



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.

NOTICE OF SPECIAL MEETING **THURSDAY, OCTOBER 13, 2016** **VETERAN'S MEMORIAL HALL – 10:45 A.M.** **209 SURF STREET, MORRO BAY, CA**

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT
- III. DISCUSSION AND RECOMMENDATION REGARDING MORRO BAY WINTER BIRD FESTIVAL FUNDING
- IV. DECLARATION OF FUTURE AGENDA ITEMS
- V. ADJOURNMENT

DATED: October 12, 2016


Aaron Graves, Chair

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 24 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.



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 | <u>X</u> |
| 2. Event Budget | <u>X</u> |
| 3. Marketing/Action Plan | <u>X</u> |
| 4. Any Other Supporting Documentation | X |



AGENDA NO: III

MEETING DATE: October 13, 2016

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#: **23-7155021 (With permission and support, the Morro Bay Winter Bird Festival uses the Fed Tax ID of its founding partner, the Morro Coast Audubon Society)**

Organization Name: **Morro Bay Winter Bird Festival (MBWBF)**

Board Co-Chairs: **Chris Cameron & Jean Faneslow** Phone: **805-441-9736 & 805-528-2048**

Main Contact: **Chris Cameron** Role: **Board Co-Chair**

Email: **cameron.cs@gmail.com** Phone: **805-441-9736**

Address: **1670 7th Street**

City/State/Zip: **Los Osos, CA 93402**

Website: **www.morrobaybirdfestival.org**

EVENT DETAILS

Event Name: **Morro Bay Winter Bird Festival** Years in existence: **21 years**

Description: **Every Martin Luther King weekend, over 600 bird watchers, or “birders”, come from all over the US and the world to visit Morro Bay, a [Globally Important Bird Area](#). They attend to see, photograph, and learn more about birds through workshops and field trips. Morro Bay is located on the vital migration path called the Pacific Flyway, making it a perfect location for winter birding. Visitors see over 200 species of birds during the Festival weekend.**

Date(s): **January 13-16, 2017**

Location: **Morro Bay and surrounding areas**

Website: **www.morrobaybirdfestival.org**



EVENT HISTORY & FUTURE PROJECTIONS

Please fill in any and all applicable information below. If not applicable, fill in "N/A".

	2012-3	2013-4	2014-5	2015-6	2016-7	2017-8
Total Revenue	\$56,726	\$60,536	\$70,798	\$63,686	\$65,455	\$70,000
Total Expenditures*	\$55,996	\$53,481	\$59,948	\$64,876	\$69,107	\$64,200
# Attendees**	492	545	589	546	581	600
# Vendors	24	23	23	23	24	24
# Room Nights***	516	540	525	460	540	550

*Includes amounts distributed at the end of the festival to sponsoring and contributing organizations, which ranges from \$7,500 to \$11,500 each year, depending on the amount of revenues over expenses.

** Actual number of attendees is higher because these numbers do not include Family Day participants who are not required to register. Estimates of Family Day participants range from 100 to 150.

***These numbers are conservative estimates based on evaluation data, which require participants to include where they are from (based on those saying they are from outside San Luis Obispo County). Out-of-towners would typically stay four nights during the festival (Thursday-Sunday). However, to be conservative we have assumed that the out-of-towners had 2 persons/room and stayed only 3 nights in accommodations (MB motels, vacation rentals, and campgrounds). We do not know how many people stay with friends.

Budget for the 2016-17 Morro Bay Winter Bird Festival

Income

Registration	\$65,000.00
Other	5,000.00

Total Projected Income \$70,000.00

Expenses

Advertising/Brochures	\$ 1,500.00
Clothing Purchases	9,500.00
Field Trips	24,000.00
Hospitality/Reception	2,000.00
Insurance	350.00
Lunches-Festival	1,300.00
Office Operations/Administration	3,500.00
Professional Services*	9,500.00
Website	7,500.00
Workshops/Evening Speakers	7,500.00
Other Expenses	600.00

Total Projected Expenses \$67,250.00

**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.*



*The MBWBF employs 2 part time staff:

- 1) Festival **Coordinator** for \$4,500/year
- 2) Festival **Registrar** for \$4,000/year

The MBWBF also distributes funds to our faithful non-profit partners who have helped put on this event. Here are the distributions from 2016:

Distributions following 2016 festival

Morro Coast Audubon Society	\$4,500.00
Central Coast State Parks Association	4,500.00
Pacific Wildlife Care	2,000.00
SLO Botanical Garden	100.00
Joyce Davantis (Presenter at 20 th Anniv. Celebration)	100.00
Friends of the Elephant Seals	100.00
Total	\$11,300.00

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

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AGENDA NO: III
MEETING DATE: October 13, 2016

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.

