



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, DECEMBER 8, 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
Members of the audience wishing to address the TBID Board on matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.
- III. APPROVAL OF MINUTES FROM THE NOVEMBER 10, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING

RECOMMENDATION: Approve as submitted.
- IV. REVIEW OF THE CENTENNIAL PARKWAY AND EMBARCADERO FINAL DRAFT DESIGN PLANS [COMMUNITY DEVELOPMENT]

RECOMMENDATION: Board review the Centennial Parkway Concept Plan and provide requested input to be forwarded to the City Council.
- V. TRANSIENT OCCUPANCY TAX (TOT) REVIEW

RECOMMENDATION: Receive and file.

VI. DISCUSSION OF TBID RATE SCENARIOS, VACATION RENTALS AND RV PARKS IN TBID
[DEPUTY CITY MANAGER]

RECOMMENDATION: Board receive report and discuss next steps.

VII. MARKETING & PUBLIC RELATIONS UPDATE

- a. November 2016 Marketing Report
- b. November 2016 Press Clips

VIII. VISIT SAN LUIS OBISPO COUNTY (VSLOC) BOARD MEETING UPDATE – CHAIRMAN
GRAVES

RECOMMENDATION: Receive and file.

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.

CITY OF MORRO BAY
MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – NOVEMBER 10, 2016
VETERAN'S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Aaron Graves Charlie Yates Maggie Juren Jayne Behman	Chairperson Vice Chairperson Member Member
ABSENT:	Taylor Newton Paul VanBeurden	Member Member
STAFF:	Jennifer Little Craig Schmollinger Scot Graham Lori Kudzma	Tourism Manager Finance Director Community Development Director Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/TKgHhrxZAoE?t=47s>

A quorum was established and the meeting was called to order at 9:00 a.m.

II. PUBLIC COMMENT

<https://youtu.be/TKgHhrxZAoE?t=1m37s>

The public comment period was opened.

Erica Crawford from the Morro Bay Chamber of Commerce spoke regarding the upcoming Membership Summit open to the entire business community on November 16th from 8:00am – Noon.

Public comment was closed.

III. APPROVAL OF PRIOR MEETING MINUTES

- A. August 11, 2016 Regular Meeting
- B. September 15, 2016 Regular Meeting
- C. October 13, 2016 Regular Meeting
- D. October 13, 2016 Special Meeting

<https://youtu.be/TKgHhrxZAoE?t=3m27s>

Public Comment: None

MOTION: Board Member Juren made a motion to approve the minutes as submitted. Board Member Yates seconded the motion. The motion passed 3-0-1 with Board Member Behman abstaining due her absence from some of the meetings.

There was Board consensus to hear item V before item IV.

<https://youtu.be/TKgHhrxZAoE?t=4m53s>

- V. TRANSIENT OCCUPANCY TAX (TOT) REVIEW IN NEW FORMAT – PRESENTATION BY CRAIG SCHMOLLINGER, FINANCE DIRECTOR CITY OF MORRO BAY
<https://youtu.be/TKgHhrxZAoE?t=5m3s>
Finance Director Schmollinger gave a presentation and answered questions from the Board.

There was a discussion regarding the format for future reporting. Director Schmollinger shared that TOT information is usually not available until the 5th – 8th of the following month. There was a discussion about the possibility of moving the meeting date back one week and possibly later in the day. Tourism Manager Little will look into options and room availability.

Public Comment: None

- IV. PRESENTATION – OVERVIEW OF VACATION RENTALS BY SCOT GRAHAM, DIRECTOR OF COMMUNITY DEVELOPMENT
<https://youtu.be/TKgHhrxZAoE?t=20m29s>

Community Development Director Graham gave a presentation on the history of Vacation Rentals, the Moratorium, and Vacation Rentals in relation to the TBID.

There was discussion regarding the process to add vacation rentals and RV parks to the TBID. There was also discussion as to whether or not the percentage collected could be lowered and what that process would be.

There was discussion regarding how the efforts of the TBID benefit not only lodging businesses, but also restaurants, gas stations and local merchants, yet those businesses do not contribute toward the TBID.

There was further discussion on how to move forward and the type of outreach that would be required.

Public Comment:

Joan Solu shared information she had regarding the initial setup of the TBID, the number of protests received from vacation rentals and RV parks and how they were a small percentage of the total. She suggested that hoteliers would like to see RV parks and vacation rentals included in the TBID and the assessment be reduced to 2%.

There was a brief discussion regarding the process of weeding out those that applied during the moratorium period that are not active vacation rentals nor paying TOT.

Public Comment:

Joan Solu urged the Board to continue with this conversation and not to table it. If there is going to be a change in the ordinance it would have to be before May. Working backwards, the Board would need to make a recommendation to City Council in February.

Erica Crawford from the Morro Bay Chamber of Commerce suggested looking at Pacific Grove as an example of the “use it or lose it” vacation rental permit policy. Ms. Crawford asked for clarification as to whether the vacation rental permit is attached to the home or

home owner. Director Graham clarified the permit can be transferred to a new owner of the property within two weeks of the sale of the property.

There was Board consensus to continue moving forward with the process.

VI. SEARCH ENGINE OPTIMIZATION (SEO) CONTRACT OPTIONS – REVIEW

- a. Mental Marketing
- b. Pacific Leisure Marketing

<https://youtu.be/TKgHhrxZAoE?t=1h4m27s>

Tourism Manager Little gave the staff report and answered questions from the Board.

Public Comment:

Joan Solu asked if there had been an RFP for this project. Ms. Solu stated she has no preference which agency is chosen. Ms. Solu also made statements regarding the marketing report included in the packet that is to be discussed during item VII.

Tourism Manager stated she did not believe an RFP was required as the amount was under \$25,000. She will verify that information with the City Manager.

MOTION: Board Member Juren made a motion to select Pacific Leisure as the SEO provider and added 2 caveats – 1) assuming that an RFP is not required to move forward, and 2) add an “out” clause to the contract for poor performance. Board Member Yates seconded the motion. The motion passed 3-0-1 with Board Member Behman abstaining.

VII. MARKETING & PUBLIC RELATIONS UPDATE

- a. October 2016 Marketing Report
- b. October 2016 Press Clips

<https://youtu.be/TKgHhrxZAoE?t=1h31m27s>

Tourism Manager Little went over the items provided in the agenda packet and answered questions from the Board.

Public Comment:

Joan Solu, owner of 456 Embarcadero, would like the Board to find a way to increase Minimum Length of Stay (MLOS) and increase the booking window. She also asked why there are no events to market for December and what are the campaigns for January and February.

VIII. VISIT SAN LUIS OBISPO COUNTY (VSLOC) BOARD MEETING UPDATE

<https://youtu.be/TKgHhrxZAoE?t=2h5m37s>

Chairperson Graves gave highlights from the recent VSLOC meeting and answered questions from the Board.

Public Comment: None

IX. DISCUSSION ON HOTEL OUTREACH FROM TOURISM OFFICE

<https://youtu.be/TKgHhrxZAoE?t=2h15m46s>

Tourism Manager Little gave a brief update on outreach from her office to the hotels.

