



CITY OF MORRO BAY

Tourism Business Improvement District (TBID) 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 (MBTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MBTBID 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 MBTBID 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.

REGULAR MEETING

**THURSDAY, SEPTEMBER 15, 2016
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT PERIOD REGARDING ITEMS ON THE AGENDA
- III. REVIEW OF JULY 2016 TRANSIENT OCCUPANCY TAX ("TOT")
- IV. DIGITAL WEST PRESENTATION (10 min. presentation w/ 10 min. questions)
- V. MARKETING UPDATE BY MENTAL MARKETING (15 min. presentation w/ 30 min. questions)
- VI. DISCUSSION OF REQUEST FOR PROPOSAL ("RFP") FOR SALES MANAGER CONTRACT (5 min)
- VII. DISCUSSION OF TRADE SHOW SCHEDULE (10 min)
- VIII. DISCUSSION OF 2017 AMGEN FINISH
- 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 REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2016/17**

	(A)	(B)	(C)	(D)		(E)		(F)	(G)	(H)	TMD Calculation			MBTBID Calculation			
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	TMD	MBTBID	2% admin	TMD net	Actual Paid	2% admin	TMD net	Actual Paid
JULY	\$3,926,321.42	\$392,632.14	84%	915	\$315,307.77	\$31,530.78	\$705,853.59	\$70,585.36	\$494,748.28	\$49,370.70	\$117,789.64	\$987.41	\$48,383.29	\$0.00	\$2,355.79	\$115,433.85	\$0.00
AUGUST	\$0.00	\$0.00	0%	915	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SEPTEMBER	\$0.00	\$0.00	0%	915	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OCTOBER	\$0.00	\$0.00	0%	915	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NOVEMBER	\$0.00	\$0.00	0%	915	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
DECEMBER	\$0.00	\$0.00	0%	909	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JANUARY	\$0.00	\$0.00	0%	917	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FEBRUARY	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MARCH	\$0.00	\$0.00	0%	913	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%	915	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%	913	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	913	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$3,926,321.42	\$392,632.14			\$315,307.77	\$31,530.78	\$705,853.59	\$70,585.36	\$494,748.28	\$49,370.70	\$117,789.64	\$987.41	\$48,383.29	\$0.00	\$2,355.79	\$115,433.85	\$0.00

**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2015/16**

	(A)	(B)	(C)	(D)		(E)		(F)	(G)	(H)	TMD Calculation			MBTBID Calculation			
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	TMD	MBTBID	2% admin	TMD net	Actual Paid	2% admin	TMD net	Actual Paid
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	\$807.31	\$39,558.10	\$704.40	\$2,140.72	\$104,895.39	\$1,890.10
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	\$742.33	\$36,374.01	\$804.74	\$1,967.91	\$96,427.62	\$2,218.54
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	\$578.69	\$28,355.83	\$579.12	\$1,520.23	\$74,491.33	\$1,520.24
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	\$509.56	\$24,968.68	\$551.22	\$1,336.70	\$65,498.10	\$1,336.68
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	\$368.33	\$18,048.05	\$363.42	\$899.30	\$44,065.52	\$895.70
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	\$314.41	\$15,406.31	\$310.45	\$768.37	\$37,650.17	\$771.97
JANUARY	\$1,158,455.65	\$115,847.56	43%	914	\$102,218.19	\$10,221.82	\$121,359.63	\$12,101.96	\$138,171.34	\$13,537.36	\$34,753.25	\$270.75	\$13,266.61	\$276.09	\$695.06	\$34,058.19	\$695.06
FEBRUARY	\$1,474,454.14	\$147,445.41	53%	916	\$127,713.42	\$12,771.35	\$129,940.47	\$13,012.00	\$173,228.76	\$17,210.61	\$44,233.67	\$344.21	\$16,866.40	\$406.68	\$884.67	\$43,349.00	\$930.71
MARCH	\$1,829,170.54	\$182,916.52	60%	913	\$174,516.69	\$17,451.67	\$174,685.69	\$17,450.57	\$217,818.76	\$21,768.76	\$54,874.27	\$435.38	\$21,333.38	\$388.14	\$1,097.49	\$53,776.78	\$1,089.53
APRIL	\$2,006,930.33	\$200,693.03	62%	915	\$177,306.57	\$17,730.66	\$190,695.00	\$19,149.43	\$237,573.12	\$23,243.51	\$60,208.24	\$464.87	\$22,778.64	\$511.47	\$1,204.16	\$59,004.08	\$1,221.81
MAY	\$3,167,043.80	\$227,587.31	63%	913	\$194,592.77	\$19,459.28	\$268,883.26	\$26,998.98	\$274,045.57	\$27,320.84	\$68,276.84	\$546.42	\$26,774.42	\$528.91	\$1,365.54	\$66,911.30	\$1,365.20
JUNE	\$2,802,327.72	\$280,232.47	75%	916	\$255,940.62	\$25,594.06	\$437,106.94	\$43,710.69	\$349,537.23	\$34,849.72	\$84,069.74	\$696.99	\$34,152.73		\$1,681.39	\$82,388.35	
	\$24,258,646.35	\$2,336,739.42			\$2,161,200.21	\$216,119.98	\$3,035,257.67	\$303,470.27	\$2,856,329.67	\$274,541.51	\$701,020.72	\$5,490.84	\$269,050.67	\$4,895.73	\$14,020.41	\$687,000.31	\$12,570.34
													JE 615-16	\$595.11			\$1,450.07



