of Morro Bay Promote outside living in Morro Bay

VERIFICATION OF INFORMATION

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

Talked with Motel and RV Parks All said The Kite Fest is growing and Bringing more over nighters and Chamber also confirmed

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

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

Signature: [Signature] Date: 7/12/16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] #3500. VOTE: Yes: No:

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DISCOVER MORRO BAY

2016-17 Event Grants Funding Request Application

GRANT CRITERIA

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- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 95-6093601

Organization Name: ROTARY CLUB OF MORRO BAY

Board Chair: DAN COSTLY Phone: _____

Main Contact: DON DOUBLEDDEE Role: COMMITTEE CHAIR

Email: _____ Phone: _____

Address: P.O. BOX 519 / 895 NAPA ST. #A3

City/State/Zip: MORRO BAY, CA 93443 / 93442

Website: WWW.MORROBAYBOATPARADE.COM

EVENT DETAILS

Event Name LIGHTED BOAT PARADE Years in existence? AS ROTARY 3YRS

Description THE ANNUAL LIGHTED BOAT PARADE IS HELD THE FIRST WEEKEND OF DECEMBER AND HAS SINCE THE 1980'S BOAT OWNERS ARE ASKED TO DECORATE FOR CHRISTMAS/HOLIDAYS. THE THEN PARADE UP & DOWN THE WATERFRONT FROM ± 7:00 TO 8:00 P.M. ANNOUNCEMENTS & JUDGING IS HELD AT THE YACHT CLUB. MUSIC, SANTA CLAUS, BAKED GOODS CIDER & COCOA ARE AT THE SOUTH TEE PIER. BOATS ARE AWARDED PRIZES FOR SEVERAL CATEGORIES.

Date(s) DEC 3RD 2016 to _____

Location(s) MORRO BAY WATERFRONT

Website WWW.MORROBAYBOATPARADE.COM

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
 \$750, Two day event
 \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
 \$750, 1,001-2,500 attendees or spectators
 \$1,000, 2,501-5,000 attendees or spectators
 \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
 \$750, 50-99 hotel/motel rooms
 \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
 \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
 \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 4,000.00 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used WE RECEIVED \$1000 FOR THE 2015 PARADE. FUNDS WERE USED TO HELP COVER EXPENSE

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



MARKETING/ACTION PLAN

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

WE TOOK OVER THIS EVENT IN 2013 AS A COMMUNITY SERVICE NOT A FUNDRAISING EVENT. WE EXPECT TO GROW THE EVENT DEPENDING ON CLUB DIRECTION AND AVAILABLE VOLUNTEERS LAST YEAR WE STARTED THE WEB SITE. WE WILL BE MEETING SOON TO DISCUSS THE EFFORTS AVAILABLE & PLAN FOR THIS YEAR.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) THE EVENT ATTRACTS PEOPLE TO THE WATERFRONT WE DO NOT KNOW THE MOTEL REC. IMPACT
Sales Tax Businesses (restaurants, retail, etc) MAN Y OF THE WATERFRONT BUS. ARE VERY BUSY THE EVENING OF THE PARADE
City of Morro Bay GOOD WILL, A SANTA CLAUS OPPORTUNITY FOR FAMILIES, A CHANCE TO SHOW OFF THE WATERFRONT

VERIFICATION OF INFORMATION

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

THE EVENT HAS BEEN KEPT SIMPLE DUE TO TIME AVAILABLE BY CLUB VOLUNTEERS. THERE IS MUCH GREATER POTENTIAL WE HAVE NOT TAPPED BEGINNING WITH DATA RE: ATTENDANCE & BUSINESS BENEFITS

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

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

Signature: [Handwritten Signature] Date: 13 JULY 2016

This area is for the Event Grants Taskforce

Date Approved/Denied: [Handwritten Signature] VOTE: Yes: X No:

\$1000.00

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



2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 46-3532829

Organization Name: Morro Bay in Bloom

Board Chair: Walter Heath Phone: [REDACTED]

Main Contact: Walter Heath Role: Director

Email: mbsurfartfest@gmail.com Phone: [REDACTED]

Address: P.O. Box 782

City/State/Zip: Morro Bay, CA 93443

Website: www.mbsaf.com

EVENT DETAILS

Event Name Morro Bay Surfboard Art Festival Years in existence? 2

Description The Morro Bay Surfboard Art Festival is a 60-day public exhibit of art that has been created on or of used surfboards. The completed pieces are exhibited at the locations of Morro Bay businesses that pay a \$250 sponsorship and are included on the exhibit map. The number of maps that are printed is largely dependent on the size of the grant we receive from the Tourism Bureau. This year's event will culminate with a public sale of coastal-themed art created by the festival's artists in a variety of formats and price points. The sale will be held on the day of the Lighted Boat Parade at the Morro Bay Comm. Center, hopefully encouraging visitors to arrive earlier and spend the day in our city.

Date(s) 10-1-16 (Harbor Festival) to 12-3-16 (Boat Parade)

Location(s) Morro Bay businesses

Website www.mbsaf.com

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
 \$750, Two day event
 \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
 \$750, 1,001-2,500 attendees or spectators
 \$1,000, 2,501-5,000 attendees or spectators
 \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
 \$750, 50-99 hotel/motel rooms
 \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
 \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
 \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$5,000 _____ Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used Advertising in San Luis Obispo, Fresno, San Francisco and Los Angeles counties.

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



MARKETING/ACTION PLAN

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

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) The Bartfield Group
has successfully packaged this event and is featuring an artist at an afternoon guest gathering.

Sales Tax Businesses (restaurants, retail, etc) Attendees view art in local businesses and have at least one
meal in a local restaurant.

City of Morro Bay This event has virtually no impact on staff. We will share the data gathered from
surveys taken at the sale.

VERIFICATION OF INFORMATION

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

The number of exhibit maps distributed is a gross indicator. We plan to work with the Chamber
to develop a brief survey that can be distributed to hotels and a longer survey that can be
completed at the December 3rd art sale.

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

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

Signature: [Signature] Date: June 24, 2016

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: X No: _____

#1000 Direct to Group #1500 Ad [Signature]

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

Morro Bay Surfboard Art Festival Marketing Plan (with full grant funding):

- 140,000 exhibit maps printed and inserted in Fresno *Bee* newspapers.
- Thousands of exhibit-map downloads from Fresno *Bee*'s website.
- 50,000 exhibit maps printed and inserted in Tolosa Press newspapers.
- 10,000 exhibit maps printed and distributed to businesses within our county.
- Downloads from Tolosa Press and ArtsObispo websites.
- Festival's artists will be painting at public events throughout San Luis Obispo County leading up to the unveiling event.
- Earned media facilitated by the Surfboard Art Festival's volunteer media coordinator. Earned media facilitated by Mental Marketing's efforts garnered articles in the Los Angeles *Times* and other publications.
- Website and social media campaigns on Facebook, Instagram, Pinterest and Twitter that are coordinated by Surfboard Art Festival's volunteer website and social media coordinator. The Surfboard Art Festival has greater than 1,900 followers on Facebook.

KURTIS EYEWEAR

Presents Morro Bay in Bloom's Production of the 2nd Annual



Morro Bay SURFBOARD ART FESTIVAL October 2015

EXHIBIT
MAP
INSIDE

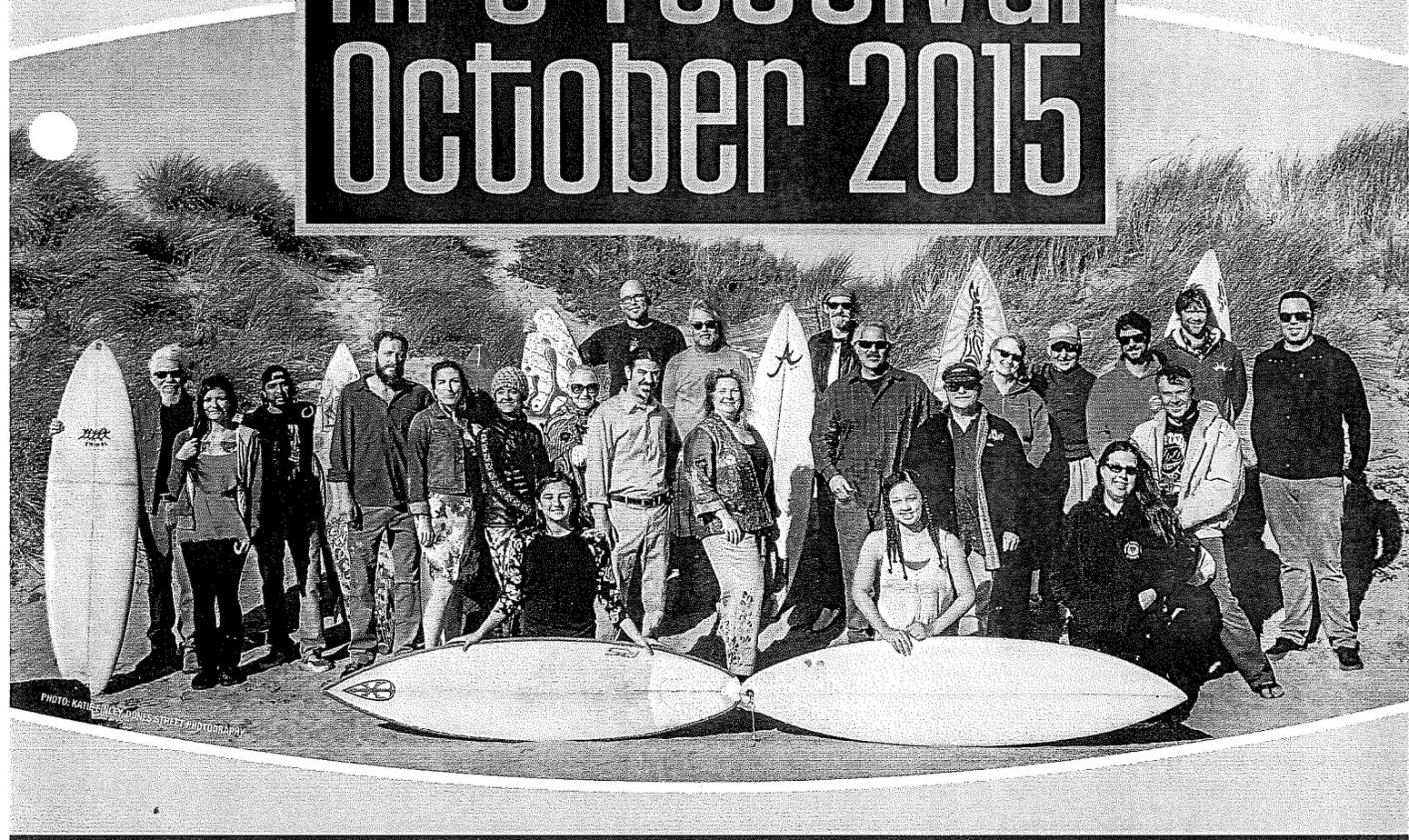


PHOTO: KATHLEEN OWENS STEEL PHOTOGRAPHY



Meet Our Festival Partners!



Aloha Shirt Shop: Enjoy the casual lifestyle of the Hawaiian Islands right here in Morro Bay. All of your favorite brands and thousands of shirts for men, women and kids.

Blue Sky Bistro: Fantastic casual dining right on the waterfront in Morro Bay, serving delicious breakfast, lunch, and dinner. Happy hour daily and live music Saturday and Sunday.

Ciano Real Estate: Located in the heart of the county, Ciano Real Estate has become the leading independent local real estate firm over the past decade. Our primary philosophy is to cultivate and establish long term business relationships, through our personal community outreach and networking - extending all the way around the globe.

Coalesce Book Store and Wedding

Chapel: A bookstore to serve all your literary needs, also offering beautiful greeting cards and unique gifts. A beautiful chapel where you can be married, attend great concerts and classes, listen to poetry, or sit quietly in peace.

Cookie Crock Warehouse: We are the longest continuously operated independent supermarket on the Central Coast, locally owned and operated by the same family for three generations. We are dedicated to offering the best prices and the best service to our customers, and we are happy to bag your groceries with a smile.

Dorn's Original Breakers Café: Fine dining and excellent service in an ambience of casual elegance await you at Dorn's. A Morro Bay favorite since 1942.

Farmer's Kites, Surreys & More: Farmer's is the Central Coast's original kite shop, located on the Embarcadero in Morro Bay. We also rent surreys and bicycles and have a great selection of toys and decorative garden items.

Fiona Bleu Gallery: Fiona Bleu pulses with inspired gifts, vibrant contemporary art and modern housewares. Featuring the work of owner Rowan Chase, complemented by more than 50 artists, Fiona Bleu is your secret weapon for surprising your loved one or beautifying your home.

Forever Stoked Gallery: Forever Stoked Gallery showcases the nature-inspired artwork of Chris Pedersen, Charlie Clingman, Peter Pierce, Ken Christensen, and more. The gallery also features many gift items, including locally made accessories crafted by the artists' friends and family.

Founders Community Bank: A local community bank that is built on a strong foundation.

Grandma's Frozen Yogurt & Waffle

Shop at The Gathering Place: It's not just a waffle; it's a meal! Grandma's breakfast, fruit, or dessert Belgian waffle boats include a side of REAL frozen yogurt of your choice and a cup of hot coffee! Board and card games, and a great place to relax, to gather with friends, or to have a special party!

Harbor Hut: Dine in tropical comfort overlooking the bay, featuring fresh-caught seafood specialty dishes and premium steaks. Family-owned and operated for 64 years.

Hofbrau der Albatross: Since 1971, Hofbrau has been serving the finest hand-carved roast beef sandwiches along with great burgers, salads and seafood. Enjoy a great meal while overlooking beautiful Morro Rock and the bay. There's no better way to enjoy your day.

House of JuJu: Gourmet burgers, wraps, salads and flatbreads prepared with fresh ingredients from local farms brought daily to our kitchen. Try any of our tasty menu items for a delightful culinary experience!

Inn at Morro Bay: The iconic Inn at Morro Bay is a coastal paradise of pristine natural beauty. Since 1957 the Inn has been a true waterfront treasure, and having just completed a multi-million dollar renovation, it will continue to be one for generations to come.

Kurtis Eyewear: Got Surfer Fried Eyes? Handcrafted in Morro Bay & designed with every aspect of surfing in mind...No Fried Eyes! www.KurtisEyewear.com

Lolo's Mexican Restaurant: We're the best authentic Mexican restaurant you'll find in the area with great food at great prices.

Los Osos Middle School: Los Osos Middle School's (LOMS) arts-education program is a charity partner (beneficiary) of the Surfboard Art Festival. Los Osos Middle School is a high-achieving neighborhood school serving the Los Osos and Morro Bay communities, offering a comprehensive academic program with a wide variety of elective and exploratory classes.