There was a discussion about assigning Board Members to several hotels as contacts to help keep the hoteliers informed of what is going on in the City and with the TBID.

There was also a brief discussion about making the meeting format less intimidating to encourage more participation.

Public Comment:

Joan Solu shared that participation is tough during morning hours when hotels are serving continental breakfast and then dealing with check out. Ms. Solu suggested a quarterly letter from the Board to hoteliers.

There was a discussion about how Board Members may be seen as competition when entering another establishment and that owners may be reluctant to share information. The suggestion was made that hoteliers may be more open to sharing with staff members.

X. DECLARATION OF FUTURE ITEMS

<https://youtu.be/TKgHhrxZAoE?t=2h28m23s>

Chairperson Graves would like to see a staff report at the December meeting regarding folding vacation rentals and RV parks into the TBID, along with a budget pro-forma scenario if the TBID assessment rate were to be reduced to 2%. Tourism Manager Little will check in with the new Deputy City Manager regarding the economic development portion of this request.

Board Member Behman would like to see a list of benefits to vacation rentals and RV parks of joining the TBID.

Board Member Behman would like to know what the events and marketing plans are for December – May so they can start promoting those events now.

Board Member Juren would like to have a discussion about the grant program. Tourism Manager Little stated she will provide an overview of the grant program at the December meeting.

XI. ADJOURNMENT

<https://youtu.be/TKgHhrxZAoE?t=2h39m20s>

The meeting adjourned at 11:39 a.m. to the next Regular Meeting to be held on Thursday, December 8, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Lori M. Kudzma
Deputy City Clerk

Staff Report

DATE: November 29, 2016

TO: Tourism Business Improvement District Advisory Board

FROM: Scot Graham, Community Development Director

SUBJECT: Review of the Centennial Parkway and Embarcadero Final Draft Design Plans

RECOMMENDATION

Staff recommends the TBID Board review the staff report and Plans and provide comment as appropriate.

BACKGROUND

On September 27, 2016, the Planning Commission, Harbor Advisory Board and City Council, reviewed draft plans for the Centennial Parkway and Embarcadero Widening projects. Comments from the joint study session included the following:

Concept A.

- **Elevator**
- **Keep chessboard**
- **Fire place concept is good, but not on pier**
- **Enhanced intersection paving at Market and MB Blvd.**
- **Photo Spot...Prom Picture example**
- **Possible use of heavy timbers, but not piers/pilings wrapped with rope...must be authentic. Maybe benches.**

Concept B...items to be incorporated into concept A.

- **Wider area crossing Embarcadero**
- **Rock feature**

Embarcadero Sidewalk widening.

- **Wider sidewalks on the Embarcadero...seems to suggest make the sidewalks as wide as possible**
- **Careful with the roll out of one way...perhaps implement temporarily through a demonstration project**

Other items:

1. **No tall "Morro Bay" feature at the top of the stairs. However, want a connection that does draw folks up the stairs to downtown.**

2. **Incorporate green or sustainability features into the development. LID or stormwater catchment/rain barrels like at the bathroom. This can be more a statement than something shown.**
3. **Lower level lighting. Dave mentioned this and seemed to be speaking to low level lighting (short bollard type lighting), but Jamie picked it up and instead referred to shielded/cutoff lighting, which could be tall.**

A link to the September 27, 2016 special joint meeting staff report can be found at the following link:
<http://www.morro-bay.ca.us/ArchiveCenter/ViewFile/Item/2945>

The YouTube video of the meeting can be found at the following link:
https://www.youtube.com/channel/UCBvqPAbGD4ZxxJMLRWEE7Q/videos?view=0&shelf_id=0&sort=dd

The City Council, at their regularly scheduled September 27, 2016 meeting, directed that staff and RRM Design group revise the drawings based on the direction provide above and then run the revised drawings back through at least the Harbor Advisory Board and Planning Commission.

In addition to the Council direction provided above, staff is also presenting the revised drawings to the other City advisory boards and to various civic groups throughout our community.

DISCUSSION

RRM Design Group has revised the plans into a Final Draft taking into consideration the input provided by the City Council, Harbor Advisory Board and the Planning Commission. Final Draft plans are provided as Attachment A to this staff report.

Staff is requesting that the TBID Board provide the following input to the City Council:

1. Recommend that the project move forward. Alternatively, recommend that the area remain as is.
2. Provide whatever input the Commission deems necessary on the revised design
3. Provide recommendation on one-way or two-way preferred traffic flow.
 - a. An alternative recommendation could be to move a one-way demonstration project forward.

Note: Any design changes that require revisions to the plans will require a change in project scope and expenditure of additional funds. Council will make the final decision regarding whether the plans are revised.

ATTACHMENTS

- A. Final Draft Plans
- B. Plans Reviewed at the September 27, 2016 joint meeting