AGENDA NO: VI

MEETING DATE: September 15, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** Sept. 9, 2016
FROM: Jennifer Little, Tourism Manager
SUBJECT: Discussion of Request for Proposal (“RFP”) for Sales Manager Contract

RECOMMENDATION

Currently, the Morro Bay Tourism office does not have a sales person under contract. Staff recommends that an RFP go out to find the correct fit for our needs and obtain a sales person under contract as soon as possible. Funding for this position is allocated in the current budget.

BACKGROUND

Currently, Mark Elderman, CEO of Mental Marketing is managing the tradeshow for Morro Bay. He will attend three tradeshow in September and October, with the intention of hiring this contract position by November.

DISCUSSION

Sales position RFP

CONCLUSION

Staff recommends the Board discuss and provide input to staff regarding the Sales Manager position and RFP.

ATTACHMENT

Sample RFP

Prepared By: JL Deputy City Manager Review: _____



RFP for Contract for Hospitality Sales Manager

Compensation: 12 month contract position at \$3,300/month

Reports to: City of Morro Bay Tourism Manager

The Sales Manager will be responsible for the sales efforts promoting the Hoteliers of Morro Bay as a destination with a primary focus on group tour, sports competitions and small meetings and FIT. The goal of this position is to create awareness of Morro Bay, produce inquiries, and develop these leads into booked business generating overnight stays and economic impact for the stakeholders. This position will also be responsible for Visitor Guide advertising sales, impacting “Pay-to-Play Programs” and sponsorships as needed.

Responsibilities:

- Maintain a strong presence in surrounding cities and Counties through one-on-one sales calls, partnerships and involvement in organizations such as the Morro Bay Recreation & Parks, Morro Bay Chamber of Commerce, Morro Bay Business Association, and Morro Bay Booster Clubs, to constantly build and strengthen relationships with planners of these organizations to foster group leisure and sports business to Morro Bay.
- Establish and maintain accurate and strong working relationships with local hotel/motel properties, restaurants, attractions, venues, and other support groups or facilities serving the local hospitality industry by encouraging their involvement in sales, marketing and promotional activities.
- Sell advertising for the annual Official Morro Bay Visitor Guide, “Pay-to-Play” programs
- Attend expos, tradeshows, sales missions, networking meetings and local meetings to solicit individual travel, group leisure and sports business to Morro Bay.
- Responsible for pre-planning, booth arrangements and any applicable post-show follow up.
- Analyze expo & tradeshow values to determine best return for Morro Bay hoteliers
- Coordinate and conduct site visits/tours and/or special events if necessary for planners, showcasing facilities and attractions in the city.
- Create, grow and maintain accurate client lists in the assigned markets.
- Work with the Morro Bay Tourism Manager to set and attain annual goals for the number of leads, number of room nights to be booked, advertising and sponsorship sales, plus assist in establishing sales budgets and future sales activities.
- Report regularly to the Morro Bay Tourism Manager, TBID as needed.