Matt Clevenger, Mackey and Mackey

Insurance: Matt is an experienced insurance professional, committed to helping you find a policy that fits your needs. Matt's personalized attention and exceptional customer service create an experience that's difficult to find in today's market.

Mike's Barber Shop: Traditional barbering since 1941, including shaves. For more info, visit <http://mikesbarbershop.com>.

Morro Bay Art Center: Art Center Morro Bay is one of the largest and best California Central Coast venues for exhibiting original fine art by local artists. We connect art lovers with artists.

Morro Bay Chamber of Commerce and Visitor Center: The Chamber of Commerce promotes Morro Bay's economic vitality and quality of life. Stop by the Visitor Center (same location) with questions about attractions, lodging, dining and events in Morro Bay and on the Central Coast.

Morro Bay Golf Course: Views, views! Enjoyed by golfers since 1929.

Morro Bay Library: A branch of the San Luis Obispo County Library system, we provide FREE access to fun and educational programs, books, DVDs, audio books, downloadable books, computers, newspapers and magazines for all ages!

Morro Bay Realty: Established in 1950, Morro Bay Realty is the oldest, most trusted family-run real estate office along San Luis Obispo County's Scenic Coast.

Morro Bay Skateboard Museum: Our mission is to share skateboarding's history and culture with all ages of skateboarders and other interested visitors.

Morro Bay Tourism Bureau: No need to surf the net for places to stay when coming to the Surfboard Art Festival and other events in Morro Bay. Log on to morrobay.org.

Pizza Port: Morro Bay's best pizza, salad and sandwiches for over 30 years. Fresh dough and produce daily. Family and pet-friendly.

Project Surf Camp: Project Surf Camp is a charity partner (beneficiary) of the Surfboard Art Festival. Project Surf Camp is one of the best programs in the country, working with children, individuals and families with special needs. It truly changes lives. It changes the child, individual, family, volunteers and sponsors. You're invited to change lives, too! www.projectsurfcamp.com

Rogue Raven Gallery: For something completely different...Rogue Raven Gallery offers unique, affordable, locally handcrafted art, gifts and jewelry. We have original and eclectic art and gifts starting at under \$10.

San Marcos Inn: Come down to the BEST WESTERN PLUS San Marcos Inn, conveniently located just a block and a half from the waterfront, and see all the renovations! This atrium style property boasts stunning ocean views, a hydro-therapy spa and a complimentary breakfast plus wine and cheese in the evening.

Smoobage: "An esoteric word for something you really love." Within you will find a captivating collection of local art, handmade goods and items with a story or ethic. Smoobage has a little something for everyone and lots of inspiration.

Spencer's Fresh Market: As always, Spencer's Market is pleased to support Morro Bay in Bloom and our local artists. It's one of a number of ways that Spencer's gives back to the community for supporting its local market for 16 years and counting!

Summer Cottage: Summer Cottage at 863 Main Street is a quaint little shop a few blocks up from the beachfront in Morro Bay. Brimming with gifts and home décor, Summer Cottage is a real treasure trove for all occasions.

Sunshine Health Foods: Sunshine Health Foods has been providing the central coast with healthy alternatives for over 40 years. We strive to deliver the highest quality products we are able to find while supporting family farms and organic agriculture.

Surf Strong Fitness: Designing cutting-edge programs that raise surf performance, reduce pain, and keep you stoked in the water for years to come. To try a training for FREE go to surfstrongfitness.com/vip

The Coffee Pot: Celebrating its 65th year serving great, traditional meals, The Coffee Pot Restaurant is both a meeting place and a treasured part of the Morro Bay experience. Drop by and have a meal with friends.

The Cotton Ball: Serving both the local and traveling lover of sewing, quilting, knitting & crochet since 1969, come play with us, be inspired and inspiring to others. We LOVE show and tell, so come on in and show us your projects!

The Grill Hut: We're a locally-run family owned and operated business! We specialize in smoked tri tip, chicken breast and pulled pork made with family recipes.

The Paddleboard Company: At The Paddleboard Company we want to inspire people to find balance through adventure and exploration. We have standup paddleboard rentals for the curious, sales for the serious, and events and SUP classes (yoga, fitness, etc.) for the adventurous.

The Rock Espresso Bar: You will find all your favorite coffee drinks at The Rock Espresso Bar. Their espressos, cappuccinos, lattes, and mochas are the finest you'll find anywhere. In addition to fine coffees, Rock Espresso serves tea, pastries, and bagels.

Tiny Mike's Barber Shop: Traditional barbering since 1961, including shaves. For more info, visit <http://tinymikesbarbershop.com>

Wee Shack Burgers: We are a restaurant owned by locals, and customers are our family. We only use the freshest ingredients. Enjoy our free Wi-Fi and relaxed atmosphere. Our garden patio is also pet friendly!

Surfboard Art Display

LOCATIONS & GALLERIES

1. Aloha Shirt Shop

458 Morro Bay Blvd.
Daily 10am - 4pm

2. Blue Sky Bistro

699 Embarcadero
Sun. - Thurs. 8am - 6pm

3. Ciano Real Estate

360 Morro Bay Blvd.
Mon. - Sat. 9am - 5pm, Closed Sun.

4. Coalesce Bookstore &

Garden Wedding Chapel

845 Main St.
Sun. 11am - 4pm; Mon. - Sat. 10am - 5:30pm

5. Cookie Crock Warehouse

490 Quintana Rd.
Mon. - Sat. 8am - 9pm; Sun. 8am - 8pm

6. Farmer's Kites, Surreys

& More

1108 Front St.
Daily 9am - 6pm

7. Fiona Bleu Gallery

900 Embarcadero
Daily 10am - 6pm

8. Forever Stoked Gallery

1164 Quintana Rd.
Daily 12pm - 6pm

9. Founder's Community Bank

310 Morro Bay Blvd.
Mon. - Thurs. 9am - 5pm; Fri. 9am - 6pm; Sat. - Sun. Closed

10. Grandma's Frozen Yogurt

& Waffle Shop

307 Morro Bay Blvd.
Sun. Thurs. 9am - 7pm; Fri. - Sat. 9am - 10pm

11. Harbor Hub

1205 Embarcadero
Daily 11am - 9pm

12. Hofbrau der Albatross

901 Embarcadero
Daily 11am - 9pm

13. House of Juju

945 Embarcadero
Sun. - Thurs. 11am - 9:30pm; Fri. - Sat. 11am - 10:30pm

14. Inn at Morro Bay

60 State Park Rd.
Daily 8am - 8pm

15. Joe's Surfboard Shop

362 Quintana Rd.
Mon. - Sat. 10am - 5pm; Sun. Closed

16. Lolo's Mexican Restaurant

2848 Main St.
Daily 10am - 9pm

17. Mike's Barber Shop

2300 Main St.
Tues. - Fri. 9a - 5pm; Sat. 9am - 2pm

18. Morro Bay Art Association

835 Main St.
Daily 12pm - 4pm

19. Morro Bay Chamber of Commerce/Visitors Center

695 Harbor St.
Mon - Fri 8:30am - 5pm; Sat - Sun. Closed

20. Morro Bay Golf Course

201 State Park Rd.
Daily 8am - 4pm

21. Morro Bay Library

625 Harbor St.
Sun. - Mon. Closed; Tues. 9am - 6pm; Wed 10am - 6pm;
Thurs. - Sat. 10am

22. Morro Bay Realty

805 Main St.
Mon. - Fri. 9am - 5pm; Sat. - Sun. 10am-2pm

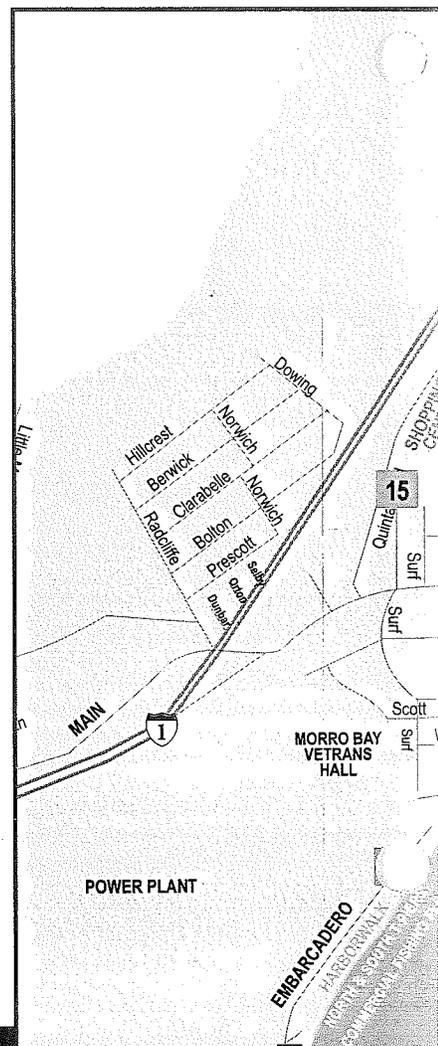
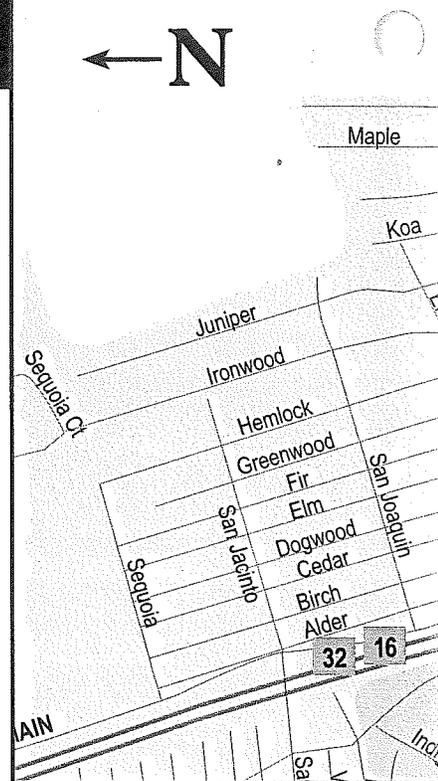
23. Morro Bay

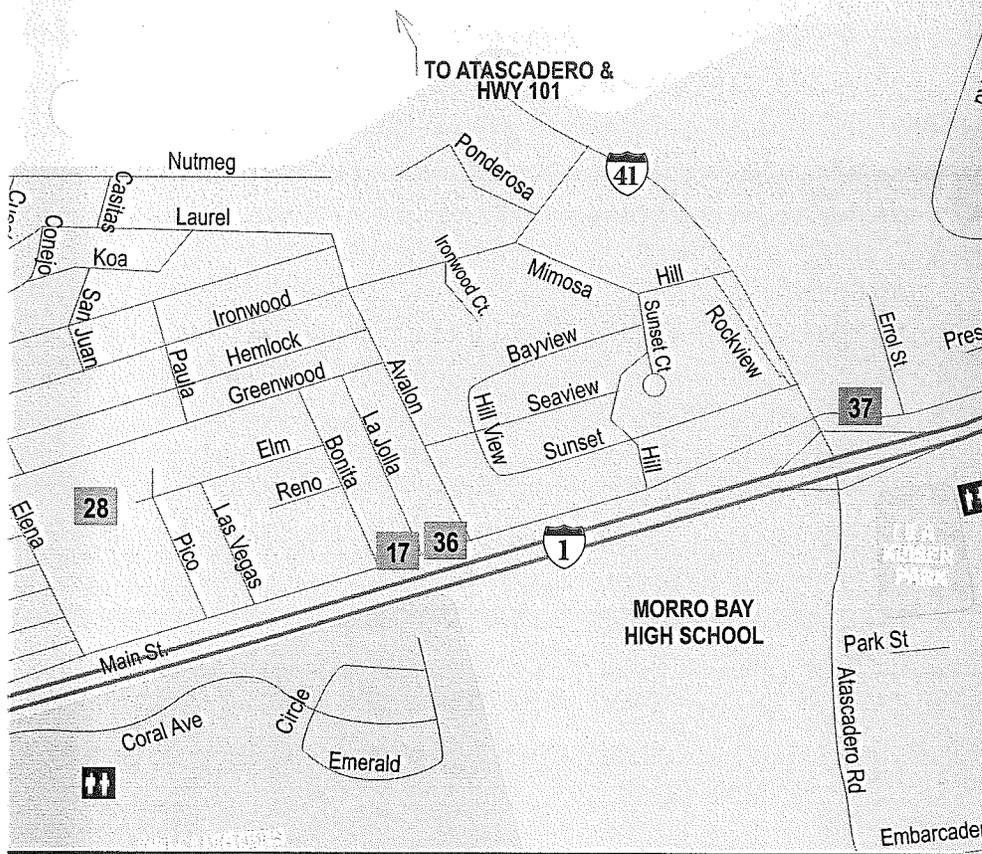
Skateboard Museum

601 Embarcadero
Daily 10am - 6pm

24. Pizza Port

787 Main St.
Daily 11:30am - 9pm





Morro Bay
Surfboard
Art Festival
October 2015

25. Rogue Raven Gallery

231 Morro Bay Blvd.
 Mon. - Tues. Closed; Wed - Thurs. 10am - 5pm;
 Fri. - Sat. 10am - 6pm; Sun. 10am - 5pm

26. San Marcos Inn

250 Pacific St.
 Daily 8am - 8pm

27. Smoobage

591 Embarcadero
 Daily 10am - 6pm

28. Spencer's Market

2650 Main St.
 Daily 7am - 10pm

29. Summer Cottage

863 Main St.
 Mon. - Fri. 10:30am - 5:30pm; Sat. 10:30 - 6pm; Sun. 10:30am - 5pm

30. Sunshine Health Foods/

Shine Café

415 Morro Bay Blvd.
 Mon. - Sat. 9am - 7pm; Sun. 10am - 5pm

31. The Coffee Pot

1001 Front St.
 Daily 7am - 2pm

32. The Cotton Ball

2830 Main St.
 Mon. - Sat. 10am - 5pm; Sun. 11am - 4pm

33. The Grill Hut

850 Quintana Rd.
 Tues - Thurs. 11am - 8pm; Fri. - Sat. 11am - 9pm; Sun. 11am - 8pm

34. The Paddleboard Company

575 Embarcadero
 Thurs. - Sun. 10am - 5pm

35. The Rock Espresso Bar

275 Morro Bay Blvd.
 Daily 8am - 5pm

36. Tiny Mike's Barber Shop

2300 Main St.
 Sun. - Mon. Closed; Tues. - Fri. 8:30am - 5:30pm; Sat. 8am - 4pm

37. Wee Shack Burgers

1698 Main St.
 Tues. - Sun. 8am - 8pm



2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is up to \$5,000.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on Friday, July 15, 2016 at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 27 - 3760668

Organization Name: ALL OUT EVENTS

Board Chair: Kristin Horowitz Phone: [REDACTED]

Main Contact: SAME Role: PRODUCTION MGR

Email: KRISTIN@ALL-OUTEVENTS.COM Phone: Ø

Address: 1241 JOHNSON AVE #128

City/State/Zip: SLO CA 93401

Website: WWW.ALL-OUTEVENTS.COM

EVENT DETAILS

Event Name MORRO BAY TRIATHLON Years in existence? 6

Description OLYMPIC + SPRINT DISTANCE TRI W/ SUP 2 PRODU
OPTION

Date(s) 11/5/16 to 11/6/16

Location(s) MORRO BAY, CA

Website WWW.MORROBAYTRI.COM

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
 \$750, Two day event (CHECK IN + CLINIC + TRI)
 \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
 \$750, 1,001-2,500 attendees or spectators
 \$1,000, 2,501-5,000 attendees or spectators
 \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
 \$750, 50-99 hotel/motel rooms
 \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
 \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
 \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 4500- Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used MARKETING

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



MARKETING/ACTION PLAN

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

SEE ATTACHED

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

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

ACCORDING TO OUR SURVEYS:

Sales Tax Businesses (restaurants, retail, etc)	15%	STAYED IN	MB HOTELS	1 DAY
	25%	"	"	2 DAYS
City of Morro Bay	13%	"	"	3 DAYS
	2%	CAMPED IN	MB	1-3 DAYS

OBVIOUSLY, THESE PEOPLE POSITIVELY AFFECTED ALL PARTIES FINANCIALLY, MANY SAID THEY STAYED LONGER THAN ANTICIPATED BECAUSE THEY LIKED IT SO MUCH.