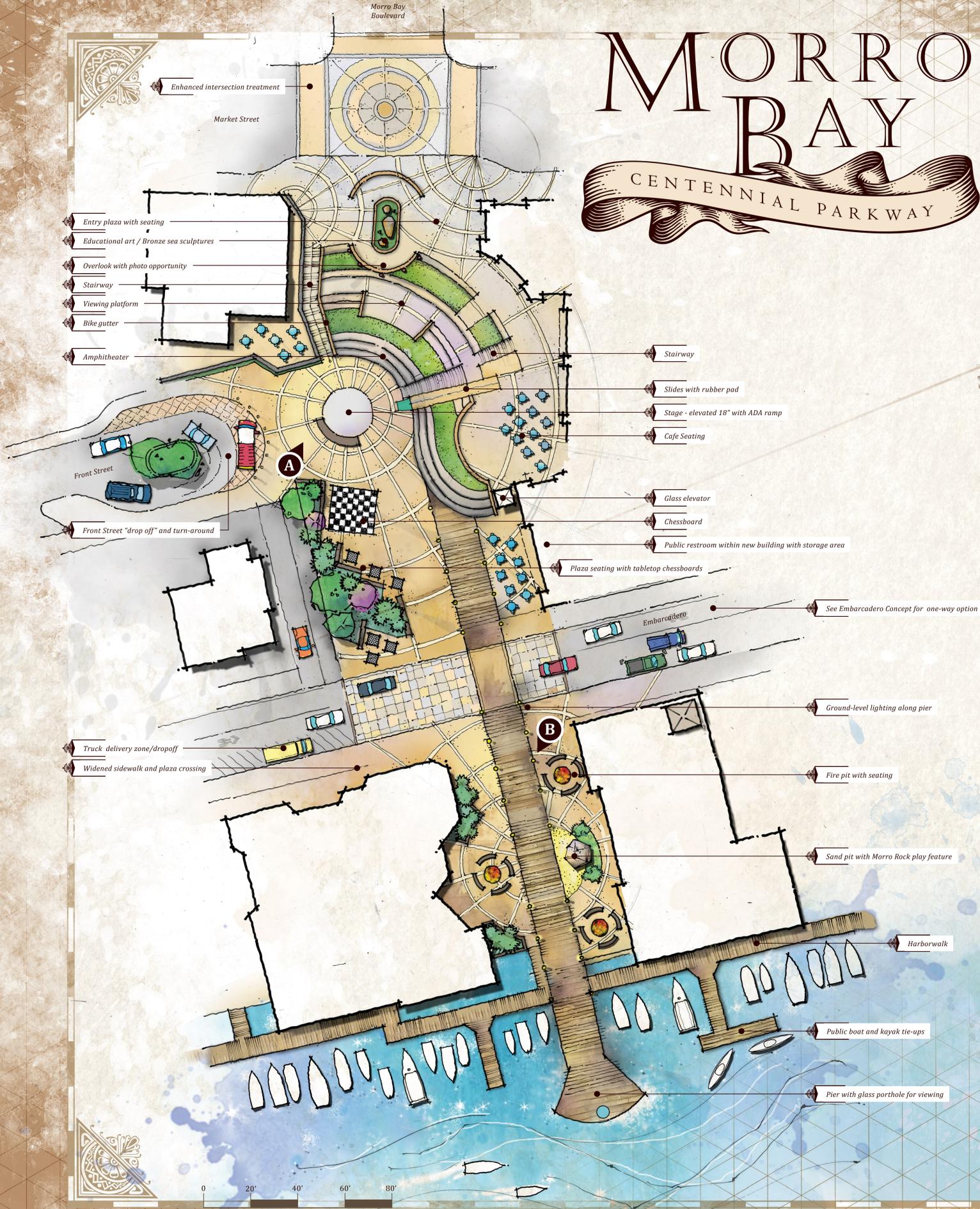


MORRO BAY

CENTENNIAL PARKWAY

A VISION FOR THE MORRO BAY CENTENNIAL PARKWAY

The Morro Bay Centennial Parkway project aims to connect the Embarcadero activities to Morro Bay Blvd/Downtown by utilizing an interconnected system of open spaces, gathering areas, plazas, public amenities, and accessible access. By capitalizing on Morro Bay's rich