Desired Skills/Experience:

- College degree (2 or 4 years) desired, but not required



- Minimum 2 years of destination sales, hotel sales or related sales experience
- Excellent rapport-building skills and a strong track record of customer interaction
- Meticulous attention to detail and administrative & organizational skills
- Ability to travel evenings and weekends as necessary
- Proficiency in Microsoft Word, Excel, and other computer-related programs
- Proficiency in writing proposals, contracts and agreements (desired)
- An ability on tight deadlines and targets
- A valid US work permit

How to Apply:

Please send a resume, cover letter and a list of up to (3) three professional references to the attention of Jennifer Little, Tourism Manager to the following email address

jlittle@morrobayca.gov.

You may also mail this information to: Morro Bay Tourism Office, Attn: Jennifer Little, 695 Harbor St, Avenue, Morro Bay, CA 93442.

Deadline:

Submit the required information above on or before **October 20, 2016**.

No phone calls, please.

DRAFT



AGENDA NO: VII

MEETING DATE: September 15, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE: Sept 9, 2016**
FROM: Jennifer Little, Tourism Manager
SUBJECT: Discussion of Trade Show Schedule

RECOMMENDATION

The attached schedule of tradeshow is in the current budget at a total of \$20,000 for show space, travel and staffing. Staff recommends the Board approve the shows highlighted on the attached list.

BACKGROUND

Trade shows previously attended by MBTB include the following:

Central Coast Women's Show – Consumer Trade Show

Bakersfield Women's Show – Consumer Trade Show

Arizona Ultimate Women's Show – Consumer Trade Show

ABA - American Bus Association Jan 14-17

Every January, ABA welcomes the travel and tourism community to the first conference of the year – the industry's premier business event – Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 800 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week.

NTA – National Tour Association

Travel Exchange brings together NTA and FTA members on one floor to offer travel professionals from around the world the best business-building show in the industry.

IPW –

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

Prepared By: JL Deputy City Manager Review: _____

DISCUSSION

Currently, Mark Elderman, CEO of Mental Marketing is managing the first three tradeshow for Morro Bay. He will be attending Fresno, Bakersfield and Arizona tradeshow September and October, with the intention of hiring this contract position by November. If for any reason we do not have a viable candidate by November, the Tourism Manger can attend trade shows on behalf of Morro Bay. Mental Marketing is charging a daily rate of \$300 plus travel for their time. An addendum to their current contract is being added to allow for this additional service.

ATTACHMENT

Trade Show list



AGENDA NO: VIII

MEETING DATE: September 15, 2016

Staff Report

TO: Tourism Business Improvement District Board

DATE: Sept 9, 2016

FROM: Jennifer Little, Tourism Manager

SUBJECT: Discussion of 2017 Amgen Finish

RECOMMENDATION

Staff recommends the Board discuss a proposal to earmark a specific dollar amount toward the 2017 Amgen Finish and forward the request to City Council for review and approval. Staff recommends allocating \$25,000 towards this event.

BACKGROUND/DISCUSSION

The Tour provides a powerful platform to gain worldwide exposure, create economic impact and provide priceless experiences for local residents, supporters and dignitaries. Each official Amgen Tour of California Host City will receive an attractive package of benefits to assist with local fundraising efforts, to provide hospitality for key guests, and to promote and market the Host City while driving in-bound tourism. Attached is a list of the benefits the Amgen Tour of California will be providing.