VERIFICATION OF INFORMATION

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

WE SURVEY ATTENDEES ON THEIR STAYING & SPENDING HABITS.

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

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

Signature: [Signature] Date: 6/22/14

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: No: X

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

Not allowed due to profitable event



2016-17 Event Matching Grants Funds Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive matching funds from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be matched in this program is up to \$10,000.
- Proof of funds will need to be presented before pay out transpires.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on Friday, July 15, 2016 at the Morro Bay Tourism office. You may submit them via email at info@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 27-3766668
Organization Name: All Out Events
Board Chair: Kristin Horowitz Phone: [REDACTED]
Main Contact: SAME Role: PRODUCTION MGR
Email: KRISTIN@ALL-OUTEVENTS Phone: 8
Address: 1241 JOHNSON AVE #128
City/State/Zip: SLO CA 93401
Website: WWW.ALL-OUTEVENTS.COM

EVENT DETAILS

Event Name Morro Bay Triathlon Years in existence? 6
Description OLYMPIC 7 SPRINT DISTANCE TRIATHLON w/POOL OPTION

Date(s) 11/5/16 to 11/6/16
Location(s) Morro Bay
Website WWW.MORROBAYTRIA.COM

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



EVENT/COMPETITION QUESTIONNAIRE

Please fill out the required questionnaire below. The information provided will assist the Event Grants Taskforce Committee evaluate the need and the overall impact of your request.

How many days is your event or competition?

___ One day event Two day event ___ 3+ days

How many attendees or spectators do you anticipate for your event or competition?

___ 1,000 or less 1,001-2,500 ___ 2,501-5,000 ___ 5,001+

How many of the attendees or spectators do you anticipate being a 4+ hour drive from Morro Bay?

___ Less than 25% ___ 25-49% 50-74% ___ 75-100%

How many Morro Bay hotel/motel rooms do you anticipate being consumed resulting from your event?

___ 10-49 rooms ___ 50-99 rooms 100+ rooms

Will your event attract buses?

___ YES If yes, how many? _____
 No

Would you be willing to place the Morro Bay hotel/motel reservation widget onto your event or competition website? YES

___ No If no, why? _____

Are you charging an admission or gate fee for your event?

YES If yes, how much? 30 - 150
___ No

Does your event have a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests? YES If yes, who is the contact? Active.com

___ No

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

If Yes, please explain how the funds were used MARKETING & BRANDING

WE TOOK OUT ONLINE ADS, MADE A CUSTOM FISH
AREA WRAP & SIGNAGE, ETC

If awarded the funds, how will the funds be used?

HONESTLY, THEY WILL HELP OFFSET THE HUGE INCREASE IN
CALIFORNIA PERMITTING COSTS THAT MADE IT HARDLY
WORTH PUTTING IN ON LAST YEAR. THIS ALLOWS US
TO CONTINUE TO PUT THE RACE ON & MAKE A PROFIT, WHILE
MARKETING & UPDATING BRANDING.

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



What type of benefits will you provide to Morro Bay Tourism in exchange for the funds?

WE BOOST TOURISM FOR THE WEEKENDS & LONG TERM.
TONS OF PEOPLE TOLD US THEY WERE SILENTANCED W/ THE
VENUE, THEY MAKE VACATIONS HERE AFTER

MARKETING/ACTION PLAN

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

SEE ATTACHED

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

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

15% STAY 1 DAY IN HOTELS

25% STAY 2 DAYS

Sales Tax Businesses (restaurants, retail, etc) _____

13% STAY 3 DAYS

2% CAMP

City of Morro Bay _____

ALL OF THEIR PURCHASES GO DIRECTLY
TO BENEFIT THESE ENTITIES.

PROOF & PROCESSING OF FUNDS

In order to process the pay out of funds, you must provide proof of support through the following means (sorry, no in-kind donation values will be considered):

- Provide an award letter from a sponsor or sponsors on their official letterhead. It must include the dollar amount awarded to your event or competition (must be in US funds. No in-kind donation values will be considered)
- And/or a copy of the check or checks payable to your event/competition (or fiscal agent) awarded to your event or competition (must be in US funds)
- Grant funds cannot be processed and dispersed if proof of US funds is provided after the event or competition is complete

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



- Your event or competition must process an invoice to Morro Bay Tourism within the current fiscal year, allowing at least 15 business days to process the payment

VERIFICATION OF INFORMATION

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

WE ASK THESE QUESTIONS IN A SURVEY FOLLOWING
THE RACE.

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

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

Signature:  Date: 6/22/16

This area is for the Event Grants Taskforce

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

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DISCOVER MORRO BAY

2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# EID: 51-0163015

Organization Name: Morro Bay Senior Citizens, Inc (DBA) Morro Bay Active Adults

Board Chair: Cary Rosen (Acting) Phone: _____

Main Contact: Kathryn Thomas Role: Pickleball Program Director

Email: mbpickleball@gmail.com Phone: _____

Address: _____

City/State/Zip: Morro Bay, CA 93442

Website: morrobaypickleball.tumblr.com

EVENT DETAILS

Event Name Pickleball Tournament Years in existence? 3rd year

Description This would be a 3-day tournament with two age groups (50+ and 49 and below) and two ratings groups (3.5+ and below 3.5). Teams would include mixed doubles, men's doubles, women's doubles, and men's and women's singles. Participants can sign up for up to 3 events.

Date(s) June 23, 2017 to June 25, 2017

Location(s) Del Mar Park Pickleball Courts, Morro Bay

Website morrobaypickleball.tumblr.com

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests (There is a fee to enter the tournament)

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 3500⁰⁰ Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used _____

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MARKETING/ACTION PLAN

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

Rock Radio
local newspapers
USAPA website - national
Blast emails to Ambassadors around the country

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) By bringing in out-of-town & state tourists
Sales Tax Businesses (restaurants, retail, etc) Players come with families and spend money in retail shops, eating out
City of Morro Bay It has the potential to make Morro Bay a destination point for pickleball year-round

VERIFICATION OF INFORMATION

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

Player registration forms and at check-in

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

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

Signature: K Thomas Date: 7/14/2016

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: A No:

#1520 Ad my approved

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2016-17 Event Grants Funding Request Application

GRANT CRITERIA

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- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# EID 33-0646429

Organization Name: Central Coast Maritime Museum Association/Maritime Museum of Morro Bay

Board Chair: Larry Newland Phone: [REDACTED]

Main Contact: Judy Salamacha Role: Board Director/PR/Sponsorships

Email: [REDACTED] Phone: [REDACTED]

Address: P.O. Box 1775

City/State/Zip: Morro Bay, CA 93443

Website: www.morrobaymaritime.org

EVENT DETAILS

Event Name San Salvador Public Tours in Morro Bay Years in existence? Maiden Voyage

Description The Maritime Museum of Morro Bay has partnered with the City and Tourism Bureau to wholeheartedly agree to extend the scheduled visit of the San Salvador, Juan Cabrillo's flagship Spanish Galleon, on her maiden voyage & port visits in San Diego, Monterey, Morro Bay, and Ventura. She will stay longest in Morro Bay, extending 8 days, over two weekends. Her arrival will enhance the Morro Bay Harbor Festival and be available for weekdays tours for the visitors, residents, groups and students. She is considered California's Mayflower; Juan Cabrillo is California's Christopher Columbus and it is our goal to make this first visit worthy of extended stays annually. SDMM has also agreed to revenue sharing in 2016 to support building the 1st Phase Interpretative Center for MMB in 2017. We must maximize marketing efforts in and out of county to demonstrate to SDMM that although we have a smaller population base, we are, indeed, an attractive port for touring visitors.

Date(s) September 28 to October 10 (pubic viewing Sept. 30-Oct.9, 2016)

Location(s) Morro Bay South T Pier and MMBB 1210 Embarcadero

Website www.morrobaymaritime.org & www.sdmaritime.org & www.morrobay.org

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GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
 \$750, Two day event
 \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
 \$750, 1,001-2,500 attendees or spectators
 \$1,000, 2,501-5,000 attendees or spectators
 \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
 \$750, 50-99 hotel/motel rooms
 \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
 \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
 \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests This item we would welcome package opportunities.

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ \$5000 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used _____

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MARKETING/ACTION PLAN

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

Funds approved in this grant application will go directly and 100% to purchase media outreach in- &-out-of-county. SLO County is blessed with resources that offer nonprofit rates and as previously negotiated will match funds with projects they agree to support. Agreements are in place contingent on receive of funding. Besides dynamic outreach to SLO & SB counties, Bakersfield and Fresno are our target market for the San Salvador. Both the SLO Tribune & AGM have sister companies in our target areas and have agreed to advertise in both markets. AGM is also directly connected to THE BAKERSFIELD CALIFORNIAN and as a former resident I have deep communities ties with media in Bakersfield. This is how my event will positively impact the following entities:

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) CCMMA hosted 1st tall ship, the Endeavor, over 14 years ago with over 10,000 visitors. Over 7 years SDMM has sold millions of tickets to watch the San Salvador be built. This is a maiden voyage and with appropriate advertising we are confident hotels, campgrounds, restaurants and retail will benefit.

City of Morro Bay San Diego MM has been impressed with our city's willingness and excitement to host the San Salvador, including offering to add additional days when Northern CA balked. We have the opportunity to demonstrate our smaller community can attract visitors beyond our borders, thus, worthy of annual SS visits.

VERIFICATION OF INFORMATION

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

Ticket sales at a minimal fee of \$7 per adult and \$5 per child will determine SS visitor count. Working with MB Tourism as a partner, hotels will report directly to Jennifer Little the stays produced by the SS visit. Potential consignment ticket programs can also provide a count. Working with Mental Marketing will help us with restaurant promotions' viability. MB Harbor Festival should see and report a bump in attendance & if we build the MMB in 2017, cheers!!

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

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

Signature: Judy Salamacha Date: July 15, 2016

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: No:

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

Marketing/Action Plan

Funds approved in this grant application will go directly and 100% to purchase media outreach in-&-out-of-county. SLO County is blessed with resources that offer nonprofit rates and as previously negotiated while director of the Central Coast Writers Conference, our local media will match funds with projects the media group agrees to support. Agreements are currently in place contingent upon approval of funding. Besides dynamic outreach to SLO and SB counties, Bakersfield and Fresno are our target markets for the San Salvador visit. Both the SLO Tribune and AGM Radio Group have sister companies in our target areas and have agreed to advertise in both markets. AGM is also directly affiliated with The Bakersfield Californian and as a former owner of a public relations company in Bakersfield, my connections go deep in the Bakersfield marketplace.

Positive Impact:

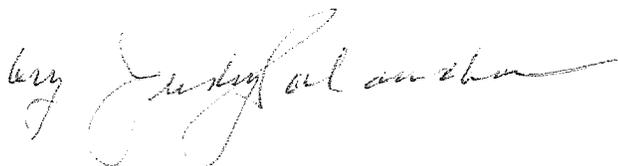
CCMMA was first to host a tall ship in Morro Bay more than 14 years ago. Over 10,000 toured the ship and tall ships have been a visitor magnet ever since. While building the San Salvador the SDMM has sold dockside viewing tickets. In September/October Morro Bay has been allocated 9 viewing days of her 14-day visit to host onboard tours during her maiden voyage, SDMMs Pacific Heritage Tour. Media releases from SDMM will go out statewide and beyond August 1, 2016 listing only San Diego, Monterey, Ventura/Channel Islands and Morro Bay as the cities that will host the tour. Morro Bay has the opportunity to attract visitors from California's northern, central valley and central coast cities to tour during this extended stay, which means stay-overs, campers, eaters, and purchases in our stores. We need to maximize our opportunities.

City of Morro Bay:

San Diego Maritime Museum has been impressed with our city and community efforts to host the San Salvador. Top leadership visited in February and when the northern CA ports balked, we stepped up to host the extra days without question. We said, "We want you!" We now have the opportunity to prove although a smaller market, we can attract the bigger numbers of visitors outside our borders and be worthy and responsive to host the San Salvador annually. SDMMs ultimate goal is the San Salvador will be a traveling classroom to teach our residents and children about our rich cultural heritage on the Pacific Coast. This is only the beginning if we do it right!

Verification:

Tickets sales at a minimal fee of \$7 per adult & \$5 p/child will provide a detailed count of tours.
Working with MB Tourism hotels will verify impact to hotel stays.
Working with MB Chamber, members will verify by survey impact to retail/members.
Working with Mental Marketing will help identify how the San Salvador enhanced October as a visitor magnet during our shoulder season.
Working with MB Harbor Festival will testify how the San Salvador improved their visitor numbers.
Working with Community groups offer diverse groups to work together on a common project/goal.
And if all goes as planned and MMB realizes the funding to build its 1st interpretive center at 1210 Embarcadero, we will all celebrate in 2017!