history and identity as a fishing village, this vision creates unique and pedestrian-friendly spaces that are attractive to both locals and visitors alike.



PERSPECTIVE A: LOOKING EAST



PERSPECTIVE B: LOOKING WEST

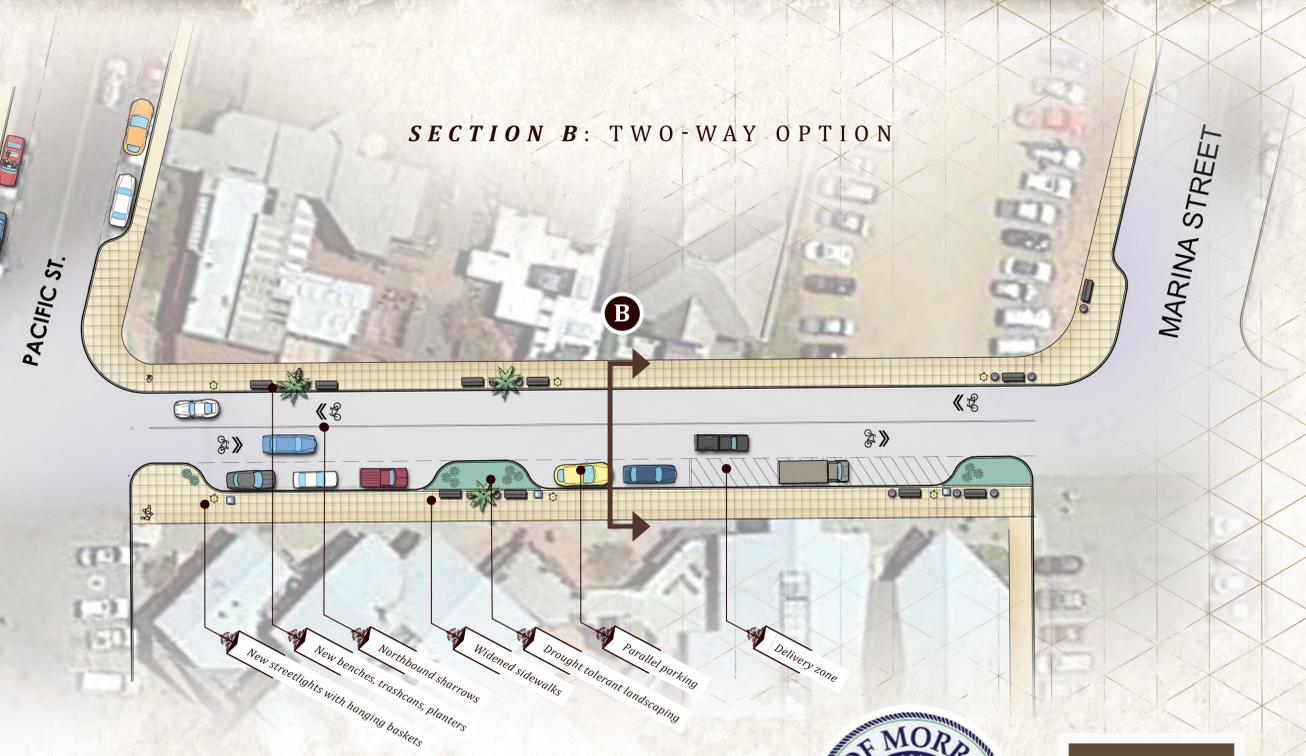
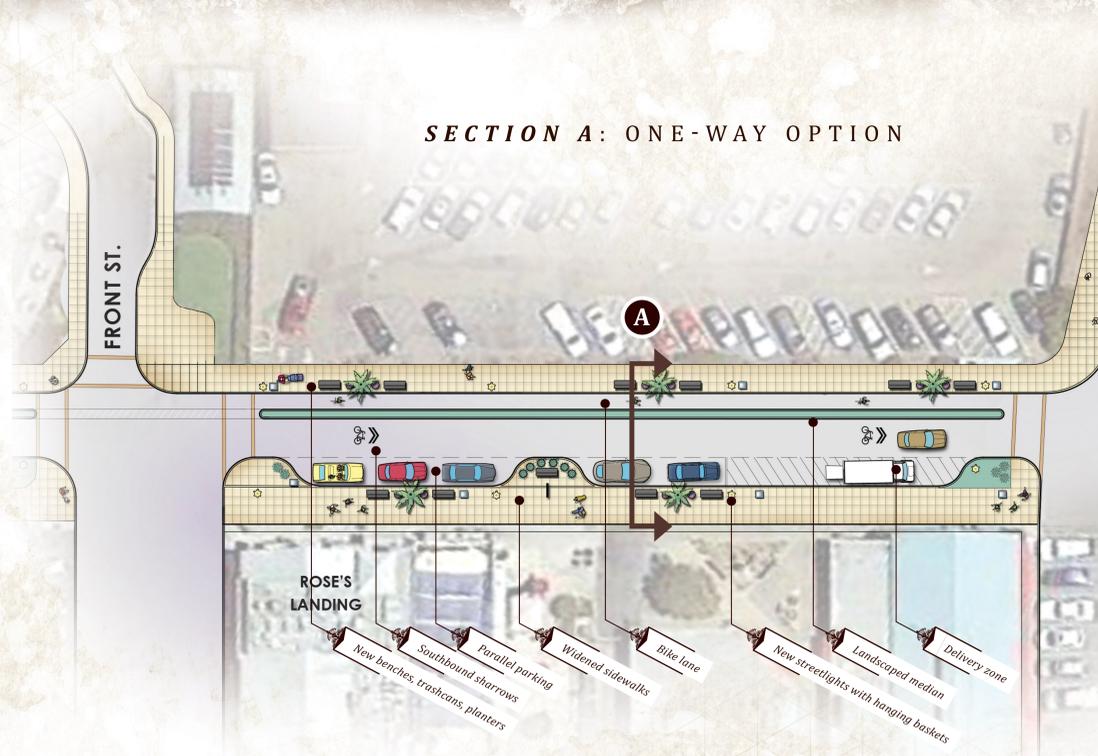
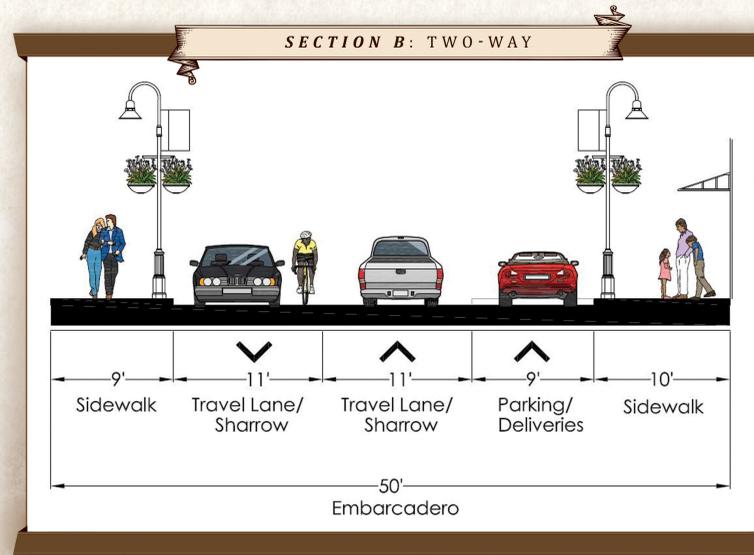
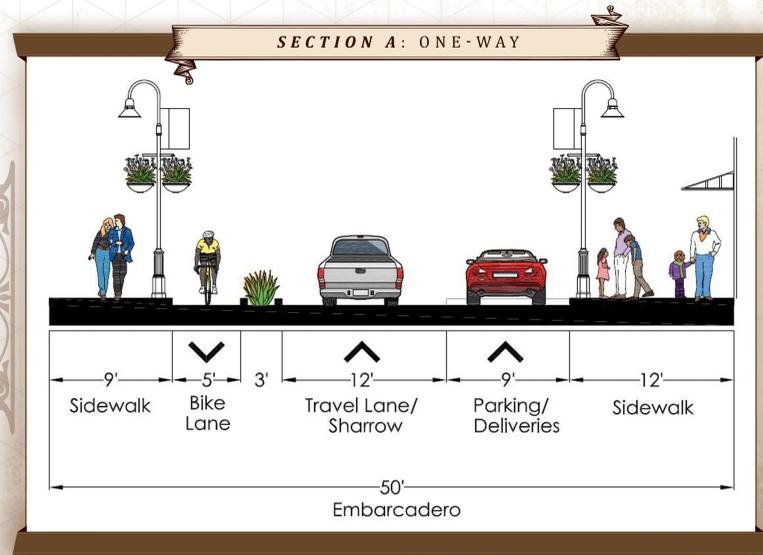