Morro Bay has been selected and one of the two finalist to host the finish line for the 2017 AMGEN Central Coast section; the other city is Avila Beach. Morro Bay hosted the start of the 2016 AMGEN which had little impact on local businesses & hotels due to the fact that a starting gate forces all of the viewers and riders to leave the market immediately. Additionally, the start did not require riders to stay in the host city; unlike the finish which does house riders and event staff. The Host City is financially responsible for all costs associated with the following room allocations:

NIGHT BEFORE THE STAGE FINISH:

- 200 rooms (50/50 ratio of doubles/single rooms)
- All hotel-related parking expenses – note: multiple box trucks and television production trucks will need open-air parking (ramps will not work)

NIGHT OF THE STAGE FINISH:

- 350 rooms (60/40 ratio of doubles/single rooms)
- All hotel-related parking expenses

CONCLUSION

Staff recommends the Board discuss hosting a 2017 Amgen finish, consider earmarking funds for that event, and forward a recommendation and request to the City Council for consideration and approval.

ATTACHMENTS

2017 HOST CITY BENEFITS AND OPPORTUNITIES

STAGE FINISH

ADDED 9/12/16 – June 2016 TBID staff report with event wrap-up reports

Prepared By: JL Deputy City Manager Review: _____



AGENDA NO:

MEETING DATE: 6/9/16

Staff Report

TO: Tourism Business Improvement District Board **DATE:** June 2, 2016

FROM: Brent Haugen, Morro Bay Tourism Bureau Director

SUBJECT: Amgen Tour of California

RECOMMENDATION

Staff is recommending a discussion on the overall impact of the Amgen Tour of California on Morro Bay. They are also making a recommendation that a final staff report be submitted to the Morro Bay City Council.

Lastly, staff is also making a recommendation that an Amgen Tour of California Sponsor Handbook be created with input and insight from all county partners who have hosted the event in the past. This handbook will be a great resource to other cities on the hosting expectations and how to better plan for this event.

BACKGROUND

Visit San Luis Obispo County approached the City of Morro Bay on becoming the stage 4 start for the Amgen Tour of California on Wednesday, May 18, 2016. The City of Morro Bay received a \$30,000 financial contribution from Visit San Luis Obispo County for expenses related to hosting the start. The City of Morro Bay approached the Morro Bay Tourism Bureau to help host up to 120 complimentary rooms or a maximum of \$16,000 for Amgen staff. In addition to this financial assistance, the organization also assisted in the marketing and public relations aspects of the event, plus organized and hosted a progressive dinner the night before the race.

In total, the organization paid approximately \$9,800 in room sponsorship, \$7,500 in marketing & public relations (Verdin), \$3,500 for commercial production, plus invested 150 hours (\$3,500) in staff time towards the event (approximate total of \$24,300).

The total number of rooms consumed as a result the event:

- 97 staff sponsored rooms paid by the Morro Bay Tourism Bureau
- 285 rooms were in the initial room block for the event.
- 215 were actual rooms used (82 rooms paid by MBTB) - \$13,489 (133 x \$101.42 negotiated rate)
- An additional 83 estimated rooms resulted from the event - \$9,877 (83 x \$119 ADR)

Prepared By: _____

Deputy City Manager Review: _____

- Total estimated room revenue resulting from the event was \$23,366 [\$13,489 (133 x \$101.42 negotiated rate) + \$9,877 (83 x \$119 ADR)] *Please note: this does not include the rooms sponsored by MBTB.

The organization also organized the Amgen Taste of the Race Progressive Dinner. This event resulted in 60 paid tickets and 90 complimentary tickets (Amgen staff, giveaways). A total of 74 tickets were used (60 paid) and redeemed at the (4) four participating restaurants including Brickhouse BBQ, Dutchman's Seafood House, Giovanni's Fish Market & Galley and Grandma's Frozen Yogurt & Waffle Shop.

Verdin worked with the Amgen Tour of California and their public relations firm, Canvas Blue to obtain local coverage for Stage 4 of the race in Morro Bay on May 18, 2016. The goal was to increase public awareness prior to the event and to drive attendance to the event in Morro Bay. The efforts resulted in 23 pieces of direct coverage between October 2015 and May 2016.