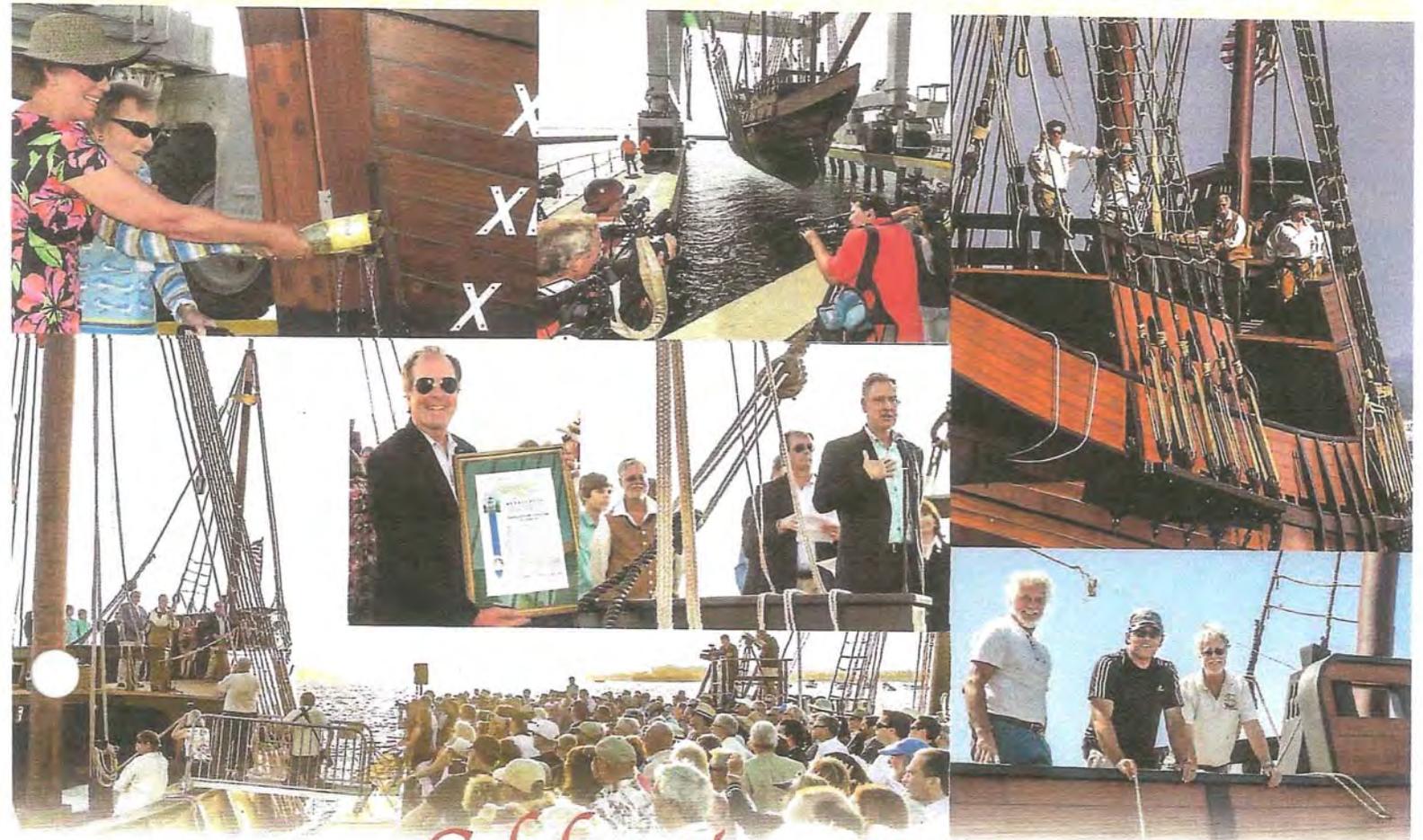
Submitted by  7/15/16

Full & By

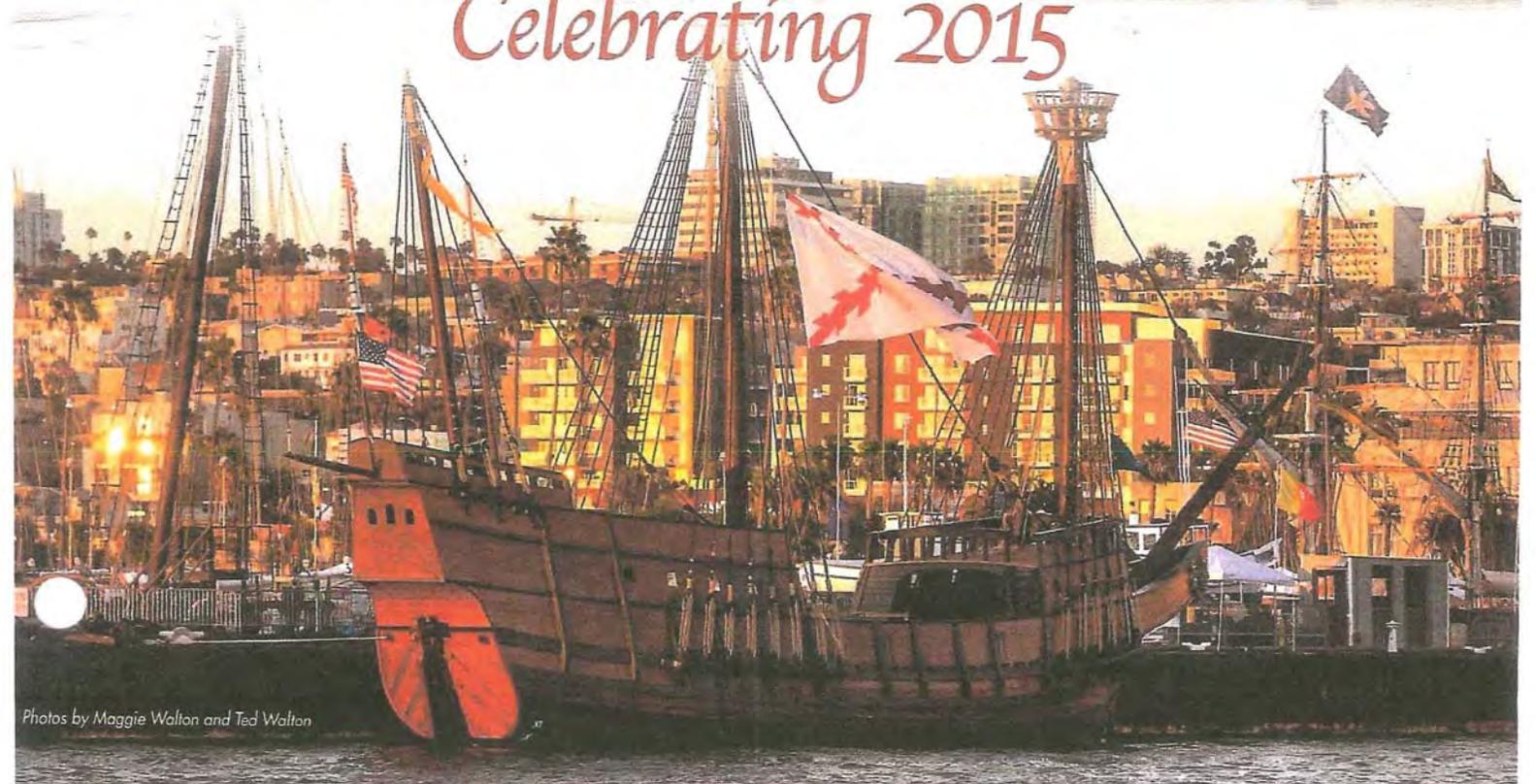
FALL 2015
Vol. 26: 4



THE MARITIME MUSEUM OF SAN DIEGO NEWSLETTER



Celebrating 2015



Photos by Maggie Walton and Ted Walton

FOR IMMEDIATE RELEASE

August 1, 2016
Maritime Museum of San Diego
Contact: Robyn Gallant
619-234-9153, ext. 123
rgallant@sdmaritime.org

Cabrillo's *San Salvador*: The Pacific Heritage Tour Begins Maiden Voyage Celebration Starts Labor Day Weekend at Festival of Sail 2016

*Be part of history as the full-scale replica of explorer Juan Cabrillo's *San Salvador*, the first European vessel to explore California's coast, makes her maiden voyage beginning with exhibits and festivities at the Maritime Museum of San Diego September 3 - 5, 2016.*

San Diego, California, August 1, 2016--Sail across the centuries and be part of history when the full-scale replica of the first European vessel to explore the California coast begins her Pacific Heritage Tour this Labor Day Weekend during Festival of Sail 2016 at the Maritime Museum of San Diego. The San Diego event, which includes festivities and exhibits, is the start of a two-month maiden voyage celebration that will feature stops at three additional ports along the West Coast and a variety of onshore exhibits and seagoing adventures for all ages.

"The new *San Salvador* is a faithful, seaworthy recreation of explorer Juan Cabrillo's flagship galleon. She is the result of 20 years of planning and five years of construction by skilled shipwrights and dedicated volunteers," said Dr. Ray Ashley, Maritime Museum of San Diego President and CEO. "*San Salvador* is the newest of the Maritime Museum of San Diego's world-class collection of historic vessels, and one that provides a unique educational platform. Her maiden voyage and Pacific Heritage Tour is an opportunity for many others to share the experience and be part of our rich maritime history." MMSD Director of Marketing, PR and Events Robyn Gallant added that one ticket includes admission to all Maritime Museum of San Diego attractions.

Cabrillo's San Salvador: The Pacific Heritage Tour, which is sponsored by KPBS, includes these eight West Coast venues. Each will offer different planned events and immersive exhibits.

- September 3-5 : Maritime Museum of San Diego
- September 15-18: Ventura, hosted by Channel Islands Maritime Museum
- September 23 -25: Monterey, hosted by Monterey History Park
- September 30-October 9: Morro Bay, hosted by Central Coastal Maritime Museum

The tour also includes the opportunity to take one of three ocean-going excursions: Leg I: Morro Bay to Channel Islands to Ventura (October 10-14), Leg II: Circumnavigate Catalina – Avalon to Avalon (October 17-21) and Leg III: Avalon to San Diego (October 23-26). It is open to a limited number of passengers,

Cabrillo's *San Salvador*: The Pacific Heritage Tour FAQs

Rev 07.13.16

The History

What was the original *San Salvador*?

San Salvador was the flagship or *capitana* of a small squadron commanded by Juan Rodriguez Cabrillo on a voyage of exploration begun in 1542. Research indicates the ship was an early galleon, about 90 feet long with a capacity of 200 tons, built somewhere on the western coast of New Spain (modern Mexico and Guatemala). She probably carried most of the 200 members of the expedition and several supplies. After Cabrillo's expedition, *San Salvador* was reported to have made some trading voyages to Peru and from that point faded into history.

What was the purpose of Cabrillo's voyage?

Earlier exploration of the Gulf of California had proved that California was not an island. Cabrillo was commissioned to explore this vast uncharted coastline to the north under the flag of Spain. The goal was to find a shorter trans-Pacific route to China that would facilitate maritime. Some historians speculate that Cabrillo was also looking for the legendary northern passage between the Pacific and Atlantic oceans, as well as Cibola, one of the mythical seven cities of gold.

What was the significance of Cabrillo's voyage?

It was the first European expedition to explore what is now the west coast of the United States. Cabrillo is believed to be the first European to come ashore here, somewhere near present-day Point Loma in San Diego Bay. However, because the expedition failed in its missions, in its day it wasn't considered decisive in the development of Spain's seaborne empire, nor were the territories discovered deemed sufficiently promising to warrant occupation.

What was the course of the expedition?

San Salvador and her smaller consorts, *Vitoria* and *San Miguel*, sailed out of *Navidad* (present-day Ixtapa) and entered uncharted waters for the first time about 100 miles below the present-day Mexican border. In the following weeks, the expedition explored the coastline and the Channel Islands between San Diego and Point Conception in southwest Santa Barbara County. Three attempts were made to get beyond Point Conception: one reach northward along the coast past San Francisco Bay (which they missed); and another attained the latitude of present-day Oregon, although far offshore.

What do we know about Cabrillo?

We do know that he spent his entire career in service to the Spanish Crown. He was part of the Spanish force that conquered Cuba. He joined Cortez in the conquest of the Aztec empire, and later took part in the conquest of Guatemala. As a result of his conquistador adventures, he became a very wealthy man,

got an education, married well and became a public figure. Eventually, he took the commission to lead the expedition north, hoping to increase his wealth. Unfortunately, Cabrillo died on the voyage and is buried on one of the Channel Islands. Up until recently he was believed to be of Portuguese decent, however current further research provides evidence that Cabrillo gave court testimony that he was born in Palma del Rio Spain.

The Reconstruction

Why was the *San Salvador* replica built?

Cabrillo is an important part of California and San Diego's history and lore. His story gained renewed prominence at the close of the 19th century when Portuguese immigrants to the area established a connection between their new home and the iconic Portuguese explorer. Eventually Cabrillo was accepted by Californians everywhere as a maritime founder, entrenched in the state's origins and a chapter in the great voyages of Pacific exploration. The project to build a full-scale, seaworthy replica acknowledges Cabrillo's contributions to our maritime heritage and provides a unique educational platform for children and history buffs of all ages.

How long did it take to build?

After 20 years of planning, construction of the replica began in 2011. The new *San Salvador* was launched five years later. Under auxiliary motor, she led the Festival of Sail in the summer of 2015.

Where did construction take place?

She was built near Harbor Island at Spanish Landing between 2011 and 2015. The construction site was open to the public, allowing them to watch construction activities and view a number of exhibits that explained the ship's history and voyage.

How much did the construction cost?

The cost was approximately \$12,000,000 using private and public funds. The California Coastal Conservancy was a major source of funding, along with the Ellen B. Scripps Foundation, Hervey Family Foundation, Price Charities and many others. Individual donors also contributed.

Who built it?

The *San Salvador* replica was built by a team of dedicated volunteers and museum staff, who were joined by a team of specialists in the various shipbuilding trades. Nearly 50% of the labor was provided by volunteers.

What did you use for plans?

While no actual plans, drawings or paintings of the original ship exist, we drew on extensive research from archival sources, shipbuilding treatises, artwork from that era, chart pictographs, votive models and archeological excavations for vessels sharing the same timeframe and technology with *San*

Salvador. Naval architect Doug Sharp created the construction plans and was knighted by the Spanish government in 2014.

Did you use the same materials and techniques as the original ship?

No. Our aim was to faithfully replica the physical appearance of the original vessel while also achieving a ship that meets U.S. Coast Guard requirements, can navigate with precision, and is equipped with modern conveniences such as auxiliary motor power, communications equipment, electricity and onboard restroom. She looks like the original would have looked, but she's much safer and considerably more comfortable.

What is the purpose of the new *San Salvador*?