Morro Bay
CENTENNIAL PARKWAY
November 16, 2016



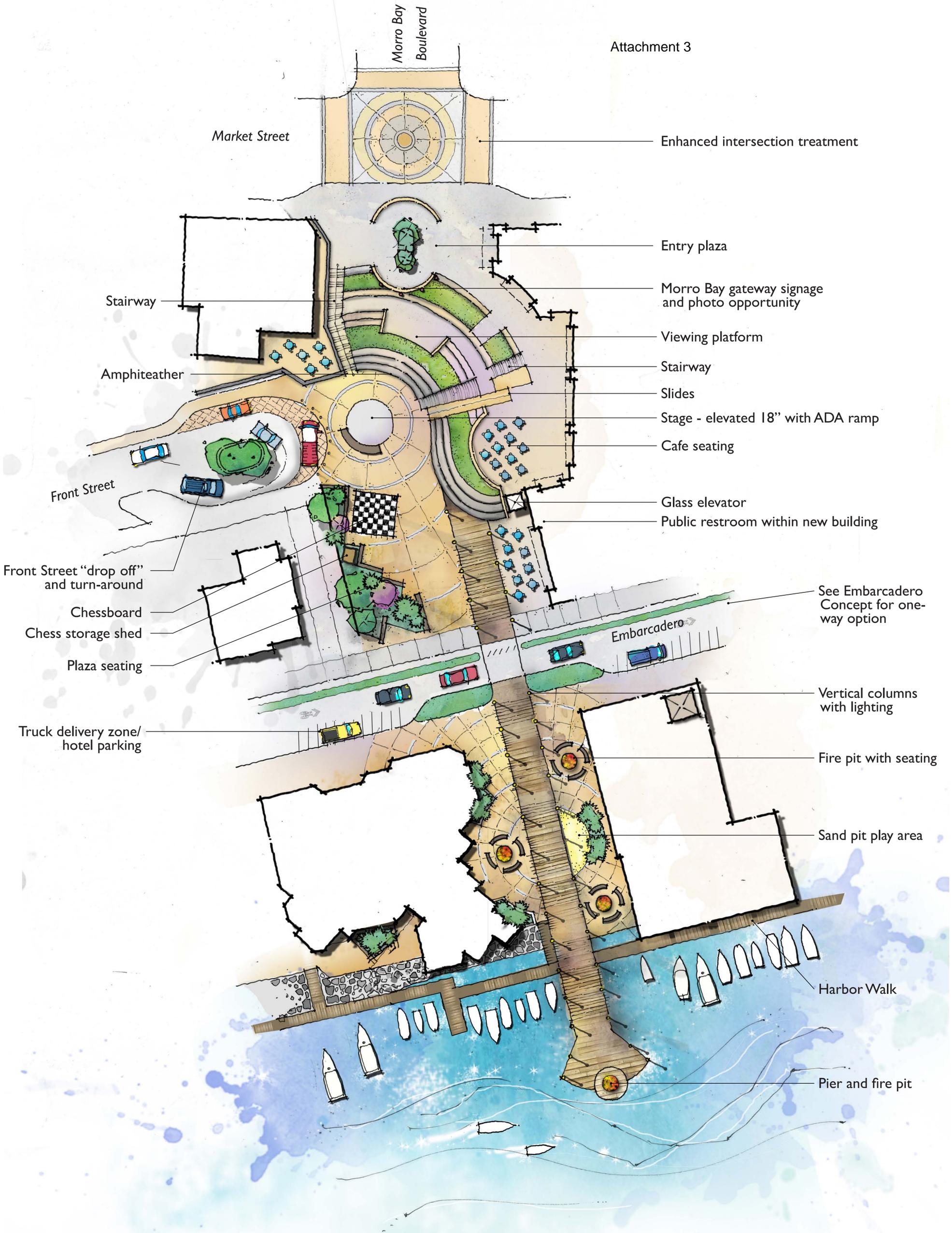
MORRO BAY

EMBARCADERO

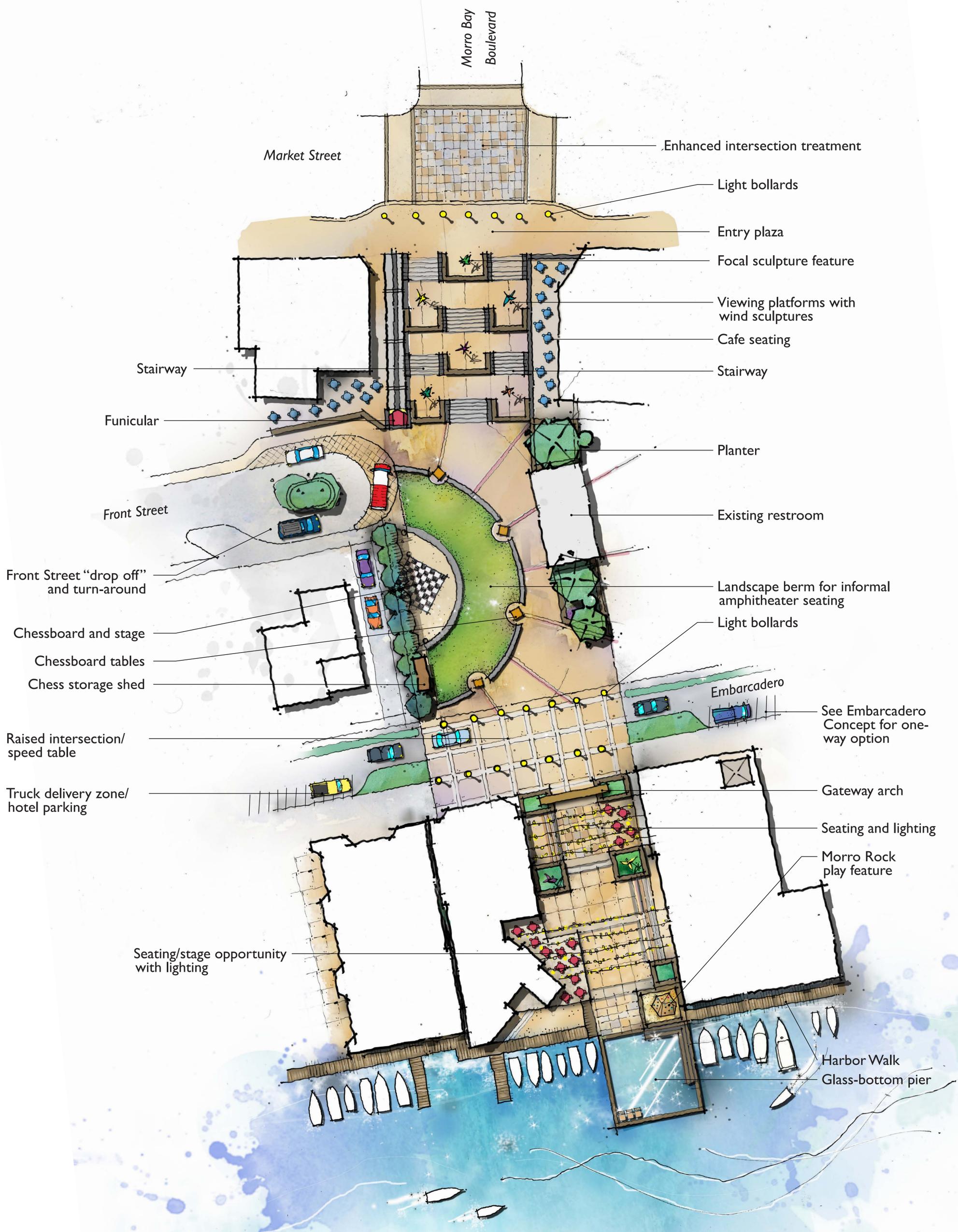


Morro Bay
EMBARCADERO
November 16, 2016





MORRO BAY CENTENNIAL PARKWAY
Concept A
 MORRO BAY, CA.