From January 1, 2016 through the end of the week of the event, the Amgen Tour of California created 2,027 page views on MorroBay.org. 45% were viewing the event listing and an additional 45% were viewing the online spectator guide organized by the Morro Bay Tourism Bureau.

The Morro Bay Chamber of Commerce organized the vendors at Coleman Park. They also conducted a follow up survey with businesses to see if the event made an impact on their business. The results were that there wasn't a specific impact made resulting from hosting the Amgen Tour of California.

Visit San Luis Obispo County was an essential partner in bringing the event to Morro Bay. With the financial contribution of \$30,000, plus the promotional aspect of their partnership, the organization will be providing a report to the advisory board at the time of the meeting.

DISCUSSION

This is an opportunity for the Morro Bay Tourism Business Improvement District Advisory Board to discuss the overall impact of the Amgen Tour of California and make recommendations for a final staff report to be submitted to the Morro Bay City Council.

CONCLUSION

None

ATTACHMENTS

MBTB Amgen PR Report 2015 - 2016 FINAL

Taste of the Race Tally

AMGEN rooms pick up

AMGEN PUBLIC RELATIONS REPORT

MORRO BAY TOURISM BUREAU

2015- 2016

OVERVIEW

Verdin worked with the Amgen Tour of California and their public relations firm, Canvas Blue to obtain local coverage for Stage 4 of the race in Morro Bay on May 18, 2016. The goal was to increase public awareness prior to the event and to drive attendance to the event in Morro Bay. The efforts resulted in 23 pieces of direct coverage between October 2015 and May 2016.

COVERAGE

SLO Tribune & sanluisobispo.com

- 10/12/2015 [Morro Bay to host leg of 2016 Tour of California](#)
- 10/22/2015 [Morro Bay leaders thrilled to host first Tour of California](#)
- 1/28/2016 [Morro Bay's Tour of California Leg to Start at the Rock](#)
- 5/16/2016 [Party, road closures set stage for Tour of California leg in Morro Bay](#)
- 5/17/2016 [Start time changed for Morro Bay's Tour of California leg kickoff](#)
- 5/18/2016 [Tour of California Stage 4 start draws thousands to Morro Bay](#)
- 5/18/2016 [Tour of California's Morro Bay stop big for local cyclists](#)

KSBY

- 1/28/2016 [Central Coast to be featured again in 2016 Amgen Tour of California](#)
- 1/28/2016 [2016 Amgen Tour of California Route Released](#)
- 4/19/2016 [Volunteers needed for Amgen Tour of California stop in Morro Bay](#)
- 5/17/2016 [Morro Bay gearing up for Amgen Tour of California](#)

5/18/2016 [Amgen Tour of California brings hundreds to Morro Bay](#)

KEYT

5/17/2016 [Morro Bay Prepares for the Amgen Tour](#)

5/18/2016 [Big Turnout for Tour of California Cycling Race in Morro Bay](#)

Pacific Coast Business Times

10/22/2015 [2016 Tour of California to include Thousand Oaks, Santa Barbara, Morro Bay](#)

KCBX

10/22/2015 [Why Morro Bay can be an Amgen host city for the first time](#)

4/18/2016 [Amgen Tour of California looking for Central Coast volunteers during May race](#)

COAST 101.3

4/19/2016 [Amgen Tour of California searching for volunteers](#)

Lompoc Record

5/16/2016 Amgen Tour of California Comes Through Central Coast

The Auto Channel

5/9/2016 [San Luis Obispo County, California To Host Stage 4 of Amgen Tour of California in Morro Bay, May 18, 2016](#)

Cycling News

5/18/2016 [Tour of California: Peter Sagan wins stage 4](#)

Ottumwa Courier

5/18/2016 [Peter Sagan wins seconds stage of Tour of California](#)

Press Democrat

5/19/2016 [Peter Sagan rides to victory in Tour of California stage 4](#)