\$ 3,750 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: In 2015 we received a grant. We had 2 goals: 1) to encourage youth to attend by offering free registration and a \$50 scholarship for birding "tools" 2) to reduce MB traffic by using the Trolley as a source of transportation to the various sites through town.

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MARKETING/ACTION PLAN

Jan	Who	What
	BF Co-chairs	Send out survey questionnaires
Feb	Who	What
	BF Co-chairs	Review leader and participant evaluations; summarize
	Web Coordinator	Update website to reflect 2016 Festival
Mar	Who	What
	Prog Committee	Review evaluations to revise/add/delete events per evaluation data. Begin program planning.
Apr	Who	What
	Prog Committee	Begin program planning, look for keynote speakers
May	Who	What
	Prog Committee	Complete program planning, confirm keynotes
	BF Co-chairs	Review/revise brochure format and basic content
Jun	Who	What
	Prog Committee	Polish program planning.
	BF Co-chairs	Review publicity matters; coordinate with publicity chair/BF Coordinator
Jul	Who	What
	BF Co-chairs	Plan brochure design/color; determine source of brochure pictures
	Registrar	Update mailing list
	Prog Committee	Finalize programming and prepare program draft for print.
	Web Coordinator	Update the website to announce the Keynote Speaker
Aug	Who	What
	BF Co-chairs	Appoint committee to proof brochure
	Pub Coordinator	Contact magazine publications regarding next year's dates. Notify Audubon society
Sep	Who	What
	Board	Decide on T-shirt design, publicity sources, e.g. newspapers, posters, flyers
	BF Coordinator	Take brochure to printer
	Pub Coordinator	Continue to contact magazine publications regarding next year's dates
Oct	Who	What
	Board	Distribute brochure, coordinating mailing and web posting dates
	BF Coordinator	Prepare brochure for mailing
	Web Coordinator	Update website with new schedule
	Pub Coordinator	Prepare and send local press releases, publicity re registration
	Pub Coordinator	Plan poster art and text
Nov	Who	What
	BF Coordinator	Provide festival maps and directions to Website Coordinator
	Registration	General Registration Opens, Date/Time TBD
	Website Coordinator	Update website with announcements
Dec	Who	What
	BF Co-chairs	Update bird lists; send to printer
	BF Co-chairs	Begin media coverage
	BF Coordinator	Photocopy informational handouts. Complete events maps and print
Jan	Who	What
	BF Co-chairs	Secure media coverage

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

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

The MBWBF does not provide lodging. Participants must secure their own lodging. Bird watchers are usually older, retired, financially stable individuals with a hobby that drives them to distant locations to see a large variety of birds. These guests come to Morro Bay from many US States and all over the world, because it just so happens that Morro Bay is one of the BEST places in the world to see wintering birds. Therefore, each year, during the slow winter tourist season, the Morro Bay Winter Bird Festival is quickly sold out, bringing around 600 visitors to the city. Most SLO county participants will commute to the event, but conservative calculations based on zip codes estimate that over 300 guest rooms are booked each year.

Sales Tax Businesses (restaurants, retail, etc)

With the exception of a few sack lunches for field trips, the MBWBF does not provide meals. The Bird Festival workshops and field trips run from 6:00am-6:30pm on Friday, 6:00am-8pm on Saturday/Sunday (not counting the late night owling trips!), and 7:00am-12noon on Monday. All guests, even those living in SLO County, need to eat during this lengthy event. Morro Bay makes this easy with restaurants and food stores at every dining level and taste. Guests also buy mementos and practical items they need.

City of Morro Bay: The MBWBF enhances the reputation of the city as one of the top birding locations in the world. The many lodging, dining, and shopping opportunities make this an easy place to stay and enjoy the natural wonders. Attendees will return on their own throughout the year as migration changes which birds are in the area.

VERIFICATION OF INFORMATION

Every participant must register online. The registration process requires their contact information, including their address. This tells us which guests come from out of the county. We also have an extensive evaluation process, both by paper and online.

CSC (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 the City of Morro Bay is the entity providing the funding for this grant process from General Funds.

CSC (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 Bureau (MTB) Board that I will provide the "Post Event Report" to MTB 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: 7/14/2016

This area is for the Event Grants Taskforce

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

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