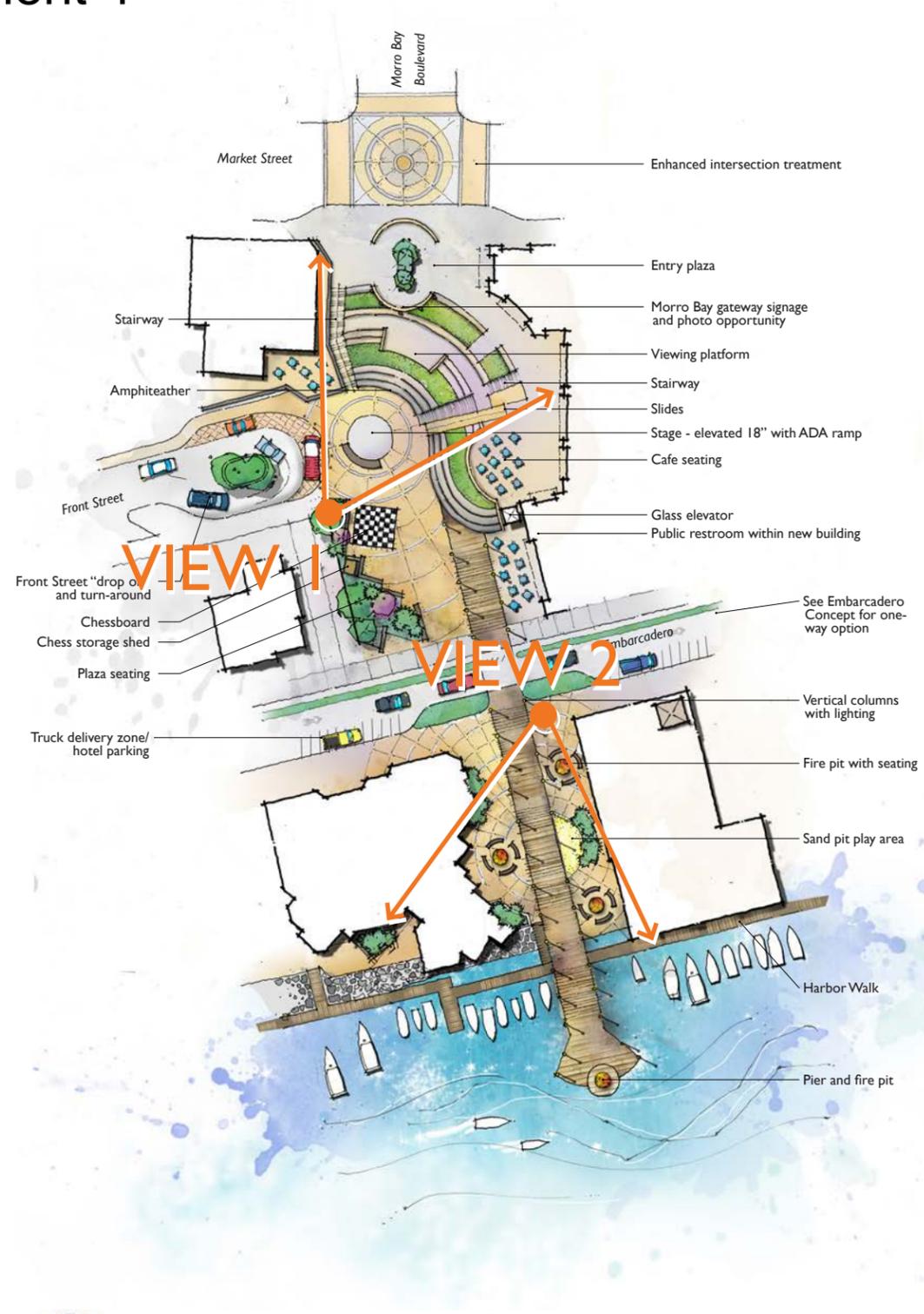


MORRO BAY CENTENNIAL PARKWAY

Concept B

MORRO BAY, CA.

Attachment 4



MORRO BAY CENTENNIAL PARKWAY

Before and Afters

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

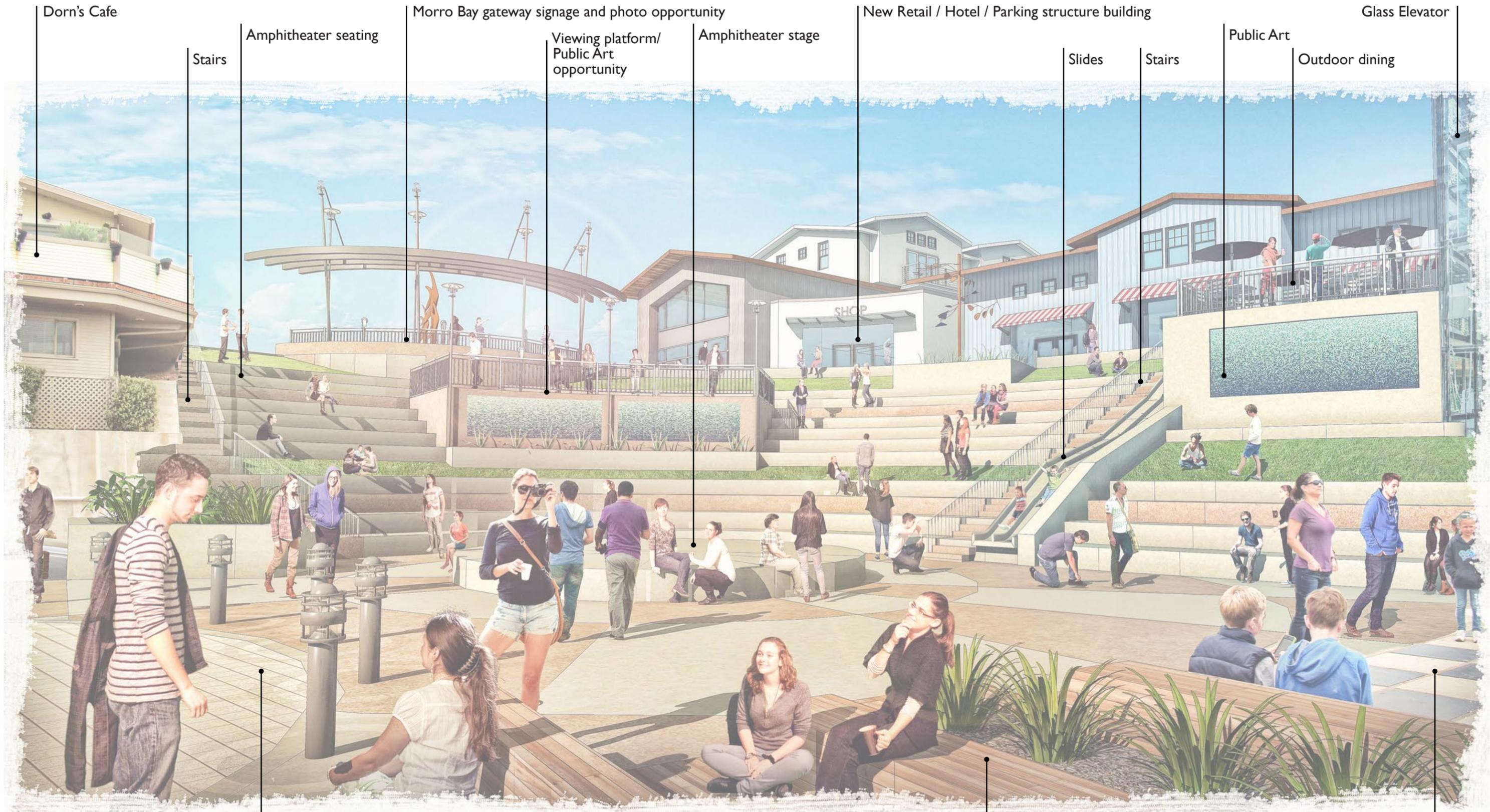
MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

MORRO BAY, CA.



Dorn's Cafe

Amphitheater seating

Morro Bay gateway signage and photo opportunity

Viewing platform/
Public Art
opportunity

Amphitheater stage

New Retail / Hotel / Parking structure building

Slides

Stairs

Public Art

Outdoor dining

Glass Elevator

New Drop-off and turn around

Plaza Seating

Existing Chessboard



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 1

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2

MORRO BAY, CA.



MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2

MORRO BAY, CA.



Rose's Landing

New Public Fire Pit

Enhanced Pier

Sand Pit Play Area

Redeveloped Mixed-Use building with active retail at Ground floor

Vertical Column "Piers" with lighting



New Public Fire Pit and seating area

Special Paving to extend "Pier"