Amgen Taste of the Race Tally

Date: Friday, May 20, 2016
 To: _____

#	Amt Per	Activity	Code	Amount
30	\$ 10.00	Online Tickets Sold		300.00
3	\$ -	Comps to MBTB Staff		0.00
2	\$ -	Comps for VSLOC Giveaway		0.00
85	\$ -	Amgen Staff		0.00
30	\$ 10.00	Purchased at Visitor Center		300.00
150	Total		Total	600.00
		RESTAURANT		
73		Brickhouse BBQ		
27		Dutchman's Seafood House		
47		Giovanni's Fish Market		
68		Grandma's Frozen Yogurt & Waffle House		
		DRAWING		
41		Local		
5		Greater California		
8		Out of State		



DISCOVER
MORRO BAY

MORRO BAY TOURISM BUREAU

AMGEN Room Pick Up May 17th, 2016

Property Name	Notes	# Rooms on Property	Rooms from Event	Rooms Block by AMGEN	Block Rooms Used	Total Occupancy
456 Embarcadero Inn and Suites	Hotel was sold-out in advance of race day	32	1	0	0	32
Anderson Inn	Very happy about the race and felt a positive impact	8	2	0	0	8
Ascot Suites	Used entire block of rooms	32	2	20	20	27
Bayfront Inn at the Waterfront	4 rooms unused from room block	16	0	16	12	16
Bay View Inn	No rooms from Race, 10 rooms sold	22	0	0	0	10
Beach Bungalow Inn & Suites	1 room from race, Sold out.	12	1	0	0	12
Best Western El Rancho	No rooms from race, 12 rooms sold.	27	0	0	0	12
Best Western Plus San Marcos	3 blocked rooms not used, sold out.	32	0	26	23	32
Best Western Tradewinds	12 rooms from race, sold out.	24	12	0	0	24
Blue Sail Inn	14 rooms from race, sold out.	48	14	0	0	48
Breakers Motel	6 from race, 18 sold.	26	6	0	0	18
Comfort Inn	none from bike race, 29 rooms sold.	32	0	0	0	29
Days Inn	Used all rooms reserved, had people looking for extras.	45	0	45	45	45
Econo Lodge North	3 out of 18 used in room block.	18	0	18	3	18
Estero Inn	3 rooms for race, sold out.	8	3	0	0	8
Fireside Inn	2 rooms from race, 8 sold total.	24	2	0	0	8
Front Street Inn	sold out all from race.	2	1	1	1	2
Grays Inn	1 room from race, sold-out.	3	1	0	0	3
Harbor Front Suites	Waiting to hear back.	3		0	0	
Holland Inn	none from race, 11 sold.	23	0	0	0	11
Inn at Morro Bay	Had media stay with them, 28 rooms from race.	98	28	0	0	
La Roche Suites	Waiting to hear back.	3		0	0	
La Serena Inn	16 no shows, 22 blocked rooms used	38	0	38	22	38
Marina Street Inn	Waiting to hear back.	4		0	0	
Masterpiece Hotel	7 no shows, 19 blocked rooms used	27	0	26	19	26
Morro Crest Inn	16 used for race	17	0	16	16	16
Morro Shores Inn & Suites	29 rooms none from race	30	0	0	0	29
Motel 6	10 extra rooms from race, used all 21 rooms blocked, 58 rooms booked total	70	10	21	21	58
Pacific Cottage Motel	NA	14		0	0	
Pacific Shores Inn	Sold out none from race	22	0	0	0	22
Pleasant Inn Motel	Only used 2 room, 10 were blocked out.	10	0	10	2	10
Rockview Inn & Suites	9 rooms out of 26 blocked used, sold-out.	31	0	26	9	31
Sandpiper Inn	Sold out, no rooms from race.	21	0	0	0	21
Sea Air Inn	7 rooms none from race.	25	0	0	0	7
Sundown Inn	Sold out, no rooms from race.	17	0	0	0	17
Seaside Inn	6 rooms for bike race, 20 rooms sold.	33	6	0	0	20
Coastal Breeze Inn	Used all 22 blocked rooms	22	0	22	22	22

Totals: 919 83 285 215 680