She has joined the Maritime Museum of San Diego's fleet and is an active part of the museum experience enjoyed by visitors and locals of all ages. As part of the museum's integrated educational program, *San Salvador* is a floating classroom, vibrant exhibit space and sail training vessel. She will also be available for regular day sails on San Diego Bay, longer ocean-going voyages and chartered events.

San Salvador will offer visitors and teachers a robust educational platform and become a resource available to explore and learn. Distance Learning Programs and Lesson Plans for grades K-12 will include a host of activities and experiences including building paper models, study of historical photography and videos, ship plans and much more. More information can be found at sdmaritime.org.

Cabrillo's *San Salvador*: The Pacific Heritage Tour & Maiden Voyage Celebration

What is it?

The tour and celebration mark the maiden voyage of *San Salvador*, introducing her and her story to a broader audience in several California locations. All locations will include onshore exhibits and ship's tours. Three ocean-going adventures are also offered for voyagers 12 and up. Hours and prices will vary by venue.

What is the tour itinerary?

The tour and celebration begin at the Maritime Museum of San Diego on the downtown Embarcadero, Labor Day Weekend, and September 3-5 during the West Coast's Largest Tall Ship Festival – The 2016 Festival of Sail.

Her other venues:

Ventura – Hosted by the Channel Islands Maritime Museum	September 15 - 18
Monterey – Hosted by the Monterey Historic Park	September 23 - 25
Morro Bay – Hosted by Central Coast Maritime Museum	September 30 – October 9

The tour also includes the opportunity to take one of three ocean-going excursions. See below.

What is the Channel Islands Sailing Experience?

This is a special opportunity to sail aboard *San Salvador* and explore the Channel Islands on one of four ocean-going excursions:

- Leg I: Morro Bay to Channel Islands to Ventura – October 10 - 14
- Leg II: Circumnavigate Catalina – Avalon to Avalon – October 17 - 21
- Leg III: Avalon to San Diego – October 23-26

Do I have to know how to sail?

No. Our experienced crew takes care of that. Just bring a love of adventure and your tooth brush.

Is there an age limitation?

Yes. The Channel Islands Sailing Experience is limited to passengers 12 and older.

What is the cost?

\$995 per person or \$3,500 for a party of 4. This includes onboard accommodations and meals.

What will we do aboard *San Salvador*?

Step aboard and step back in time...Adventure Sailing legs on the Pacific Heritage Tour 2016 inaugural sails are for people who love history, sailing and want to be a part of history. Very few people have sailed on Galleons of the sixteenth century and our first *San Salvador* sailing legs will be the first time the public will get a chance to see California through the eyes and hands of explorers. Join us as we set sail for three unique tall ship experiences. For the novice or the experienced sailor, each leg allow passengers the opportunity to join the crew with sail training lessons and shipboard activities including hands-on demonstrations and practical experience of traditional and celestial navigation, cartography, sail handling, including knots. Evening programs on Channel Islands archeology and natural resources, Cabrillo's journey and California's origin story, and first people's encounters with the unknown are sure to entertain and educate all aboard. No experience necessary, only good attitudes for uncharted adventure.



2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is up to \$5,000.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at _____ or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 72-0196352

Organization Name: PACIFIC WILDLIFE CARE

Board Chair: MARCELLE BAKULA Phone: _____

Main Contact: CHARMAINE COIMBER Role: EVENT CO-CHAIR

Email: SOUPABRATION@LIVE.COM Phone: _____

Address: PO BOX 1134 _____

City/State/Zip: MORRO BAY 93443 CAMBRIA, CA 93428 COIMBER

Website: WWW.PACIFICWILDLIFECARE.COM/ORE

EVENT DETAILS

Event Name SOUPABRATION! Years in existence? 6

Description AREA CHEFS COMPETE FOR BEST SOUPS AS JUDGED BY CELEBRITY JUDGES & ATTENDEE VOTES. WINE TASTING. ANIMAL AMBASSADORS. AUCTIONS.

Date(s) SUN. NOV 2, 2016 to SAME

Location(s) MORRO BAY COMMUNITY CENTER

Website SOUPABRATION.ORG

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

~~Reservation Widget~~

- ~~\$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site~~

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 2000 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used ADVERTISING

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



DISCOVER MORRO BAY

MARKETING/ACTION PLAN

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

DISPLAY ADS FULL BLOSSY PUBLICATIONS (VISITORS
GUIDE, JOURNAL PWS, EDIBLE SLO) RADIO
PROMOTIONS, SOCIAL MEDIA PROMOTIONS.
LET'S GET THE RESERVATION WIDGET ON
OUR WEBSITE!! ALL FUNDS FROM THIS GRANT
This is how my event will positively impact the following entities: WILL GO TOWARD ADS.
 Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) LAST YEAR,
ABOUT 20% ATTENDEES FROM OUT OF AREA.
 Sales Tax Businesses (restaurants, retail, etc) MANY ARRIVE SAT. W/
LODGING & STAY THRU MONDAY A.M.
 City of Morro Bay THE EVENT PROMOTES M.B. RESTAURANTS

VERIFICATION OF INFORMATION

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

WE COLLECT DATA VIA ZIP CODES VIA ONLINE
TICKET SALES.

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

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

Signature: Charmaine Ventura Date: 6-17-16

This area is for the Event Grants Taskforce

Date Approved/Denied: [Signature] VOTE: Yes: _____ No: X

Fundraiser not event

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

6th annual

Soupabration!

a world of soup

- Soup Tasting
- Wine & Beer Tasting
- Wildlife Ambassadors
- Auctions & Holiday Shopping



BENEFITING
 pacific
 WILDLIFE
 care



MORRO BAY COMMUNITY CENTER
 1001 Kennedy Way, Morro Bay

Sunday - November 6th, Noon - 4:30 pm

tickets online - soupabration.org

\$50 Soup Tasting & Food Sampling

\$65 includes Wine & Beer Tasting (plus souvenir glass)

SOUP CONTESTANTS

- Black Cat Bistro
- Kuma
- Lassen's (SLO)
- Linn's Restaurant
- Manta Rey Restaurant
- Mitsura Restaurant
- Oasis Restaurant
- LO Natural Foods Co-op
- Thai Bounty
- Whole Foods Market
- Plus More Exciting Restaurants TBA

WINE TASTING

- Adelaida Cellars
- Oso Libre Winery
- Sculpterra Winery
- More TBA

BEER TASTING

TBA

FEATURING

Robin Atkin Downes, Emcee

CELEBRITY JUDGES

- Rachel Duchak
- Brenda Hoo
- Neele Kinn
- Tomie Newton



Zero Waste



Follow us on



www.soupabration.org



Morro Bay High School Athletic Boosters
235 Atascadero Road
Morro Bay, CA 93442

July 14, 2016

Dear Morro Bay Tourism Bureau,

Thank you for the opportunity to apply for the 2016-2017 Event Grant Funding. Our event occurs in September of each year, so we are applying for September 2016.

Additional attachments to our application include:

- Morro Bay high School Booster Club Mission Statement
- Event Description
- Event Budget/Expenses
- Athletic Booster snack bar menu for tournament

We look forward to hearing from you and we are happy to answer any additional questions you may have.

Cara Taylor
Morro Bay High School Athletic Boosters





2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is up to \$5,000.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# Tax ID # 95-2419563
Organization Name: Morro Bay High School Athletic Boosters
Board Chair: Doug Rauenzahn J Phone: [REDACTED]
Main Contact: Cara Taylor Role: Board Member
Email: [REDACTED] Phone: [REDACTED]
Address: 1235 Atascadero Road
City/State/Zip: Morro Bay CA 93442
Website: www.MBHSathletics.com

EVENT DETAILS

Event Name: Varsity Girls Volleyball Years in existence? 5+
Description: SLOWDOWN Varsity Classic Invitational
ALSO
Cross Country Morro Bay Invitational
See Attached

Date(s): Sep 9, 2016 to Sep 10, 2016
Location(s): Morro Bay High School
Website: mbhs.slowd.org/athletics-calendar.php

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



DISCOVER
MORRO BAY

GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 2750 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used Yes for another event, the CIT Wrestling tournament

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



DISCOVER MORRO BAY

MARKETING/ACTION PLAN

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

The events are advertised through Morro Bay High School. All promotional information is included in team packets.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Teams coming from Orange County to Sacramento will require lodging
Sales Tax Businesses (restaurants, retail, etc) Teams will visit restaurants, pharmacies, gas stations and grocery stores in Morro Bay
City of Morro Bay Teams and their spectators will return to Morro Bay to vacation.

VERIFICATION OF INFORMATION

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

Morro Bay High School keeps track of registration and number of participants. Athletic Boosters can distribute information promoting the City of Morro Bay to teams and their spectators.

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

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

Signature: Ara K Taylor Date: 7-14-2016
Morro Bay High School Athletic Boosters

This area is for the Event Grants Taskforce.

Date Approved/Denied: [Signature] VOTE: Yes: No:

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

ADDITIONAL ATTACHMENTS TO OUR APPLICATION

- Morro Bay high School Booster Club Mission Statement
- Event Description
- Event Budget/Expenses
- Athletic Booster snack bar menu for tournament

Morro Bay High School Athletic Boosters Mission Statement

The Mission of the Morro Bay High School Athletic Boosters is to support and promote all high school sports teams, to encourage and recognize outstanding scholastic achievement, sportsmanship, strength and character both on and off the field, to contribute to the spirit and enthusiasm of the high school athletes and provide a pathway for positive involvement by the community with Morro Bay High School.

The Athletic Boosters charges no membership fee and everyone is encouraged and welcomed.

One of the most important things Athletic Boosters does it to fundraise. It is through diligent fundraising that we are able to provide the following:

- Scholarships to our graduating student athletes
- Awards for all sports teams at the end of their season
- Annual donations to the Morro Bay High School Athletic Department

Athletic Boosters is run by volunteers. We appreciate your support of our student athletes at Morro Bay High School.

Event Description:

In September Morro Bay High School will be hosting two invitational's. Volleyball will be hosting The Varsity Girls Volleyball SLODOWN Varsity Classic on September 9th and 10th. This invitational will bring 1000 athletes from over 25 schools. The Cross Country Team will be hosting The Cross Country Morro Bay Invitational on September 10th. This invitational will bring 60 teams ranging in size from 7-20 runners each. Most of these teams will be coming from outside of the area so overnight lodging for a portion of these teams will be required. As you can see the campus will be a busy place with over 1500 athletes and even more spectators.

Each year these teams have run their own concession stand. This year Athletic Boosters would like to unite the two events and run one concession stand starting Friday night through the day on Saturday. This concession stand has the opportunity to serve dinner, breakfast and lunch to many people. Any money you give to this event will be doubled or even tripled. All money raised by the Athletic Boosters is given back to athletics to support the student athletes at Morro Bay High School.

Event Budget Concession Stand September 2016
2 Day Event

Expenses

Soda/Water/Coffee	\$250
Paper Products	\$75
Meat (100 lbs. x 7)	\$700
Other Food Items (condiments, bread, fruit, chips, candy)	\$500
TOTAL EXPENSES	\$1525

Please note that all revenue from this concession stand enables the Boosters to give a level of support to MBHS Athletics that the student athletes deserve.

Morro Bay High School Menu
September 9th and 10th

Tri Tip Sandwich.....	\$7.00
Hamburger.....	\$3.00
Cheeseburger.....	\$4.00
Pirate Burger.....	\$5.00
(Burger, Bun, Cheese, Chili, Sour Cream & Olives)	
Hot Dog.....	\$2.00
Chili Dog.....	\$3.00
Nachos.....	\$3.00
(Tortilla Chips & Nacho Cheese Sauce)	
Pirate Nachos.....	\$5.00
(Tortilla Chips, Chili, Nacho Cheese Sauce, Sour Cream & Olives)	
Cup O' Noodles.....	\$2.00
Pirate Potato.....	\$5.00
(Baked Potato, Chili, Grated Cheese, Sour Cream & Olives)	
Potato.....	\$5.00
(Baked Potato, Butter & Sour Cream)	

Breakfast Burrito.....	\$5.00
Bagels.....	\$2.00
Muffin/Donut.....	\$1.00
 PB & J Sandwich.....	 \$2.00
 String Cheese.....	 \$0.50
Candy.....	\$2.00
Tiger's Milk Bar.....	\$1.50
Licorice.....	\$1.00
Cookies.....	2 for.....\$1.00
Popcorn.....	\$1.00

Snack Bar proceeds benefit all athletics at
Morro Bay High School
Thank you for your support!



2016-17 Event Matching Grants Funds Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive matching funds from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be matched in this program is **up to \$10,000**.
- Proof of funds will need to be presented before pay out transpires.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at info@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# 26-2379913

Organization Name: Morro Bay Merchants Association

Board Chair: Susan Stewart Phone: [REDACTED]

Main Contact: Susan Stewart Role: PRESIDENT

Email: [REDACTED] Phone: [REDACTED]

Address: 333 Morro Bay Blvd.

City/State/Zip: Morro Bay, CA 93442

Website: www.morro-bay.net

EVENT DETAILS

Event Name "Home for the Holidays" Street Fair Years in existence? 40 years

Description The Morro Bay Merchants Association has been holding two annual street fairs for over 40 years. The fair draws locals & tourists to the Downtown Morro Bay district for a day of family fun, food, shopping & entertainment. The money raised from participating vendors is used to subsidize advertising to promote shopping to locals & tourists in the downtown area. The money also pays for the production of fairs.

Date(s) November 27, 2016 to November 27, 2016

Location(s) Downtown Morro Bay

Website www.morro-bay.net

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



DISCOVER MORRO BAY

EVENT/COMPETITION QUESTIONNAIRE

Please fill out the required questionnaire below. The information provided will assist the Event Grants Taskforce Committee evaluate the need and the overall impact of your request.

How many days is your event or competition?

One day event Two day event 3+ days

How many attendees or spectators to you anticipate for your event or competition?

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

How many of the attendees or spectators do you anticipate being a 4+ hour drive from Morro Bay?

Less than 25% 25-49% 50-74% 75-100%

How many Morro Bay hotel/motel rooms do you anticipate being consumed resulting from your event?

10-49 rooms 50-99 rooms 100+ rooms

Will your event attract buses?

YES If yes, how many? _____
 No

Would you be willing to place the Morro Bay hotel/motel reservation widget onto your event or competition website? YES

No If no, why? Website undergoing re-design.

Are you charging an admission or gate fee for your event?

YES If yes, how much? _____
 No

Does your event have a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests? YES If yes, who is the contact? _____

No

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

If Yes, please explain how the funds were used to market the two annual merchant street fairs.

If awarded the funds, how will the funds be used?

Grant money would solely be allocated to advertise & market our Winter Street Fair to procure regional & local attendance. Our marketing outreach includes radio, television, print, & social media. This grant would extend our marketing outreach.