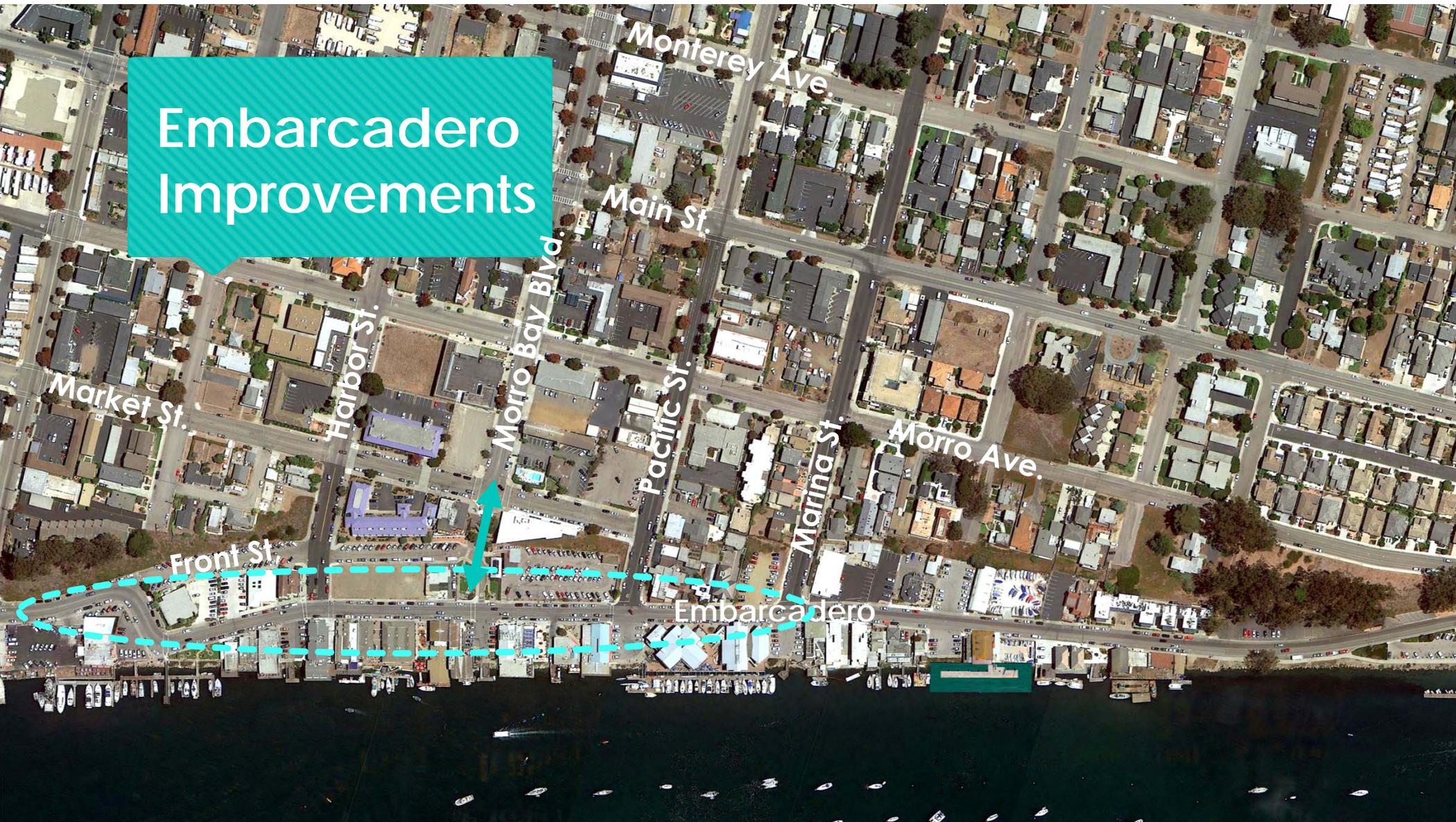


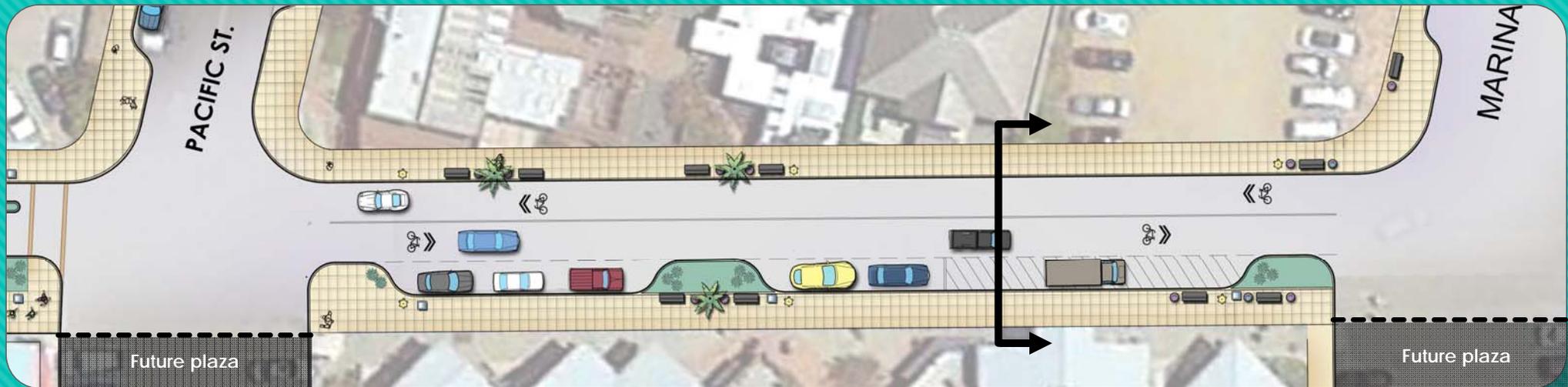
MORRO BAY CENTENNIAL PARKWAY

Before and Afters - View 2

MORRO BAY, CA.