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What type of benefits will you provide to Morro Bay Tourism in exchange for the funds?

The Merchants Association street fair will be a destination for
visitors to extend stays. Advertising will benefit Morro Bay tourism.

MARKETING/ACTION PLAN

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

See Attached

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Bring tourists &
vendors to Morro Bay to attend several county wide fairs & stay overnight

Sales Tax Businesses (restaurants, retail, etc) Tourists, locals, & vendors come to spend
money in our City during our fairs.

City of Morro Bay our fairs are another regional & local draw for tourists,
vendors, & locals to spend, stay, & return to our city. Transient vendor
fees are also collected from vendors.

PROOF & PROCESSING OF FUNDS

In order to process the pay out of funds, you must provide proof of support through the following means (sorry, no in-kind donation values will be considered):

- Provide an award letter from a sponsor or sponsors on their official letterhead. It must include the dollar amount awarded to your event or competition (must be in US funds. No in-kind donation values will be considered)
- And/or a copy of the check or checks payable to your event/competition (or fiscal agent) awarded to your event or competition (must be in US funds)
- Grant funds cannot be processed and dispersed if proof of US funds is provided after the event or competition is complete

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



- Your event or competition must process an invoice to Morro Bay Tourism within the current fiscal year, allowing at least 15 business days to process the payment

VERIFICATION OF INFORMATION

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

We intend to provide a survey/feedback form to vendors asking where they stayed in Morro Bay. Most of our vendors come to our county to attend our fair.

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

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

Signature:  Date: 7/15/16

This area is for the Event Grants Taskforce

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

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Marketing/Action Plan

Our mission is to encourage local residents to shop and dine in the Downtown district, and encourage tourists to dine, shop, and stay in Morro Bay. Sunday was chosen for the street fair to reduce competition with other local events and increase length of stay of out of town visitors.

*Important to note: The revenue collected from participating vendors covers the MBMA's advertising expenses.

The Street Fair Coordinator facilitates and reports to our Board of Directors the following processes:

1. Draw Vendor Participation: "Early Bird" Application & Vendor Attendance Letter is delivered offering savings. Submit request for participation to craft fair websites. Drive past & future vendors to website. Local Shops, restaurants & non-profits are also encouraged to participate to promote themselves.
2. Promote Street Fairs: Submit information to event calendars in regional & local papers, including Fresno and Bakersfield. Submit promotional copy to local radio and television stations. Create print ads for local papers including New Times, Tolosa Press, and Morro Bay Life. Previous marketing channels have included Charter Communications ads and merchant supported print ads.

The Merchants Association intends to use the grant funds to advertise the street fair in print, electronic, and radio media sources to bring shoppers downtown and extend visitors' stays in Morro Bay. Funds may also be used to promote the fair to vendors.

It is expected that exhibiting vendors from out of the area will stay in Morro Bay 1-2 nights for the fair.

Morro Bay High School Athletic Boosters
235 Atascadero Road
Morro Bay, CA 93442

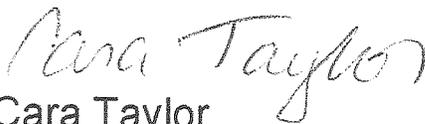
July 14, 2016

Dear Morro Bay Tourism Bureau,

Thank you for the opportunity to apply for the 2016-2017 Event Grant Funding. Our event occurs in January of each year, so we are applying for January 2017. Additional attachments to our application include:

- Morro Bay high School Booster Club Mission Statement
- Event Description
- Event Budget/Expenses

We look forward to hearing from you and we are happy to answer any additional questions you may have.



Cara Taylor

Morro Bay High School Athletic Boosters





2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen between the dates of August 1, 2016-June 30, 2017.
- Your event must be held within the city limits of Morro Bay, California.
- Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- The maximum amount that can be granted for this program is **up to \$5,000**.
- Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# Tax ID # 95-2419563
Organization Name: Morro Bay High School Athletic Boosters
Board Chair: Doug Bauenzahn Phone: [REDACTED]
Main Contact: Cara Taylor Role: Board Member
Email: [REDACTED] Phone: [REDACTED]
Address: 235 Alascadero Road
City/State/Zip: Morro Bay CA 93442
Website: www.MBHSathletics.com

EVENT DETAILS

Event Name 2017 C.I.T Wrestling Years in existence? 62
Description Invitational Tournament
See Attached

Date(s) Jan 20, 2017 to Jan 21, 2017
Location(s) Morro Bay High School
Website mbhs.slcusd.org/cit-wrestling-tournament.php

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



GRANT FUNDING REQUEST

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

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

Days (please select only one)

- \$500, One day event
- \$750, Two day event
- \$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

- \$500, 1,000 or less attendees or spectators
- \$750, 1,001-2,500 attendees or spectators
- \$1,000, 2,501-5,000 attendees or spectators
- \$1,500, 5,001+ attendees or spectators

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

- \$500, 10-49 hotel/motel rooms
- \$750, 50-99 hotel/motel rooms
- \$1,000, 100+ hotel/motel rooms

Groups (select only one)

- \$500, if your event attracts (2) two or more buses to your event
- \$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

- \$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

- \$500, if there is no admission or gate fee being charged
- \$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

- \$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$ 4,250 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used To run the Hospitality Room for coaches and referees.

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



DISCOVER MORRO BAY

MARKETING/ACTION PLAN

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

The event is advertised through Morro Bay High School. All promotional information is included in team packets.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) Teams coming from Orange County to Sacramento will require lodging.
Sales Tax Businesses (restaurants, retail, etc) Teams will visit restaurants, pharmacies, gas stations and grocery stores in Morro Bay.
City of Morro Bay Teams and their spectators will return to Morro Bay to vacation.

VERIFICATION OF INFORMATION

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

Morro Bay High School keeps track of registration and number of participants. Athletic Boosters can distribute information promoting the City of Morro Bay to teams and their spectators.

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

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

Signature: Ana K Taylor Date: 7.13.2016
Morro Bay High School Athletic Boosters

This area is for the Event Grants Taskforce

Date Approved/Denied: _____

#4200, YES
VOTE: Yes: No: _____

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

ADDITIONAL ATTACHMENTS TO OUR APPLICATION

- Morro Bay high School Booster Club Mission Statement
- Event Description
- Event Budget/Expenses

Morro Bay High School Athletic Boosters Mission Statement

The Mission of the Morro Bay High School Athletic Boosters is to support and promote all high school sports teams, to encourage and recognize outstanding scholastic achievement, sportsmanship, strength and character both on and off the field, to contribute to the spirit and enthusiasm of the high school athletes and provide a pathway for positive involvement by the community with Morro Bay High School.

The Athletic Boosters charges no membership fee and everyone is encouraged and welcomed.

One of the most important things Athletic Boosters does it to fundraise. It is through diligent fundraising that we are able to provide the following:

- Scholarships to our graduating student athletes
- Awards for all sports teams at the end of their season
- Annual donations to the Morro Bay High School Athletic Department

Athletic Boosters is run by volunteers. We appreciate your support of our student athletes at Morro Bay High School.

Event Description:

Athletic Boosters handles the Hospitality for the visiting coaches and referees during this two-day event. Meal tickets as well as waters get distributed to coaches and referees. Meal tickets are valued at approximately \$17.00 each and can be used for breakfast, and one meal during the day. Athletic Boosters has provided this to the coaches and the referees for many years in the hopes that teams will return year after year. Providing on site food makes it easier for coaches to focus on their athletes throughout the day. Our hope is to promote a positive experience at the High School and to showcase Morro Bay as a destination for participants and their families.

The 2016 C.I.T. Invitational event was hugely successful. Morro Bay High School has been asked to host the C.I.F. Wrestling Tournament for 2017. This competition will draw schools from across the state and will be held at the end of the season. This event is estimated to bring over 60 schools for a 2 day competition to Morro Bay in April. Last years event required a 3 night minimum stay.

CIT Hospitality Event Budget 2016*
2 Day Event

57 teams x 2.5 coaches + 15 Referees = 155 wrist bands

Breakfast

140 burritos (x 2 days) x \$4.00	\$1,240
Fruit (x2 days)	\$300

Lunch/Dinner

Pizza (\$10 x 40)	\$400
Pasta Bar	\$350
Tri-Tip Sandwiches (Prepared by the Boosters)	\$600
Chowder	\$300
Other Catered Meal	\$600

Miscellaneous

Paper Products	\$250
Desserts	\$200
Drinks	\$600

TOTAL EXPENSES	\$4,840
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With the construction at the High School we will need to run the main snack bar and the Hospitality Room out of one kitchen. With the snack bar servicing approximately 2000 customers each day the Hospitality Room must be catered. All proceeds raised by the Athletic Boosters goes directly to the student athletes at Morro Bay High School, your contribution will help Boosters to give more in 2017.

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

2016-17 Event Grant Funding Request

APPLICATION INFORMATION & CHECKLIST

Thank you for your interest in this application process. Morro Bay Tourism has budgeted \$65,000 + in-kind marketing contributions for the 2016-17 fiscal year.

Because of the volume of requests we receive each year, the \$65,000 for allocation does not allow for us to fund every request.

The Process:

All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at info@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442.

All eligible requests will be reviewed by an anonymous volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay)

The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District Advisory Board

The Morro Bay Tourism Business District Advisory Board will review and approve funding requests at their August 2016 meeting

Each event grants recipient will receive an award letter including the amount awarded, logo requirements, a Post Event Report Form, plus other applicable information before the end of August 2016

Those events not receiving funding will be notified by mail before the end of August 2016

Request Form Checklist:

1. Completed & Signed Event Grants Funding Request Application

2. Event Budget

3. Marketing/Action Plan

4. Any Other Supporting Documentation **Narrative with specific Agenda planned**

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

2016-17 Event Grants Funding Request Application

GRANT CRITERIA

- ☑ Events must happen between the dates of August 1, 2016-June 30, 2017.
- ☑ Your event must be held within the city limits of Morro Bay, California.
- ☑ Those applying and who will receive funding from this grant process will not be able to approach the City of Morro Bay, California for additional funding for their event.
- ☑ The maximum amount that can be granted for this program is **up to \$5,000**.
- ☑ Funds cannot be used for infrastructure, to purchase equipment or to pay for transportation.
- ☑ All completed applications must be received on or before the end of the business day (office hours 8am-4:30pm) on **Friday, July 15, 2016** at the Morro Bay Tourism office. You may submit them via email at grants@morrobay.org or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. *Funding is based on availability. All requests received after 4:30pm on July 15, 2016 or incomplete applications will not be considered.
- ☑ Events and competitions are not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.

ORGANIZATIONAL INFORMATION

Fed Tax ID | SS# : **26-2379913**

Organization Name: **Morro Bay Merchant's Association**

Board Chair: **Susan Stewart** Phone: **(805) 471-7704**

Main Contact: **Beverly J. Ford-Durrer** Role: **Event Chair**

Email: grandmasyogurt@live.com Phone: **(805) 704-9866**

Address: **307 Morro Bay Blvd.**

City/State/Zip: **Morro Bay, CA 93442**

Website: **Morro Bay Merchant's Association.org**

Facebook: **Grandma's Frozen Yogurt & Waffle Shop at "The Gathering Place"**

EVENT DETAILS

Event Name **YoYo's for Beginners Family Convention & Competition**

Years in existence? **NEW COMMUNITY FAMILY EVENT**

Description of Event: **The purpose of this special event is to offer young people in California, and others interested in attending, the opportunity to learn, experience, practice and perform the art of the YoYo. This provides our youth wonderful eye-hand coordination skills; a sense of personal accomplishment; the ability to perform in public; and to participate in a great family event weekend with Morro Bay being the DESTINATION!**

Date(s) **Saturday, June 10, 2017 to Sunday, June 11, 2017**

Location(s) **Depends on City requirements and number of registrants. Proposing either the Community Center or Veteran's Hall**

Website: **To Be Created for Event if funded, along with Facebook Account for dialogue when necessary.**

EVENT HISTORY & FUTURE PROJECTIONS

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

2013 2014 2015 2016 2017

Total Revenue N/A (New Event)

Total Expenditures N/A (New Event)

2017 PROJECTIONS

Attendees **100+ Participants/50+ Family/Friend Attendees**

Vendors (if applicable) **10+**

Room Nights **2-3 (Possibly a week if participating families decide to stay for their vacation!)**

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

EVENT BUDGET

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

Revenue

100@\$60/ per participants	\$ 6,000
50@\$30/per family/friend attending event	\$ 3,000
5 YoYo Vendors @75/per booth	\$ 375
5 Youth Vendors @75/per booth (Skateboard, Toy, Decal, etc.)	\$ 375

OTHER FUNDING

We will receive other sponsorship dollars \$ NA

We will receive matching funds \$ _____

We will receive in-kind donations: **See Below**

YoYos for the event will be gifted to participants by our two Sponsors, Duncan YoYos & Drop 1 up to 100 attendees. If more attendees, we will have exceeded our expectations and will show a nice profit which provides seed money for next year!

Total Revenue \$ 9,750

Expenses

Four (4) YoYo Professionals @ \$500.00 each (Workshop Leaders)	\$ 2,000
Meals: (2) Continental Breakfasts; Progressive Family Dinner & Movie	\$ 4,500
NOTE: This expense will be paid directly to the restaurants providing services.	
Advertising, Website, Registration Materials	\$ 1,000
Space Rental	\$ 1,000
Misc. Expenses - Postage, Banners,	\$ 500
Movie Vendor	\$ 750

Total Expenses \$ 9,750

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

GRANT FUNDING REQUEST

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

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

Days (please select only one)

\$500, One day event

\$750, Two day event

\$1,000, 3+ days (must be a main event and not incorporate other existing events)

Attendees (please select only one)

\$500, 1,000 or less attendees or spectators

\$750, 1,001-2,500 attendees or spectators

\$1,000, 2,501-5,000 attendees or spectators

\$1,500, 5,001+ attendees or spectators

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

\$500, 10-49 hotel/motel rooms

\$750, 50-99 hotel/motel rooms

\$1,000, 100+ hotel/motel rooms

Groups (select only one)

\$500, if your event attracts (2) two or more buses to your event

\$500, if it is a tournament or competition, attracting (6) six or more teams

Reservation Widget

\$500, inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

Tickets/Fees (select only one)

\$500, if there is no admission or gate fee being charged

\$500, if your event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

\$500, if 25% or more of your marketing outreach is outside of San Luis Obispo County

Total up the selections above and fill in the total below.

\$3,500 Total from the selections above. Total amount cannot exceed \$5,000.

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

If Yes, please explain how the funds were used _____

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

MARKETING/ACTION PLAN

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

School’s Out: What to do that’s different this year? Marketing will target communities in California via parent participation groups; recreational areas up and down the state; youth groups; various YoYo Clubs & their social media sites; community groups; Facebook; Various Morro Bay websites; advertisement opportunities.

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

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals)
Sales Tax Businesses (restaurants, retail, etc)

Morro Bay sees more young people and their families during June, July, and August than we see all year, with the exception of holiday weekends. Our community has so many wonderful activities which if marketed right will encourage families to plan a full week with us before and after this family oriented event!

City of Morro Bay **We are already a nice destination for quiet times, recreational activities, and excellent seafood. We are known as being “dog friendly.” Family-friendly is just one of the goals of this event to complement the many successful adult-oriented annual events in existence.**

VERIFICATION OF INFORMATION

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

A short survey asking how they learned about the event (choices to choose from); how many in their party who stayed in Morro Bay vs. how many attended the event, and where they stayed; what other activities did they participate in or will be participating in during their stay; and any other information the committee feels can be collected for future use.

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

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

Signature: *Beverly J. Ford-Durner* Date: July 14, 2016

This area is for the Event Grants Taskforce

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

EVENT: The purpose of this special event is to offer young people in California, and others interested in attending, the opportunity to learn, experience, practice and perform the art of the YoYo. This provides our youth wonderful eye-hand coordination skills; a sense of personal accomplishment; the ability to perform in public; and to participate in a great family event weekend with Morro Bay being the **DESTINATION!**

After communicating with the more advanced, competitive YoYo artists, it was confirmed that nowhere in California has such an event been held.

Supporters feel this will provide a much needed annual event, encouraging young people to perform at a beginning level and comfortably advance to the **professional NATIONAL competitions** held annually in Chico, San Francisco, Los Angeles, and San Diego. We are centrally located between these popular competition sites which makes Morro Bay a perfect host city!

**First Annual 2-Day Amateur-Beginner
YoYo Educational Program & Competition**

Day 1: Sponsored Professional YoYo Competitors Teach "Top Tricks"

9:00 - Registration, Networking, Continental Breakfast

10:00 - Noon - Breakout Groups for Beginners (By Age Groups)

 Ages 3-5 **Ages 6-9** **Ages 10-12** **Ages 13+**

- ❖ **Basic Care of Your YoYo**
- ❖ **Safety Strategies**
- ❖ **"Throwing" Strategies**
- ❖ **Your FIRST Beginning Tricks**

Noon - 2:00 - LUNCH BREAK ON YOUR OWN

2:00 - 4:00 - Breakout Groups: Top Tricks to Choose for the Competition (See below for some tricks being considered by committee)

5:00 - 8:00 - Family Night Out - Progressive Dinner & Movie at Grandma's Frozen Yogurt & Waffle Shop

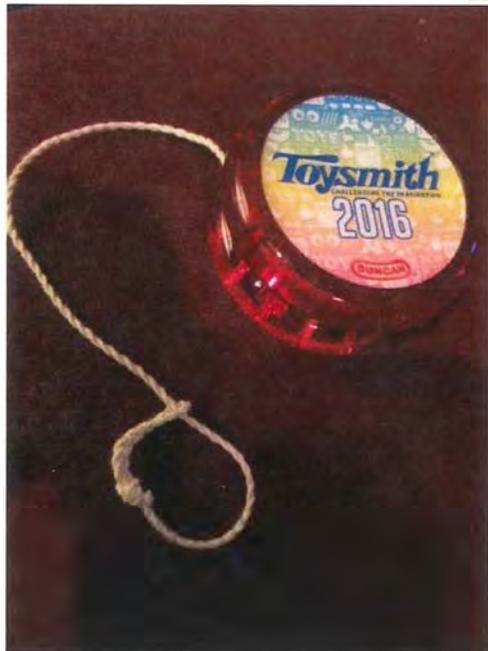
Note to Evaluators of Grant -- Progressive Dinner Can Also Serve As A Morro Bay Non-Profit BBQ Fundraiser, if preferred?

EVENT GRANT FUNDING APPLICATION
2016-2017



Morro Bay Tourism Business
Improvement District
and
City of Morro Bay, California
Application for Funding

Requested by
Morro Bay Merchant's Association



"YoYos for Beginners"
Family Convention & Competition Weekend

EVENT: The purpose of this special event is to offer young people in California, and others interested in attending, the opportunity to learn, experience, practice and perform the art of the YoYo. This provides our youth wonderful eye-hand coordination skills; a sense of personal accomplishment; the ability to perform in public; and to participate in a great family event weekend with Morro Bay being the **DESTINATION!**

After communicating with the more advanced, competitive YoYo artists, it was confirmed that nowhere in California has such an event been held.

Supporters feel this will provide a much needed annual event, encouraging young people to perform at a beginning level and comfortably advance to the **professional NATIONAL competitions** held annually in Chico, San Francisco, Los Angeles, and San Diego. We are centrally located between these popular competition sites which makes Morro Bay a perfect host city!

**First Annual 2-Day Amateur-Beginner
YoYo Educational Program & Competition**

Day 1: Sponsored Professional YoYo Competitors Teach "Top Tricks"

9:00 - Registration, Networking, Continental Breakfast

10:00 - Noon - Breakout Groups for Beginners (By Age Groups)

 Ages 3-5 Ages 6-9 Ages 10-12 Ages 13+

- ❖ Basic Care of Your YoYo
- ❖ Safety Strategies
- ❖ "Throwing" Strategies
- ❖ Your **FIRST** Beginning Tricks

Noon - 2:00 - LUNCH BREAK ON YOUR OWN

2:00 - 4:00 - Breakout Groups: Top Tricks to Choose for the Competition (See below for some tricks being considered by committee)

5:00 - 8:00 - Family Night Out - Progressive Dinner & Movie at Grandma's Frozen Yogurt & Waffle Shop

Note to Evaluators of Grant -- Progressive Dinner Can Also Serve As A Morro Bay Non-Profit BBQ Fundraiser?

Day 2: YoYo Competition for Beginners

9:00 - Registration, Distribution of I.D. Tags, Continental Breakfast

10:00 - Noon - Competition by Age Groups

Noon - 1:30 - LUNCH BREAK ON YOUR OWN

1:30 - Reconvene and Check-in

2:00 - 4:00 - Presentation of Finalists, Final Judging, & Awards

REGISTRATION FORM:

UPON REGISTRATION, ALL PARTICIPANTS WILL RECEIVE THE LIST OF SELECTED TRICKS TO BE JUDGED AT THE COMPETITION. THIS IS A FUN EVENT, SO PERFECTION IS NOT THE GOAL...REMEMBER, OUR YOUNG PEOPLE ARE JUST GETTING STARTED!

Enjoy your stay with us! Morro Bay has a lovely selection of cottage & luxury motels, and vacation rentals available. We are host to several State and private campgrounds and RV parks; a lovely golf course; family activities such as kayaking, paddle board, pickle ball, skateboard (we are the home of the Skateboard Museum!); and many safe bike paths. In addition, we are a fishing village for some of the best selection of fresh seafood you can enjoy during your visit and safely ship home to enjoy later.

Registration Fees of \$60.00 for Participants include:

- ❖ Entry Fee
- ❖ All YoYo Workshops
- ❖ Two Continental Breakfasts
- ❖ A Family Progressive Dinner & Movie Night
- ❖ Complementary YoYo by Our Event Sponsors.

Registration fees of \$30.00 for Family/Friends include:

- ❖ Two Continental Breakfasts
- ❖ A Family Progressive Dinner & Movie Night

The Morro Bay Merchant's Association, in cooperation with the City of Morro Bay and the Morro Bay Tourism Business Improvement District proudly invite you and your family to attend our First Annual Beginner YoYo Educational and Performance-Based Workshops and competition for new learners.

Registration Fee: (# of Participant(s)) _____ @ \$60.00 \$ _____

Family Members/Friends Attending: _____ @ \$30.00 \$ _____

Name of Participant(s):

_____ Age: _____

_____ Age: _____

_____ Age: _____

Family/Friends Attending: \$30.00 Per Person

Adult's Name and Mailing Address for Confirmation:

E-mail: _____

Telephone: () _____

Registration Fees of \$60.00 for Participants include:

- ❖ Entry Fee
- ❖ All YoYo Workshops
- ❖ Two Continental Breakfasts
- ❖ A Family Progressive Dinner & Movie Night
- ❖ Complementary YoYo by Our Event Sponsors.

Registration fees of \$30.00 for Family/Friends include:

- ❖ Two Continental Breakfasts
- ❖ A Family Progressive Dinner & Movie Night

First YoYo Tricks: Getting Started!

YoYo experts believe that many of the tricks listed below are essential for every YoYo player to master. These tricks will help the individual become a better YoYo player by making it easier to learn and master advanced tricks, as well as, making it easier to master any style of YoYo.



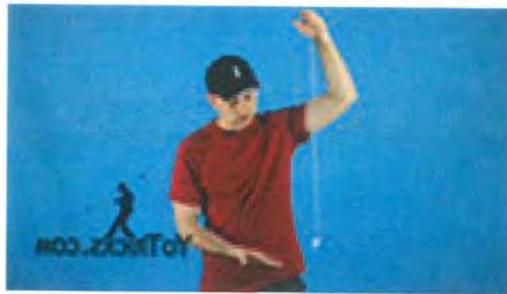
Replacing the String YoYo Trick



Adjust the String YoYo Trick



Wind the String YoYo Trick



The Basic Throw Yoyo Trick



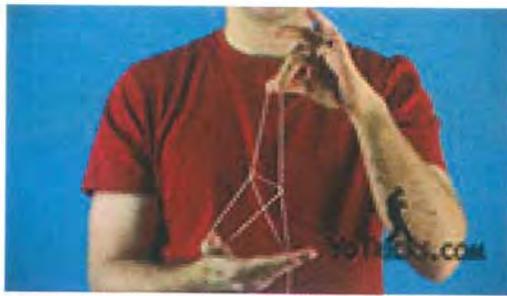
Walk the Dog Yoyo Trick



The Elevator Yoyo Trick



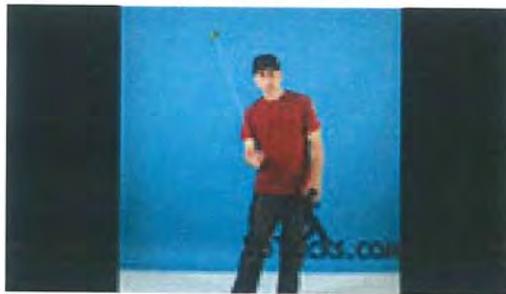
Rock the Baby Yoyo Trick



Eiffel Tower Yoyo Trick



Forward Toss Yoyo Trick



Around the World Yoyo Trick



Looping Introduction Yoyo Trick



UFO / Flying Saucer / Sleeping Beauty Yoyo Trick



Hop the Fence Yoyo Trick



Flips Yoyo Trick



The Breakaway Yoyo Trick



String Trick Terminology Yoyo Trick



Man on the Flying Trapeze Yoyo Trick



Side-Mount Corrections Yoyo Trick



Pinwheel Yoyo Trick



Brain-Scrambler Yoyo Trick



Reverse Flip Front-Mount Yoyo Trick



Side-Mount Flips Yoyo Trick



Regenerations Yoyo Trick



Sidewinder Yoyo Trick



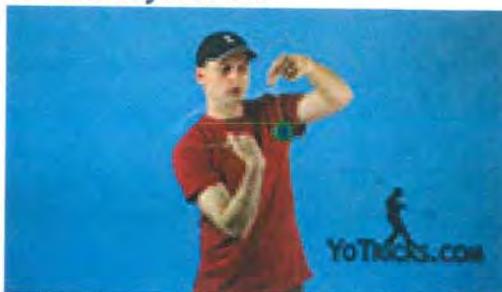
Snap Wind Yoyo Trick



Unresponsive Yo-yoing Introduction Yoyo Trick



Binds Yoyo Trick

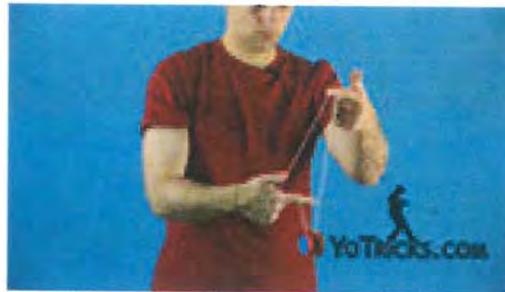


Unresponsive String Tension Yoyo Trick

Plastic Whip Yoyo Trick



Barrel Rolls Yoyo Trick



Split-Bottom Mount Yoyo Trick



Split the Atom Yoyo Trick



Man on the Flying Trapeze and his Brother Yoyo Trick



Man on the Flying Trapeze and His Brother Slack Yoyo Trick



Double or Nothing Yoyo Trick



One-and-a-Half Side-Mount Yoyo Trick



Buddha's Revenge Yoyo Trick



Cold Fusion Yoyo Trick



Eli Hops Yoyo Trick



Green Triangle Basics Yoyo Trick



Hook (i.e. Hidemasa Hook) Yoyo Trick



Two-Handed Around the World Yoyo Trick



Mach 5 Yoyo Trick



Magic Drop and Shockwave Yoyo Trick



Slack Trapeze Yoyo Trick



Jade Whip Yoyo Trick



Seasick Yoyo Trick



Boingy-Boing Yoyo Trick



Grind Introduction - Finger Grinds Yoyo Trick



Gyroscopic Flop Yoyo Trick



Kwyjibo Yoyo Trick



Two-Handed Loops Yoyo Trick

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)		
	MOTEL	MOTEL	OCC	MOTEL	TRAILER	TRAILER	VACATION	VACATION	(B+E+G)	TMD	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	PARK	RENTAL	RENTAL	TOTAL TAX		
		COLLECTED			RECEIPTS	TAX	RECEIPTS	COLLECTED	COLLECTED		
JULY	\$3,567,987.30	\$356,786.72	85%	914	\$289,535.41	\$28,953.55	\$588,856.49	\$58,662.70	\$444,402.98	\$40,365.41	\$107,036.11
AUGUST	\$3,279,867.36	\$327,989.21	81%	915	\$244,967.70	\$24,496.77	\$441,652.70	\$44,165.25	\$396,651.23	\$37,116.34	\$98,395.53
SEPTEMBER	\$2,533,734.70	\$253,372.45	70%	915	\$204,270.87	\$20,427.11	\$288,860.77	\$28,896.33	\$302,695.89	\$28,934.52	\$76,011.56
OCTOBER	\$2,227,793.17	\$222,778.89	65%	915	\$169,806.34	\$16,980.55	\$205,687.03	\$20,568.65	\$260,328.10	\$25,478.24	\$66,834.80
NOVEMBER	\$1,498,834.45	\$149,883.80	51%	915	\$153,368.62	\$15,336.86	\$230,669.47	\$23,067.64	\$188,288.30	\$18,416.38	\$44,964.82
DECEMBER	\$1,280,602.25	\$128,060.85	46%	909	\$125,995.25	\$12,599.53	\$186,763.33	\$18,676.37	\$159,336.75	\$15,720.72	\$38,418.54
JANUARY	\$1,158,455.65	\$115,847.56	43%	914	\$102,218.19	\$10,221.82	\$121,909.63	\$12,156.96	\$138,226.34	\$13,542.86	\$34,753.25
FEBRUARY	\$1,474,454.14	\$147,445.41	53%	916	\$127,713.42	\$12,771.35	\$130,340.47	\$13,052.00	\$173,268.76	\$17,210.61	\$44,233.67
MARCH	\$1,829,170.54	\$182,916.52	60%	913	\$174,516.69	\$17,451.67	\$174,885.69	\$17,470.57	\$217,838.76	\$21,768.76	\$54,874.27
APRIL	\$2,006,930.33	\$200,693.03	62%	915	\$177,306.57	\$17,730.66	\$191,445.00	\$19,224.43	\$237,648.12	\$23,243.51	\$60,208.24
MAY	\$2,275,876.40	\$227,587.31	63%	913	\$194,592.77	\$19,459.28	\$271,389.83	\$27,148.98	\$274,195.57	\$27,331.34	\$68,276.84
JUNE	\$2,802,324.72	\$280,232.47	75%	916	\$255,940.62	\$25,594.06	\$412,840.44	\$41,284.04	\$347,110.58	\$34,561.67	\$84,069.74
	<u>\$25,936,031.01</u>	<u>\$2,593,594.23</u>			<u>\$2,220,232.45</u>	<u>\$222,023.20</u>	<u>\$3,245,300.85</u>	<u>\$324,373.93</u>	<u>\$3,139,991.36</u>	<u>\$303,690.33</u>	<u>\$778,077.37</u>

CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2014/15

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
	MOTEL	MOTEL	OCC	MOTEL	TRAILER	TRAILER	VACATION	VACATION	(B+E+G)	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	PARK	RENTAL	RENTAL	TOTAL TAX	
		COLLECTED			RECEIPTS	TAX	RECEIPTS	COLLECTED	COLLECTED	
JULY	\$3,343,192.25	\$334,319.20	83%	913	\$267,720.45	\$26,771.51	\$464,142.50	\$46,414.26	\$407,504.97	\$100,295.01
AUGUST	\$3,292,639.34	\$329,263.63	82%	910	\$224,588.60	\$22,458.86	\$416,087.84	\$41,609.26	\$393,331.75	\$98,778.28
SEPTEMBER	\$2,168,605.85	\$216,860.58	69%	912	\$177,024.40	\$17,702.44	\$190,915.66	\$19,091.57	\$253,654.59	\$65,054.77
OCTOBER	\$2,011,997.73	\$201,199.70	64%	909	\$179,808.09	\$17,980.81	\$179,006.66	\$17,900.67	\$237,081.18	\$60,361.46
NOVEMBER	\$1,453,129.87	\$145,312.96	53%	913	\$129,899.46	\$12,989.95	\$176,991.51	\$17,698.90	\$176,001.81	\$43,593.16
DECEMBER	\$1,245,219.70	\$124,521.96	47%	908	\$113,959.84	\$11,395.98	\$189,934.78	\$19,006.82	\$154,924.76	\$37,366.41
JANUARY	\$1,210,886.11	\$121,090.07	47%	906	\$117,507.25	\$11,750.72	\$109,013.51	\$10,901.34	\$143,742.13	\$36,348.69
FEBRUARY	\$1,328,447.16	\$132,847.69	52%	906	\$123,893.31	\$12,389.33	\$34,303.15	\$8,390.40	\$153,627.42	\$39,846.87
MARCH	\$1,687,388.33	\$168,738.62	59%	908	\$159,145.17	\$15,914.51	\$59,553.80	\$14,098.08	\$198,751.21	\$50,737.87
APRIL	\$1,907,704.07	\$190,770.84	63%	911	\$88,179.04	\$8,817.90	\$221,124.50	\$22,175.74	\$221,764.48	\$57,230.17
MAY	\$2,144,197.98	\$214,415.87	63%	910	\$194,120.99	\$19,412.10	\$233,295.11	\$23,457.11	\$257,285.08	\$64,324.43
JUNE	\$2,552,931.33	\$255,293.12	74%	913	\$229,960.20	\$22,996.02	\$402,716.61	\$40,271.67	\$318,560.81	\$75,728.51
	<u>\$24,346,339.72</u>	<u>\$2,434,634.25</u>			<u>\$2,005,806.80</u>	<u>\$200,580.13</u>	<u>\$2,677,085.63</u>	<u>\$281,015.80</u>	<u>\$2,916,230.18</u>	<u>\$729,665.62</u>

Marketing Report

August 3, 2016

Shoulder Season Promotion Launched: July 25 – September 31

Staff launched an integrated campaign offering lodging calls to action.

Targeting wine travelers and baby boomers with disposable income

Target markets:

- Los Angeles
- San Joaquin Valley
- Bay area

Digital ads will on:

- Adara
- Ad Taxi/Factual
- Trip Advisor

VSLOC and will be supported by public relations and social media geared towards visiting Cal Poly parents.



Two calls to action offers with tracking mechanism link back to landing page:

- Stay 2 nights, get bottle of wine at participating lodging properties – *tracked through bottle of wine*
- Stay 2 nights, get 10% off participating lodging properties – *tracked by hotel reporting bookings, clicks to landing page*

1. Maritime Discovery Month OCTOBER and National Seafood Month

Promotion Launch: August 5 – October 31

- **Call to action:** Pack your bags, it's Anchors Aweigh! Win a \$1000 getaway to Morro Bay
- Harbor Festival for over 30 years.
- Maritime Museum is bringing the historic tall Spanish ship to harbor from Sept 28 – Oct 10
- Bay Surfboard Art Festival runs the entire month of October - Dec 3.
- The city is proclaiming October as Maritime Discovery Month
- These marine and maritime focused events created the opportunity to promote Morro Bay all month long using this theme.

Morro Bay Out of Market Outreach: Animated digital ads will run on:

- Adara
- Ad Taxi/Factual
- Trip Advisor

VSLOC and will be supported by public relations and social media.



2. Reveal Ad in LA Times/LA Distribution

Reveal is a glossy publication about SLO County created by local media Tolosa Press, and is distributed through LA Times and high end locations throughout LA from September 2016 – February 2017. Morro Bay is running a ½ page ad and a 2-page advertorial spread.

CATCH THE SPIRIT OF MORRO BAY

A true gem, Morro Bay is a seaside fishing village known for sustainably caught fresh seafood, and a bustling waterfront and downtown offering abundant shopping, restaurants, wine, events and outdoor adventures. Located north of Los Angeles, fall and winter months are a great time to visit and enjoy this unspoiled slice of California – when the crowds tend to be lighter, the lodging rates lower and the fun a bit brighter.

2016/17 FALL AND WINTER EVENTS

Sept 10	Avocado & Margarita Festival	Oct 29 – Nov 1	Vintage Trailer Rally
Sept 28 – Oct 10	Spanish Galleon San Salvador in Harbor	Nov 6	Morro Bay Triathlon
Oct 1 – Dec 3	Surfboard Art Festival	Nov 27	Home for the Holidays Street Faire
Oct 1	Morro Bay Harbor Festival	Dec 3	Lighted Boat Parade
Oct 8 – 9	Open Studios Art Tour	Jan 15 – 17	Winter Bird Festival
Oct 9	City to Sea Half Marathon	Feb 1 – 28	Find Romantic Lodging Packages

BOOK YOUR STAY TODAY AT MORROBAY.ORG    

DISCOVER MORRO BAY

Public Relations Recap

1. Overview

Current journalists engaged on visits and write stories on Morro Bay:

- **Coastal Living Magazine**
- **Orange County Register**
- **The Daily Meal**
- **Red Tricycle**
- **Make it Better**
- **Spafinder**
- **Modern Luxury**
- **It's a Lovely Life!**

Mental marketing is also followed up on IPW media leads, visiting journalists on stories, sent photographs to media.

LA Times request for Pokemon Go photos.
Currently pulling editorial calendars from tier one publications looking for pitch opportunities.

Additional Activities

- a. Secured four upcoming journalist visits
- b. Hosted **360 Magazine** from LA in late July
- c. Building itinerary for **Competition Magazine** journalist visit end of August
- d. Preparing for **VisitCA Los Angeles Media Event** in September

OWAC - Outside Writers of America Conference Oct 2-4

60+ writers staying in Morro Bay experiencing our city and outdoor activities & adventures

Tuesday, October 4th

9am-4pm activities:

Box lunches provided by Dutchman's

- Sport fishing with Virg's Landing
- Whale watching with Sub Sea Tours
- Kayak tour in the bay and then oyster farm tour w/Neal M.
- Black Hill Hike/ National Estuary Tour & bay tour by MBHD
- Scuba diving in the bay
- Stand up Paddleboard Yoga – Sandi T
- Birding Tour with Museum of Natural History
- Explore Highway 1 Discovery Route – Cambria ½ day trip
- Dockside presentation and sampling local sustainable fish – Tog's
- Photo tour of 3 locations with professional photographer Mike from AZHIAZIAM
- Voluntourism with NatureCorps
- Montana de Oro Hike - Central Coast Outdoors
- Stand-Up Paddleboarding - Sandi T.

5pm - Progressive wine & food trail to the dinner venue:

Parings should be small samplings of wine and food – not full portions.

Each stop needs to be no longer than 20 minutes

1. Trolley drops the group at 456 – to pick up Morro Bay commemorative wine glass, walk on their own time to next location
2. Estero Inn: patio overlooking the bay w/wine by MCV and food paring by Giovanni's
3. LaRoche; dock over the bay w/wine by Chateau Margene and food by Stax
4. MB Wine Cellars and food by Blue Sky
5. 6:30 arrive at Windows on the water for dinner

2. Press Coverage

Press Release sent out over PR Newswire and to Mental's Proprietary List:

Morro Bay, CA Grows Mother Nature's Finest: Oysters and Avocados

Earned Media Impressions: 4.6 M

Estimated Coverage Views: 161 K

Social Media Shares: 71

Ad Value: \$123 K

Publicity Value: \$368 K

Social Media Analytics

- **Facebook Likes:** 38,556; + 1,095; +2.2%
- **Page Engagement:** 13,541; +127.2%
- **Weekly Reach:** 118,189; +107.2%
 - **Most viewed Facebook posts for July**



126,619 people reached
6,361 post clicks
63 Link clicks – to the booking site

- **Twitter Fans:** 1,666; +24
- **Instagram Fans:** 6,790
- **Instagram impressions:** 37381

Website Recap

1. Analytics - TBD

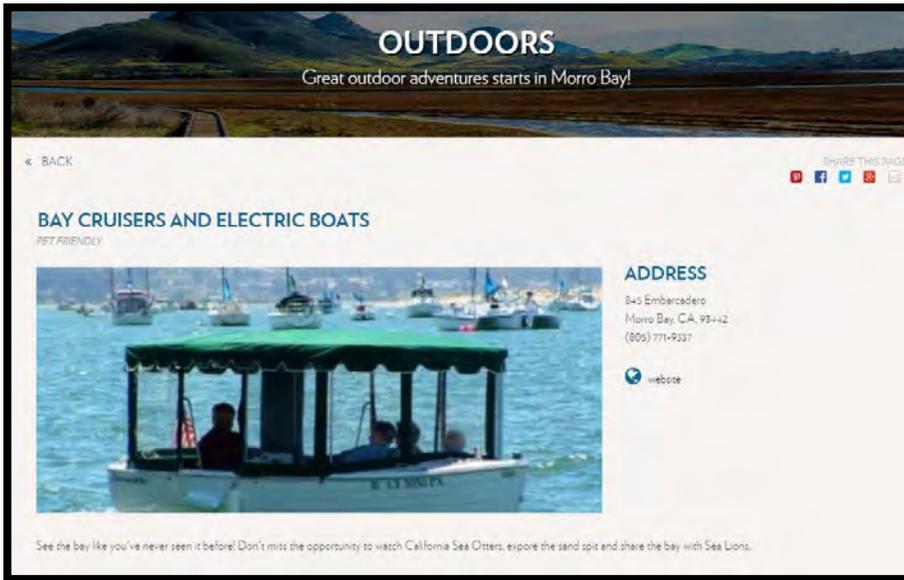
2. Updates to website:

- Booking engine above the fold

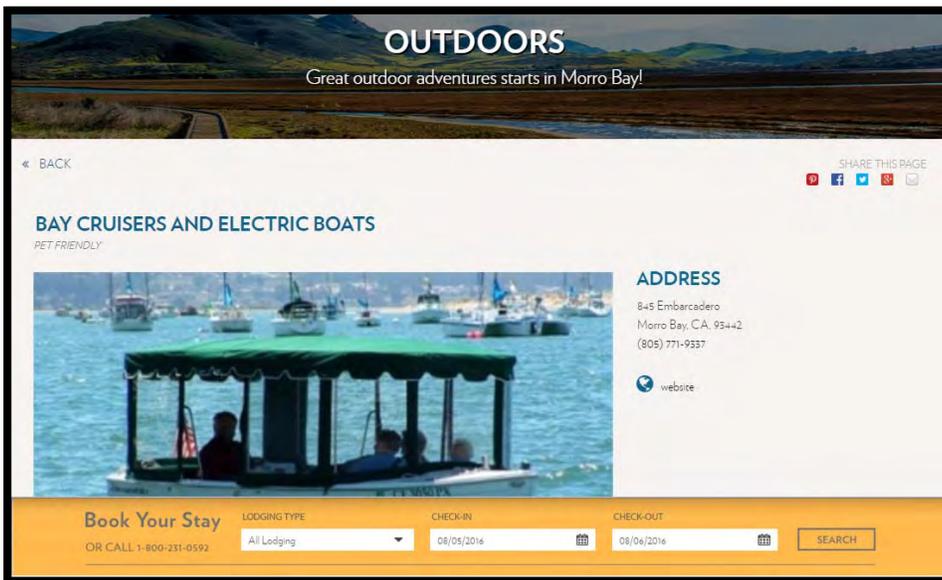


- Getting quote to add booking engine to all pages

○ **CURRENT PAGE LOOK**



RECOMMENDED LOOK



- Added September promotion as rotator board with link back to offer
- Straightened crooked photo
- Tightened up premium content space on pages (removed word description, admission, etc)
- Tighten up events page