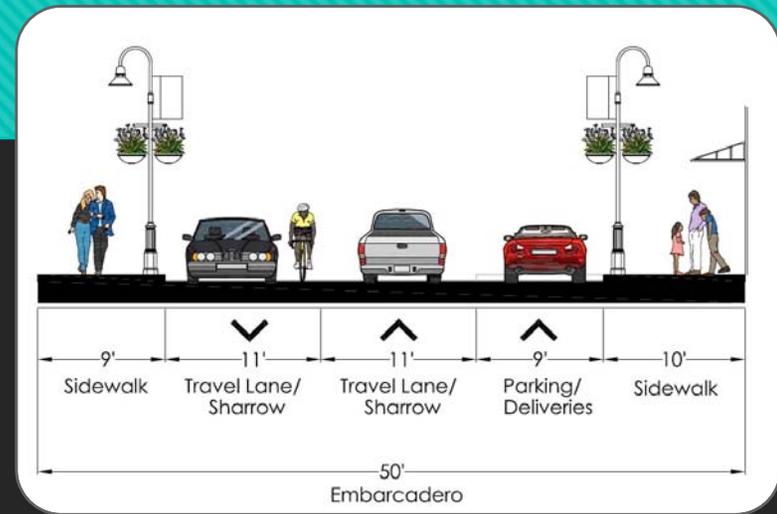
Attachment 5

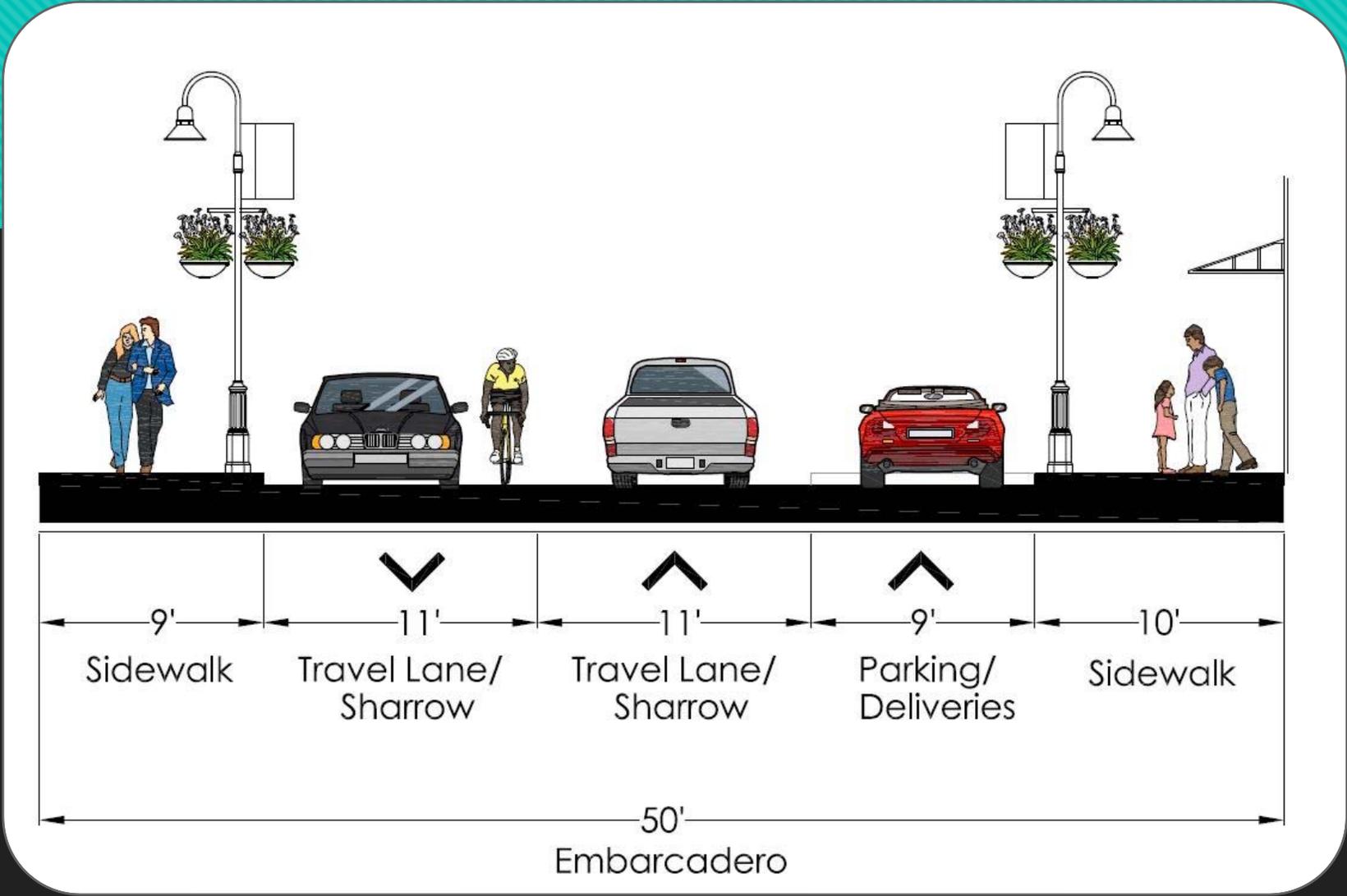




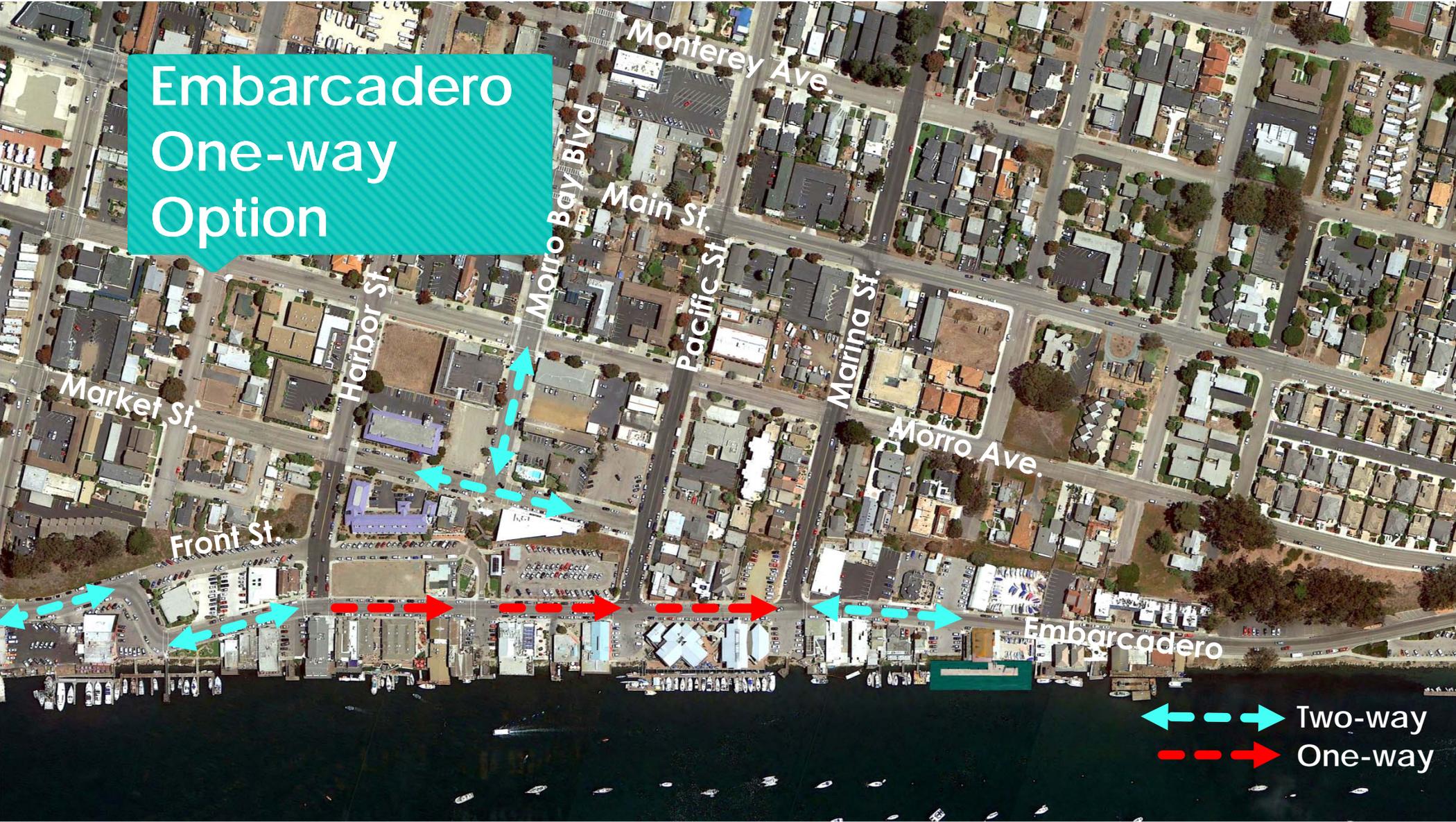
Embarcadero Two-way

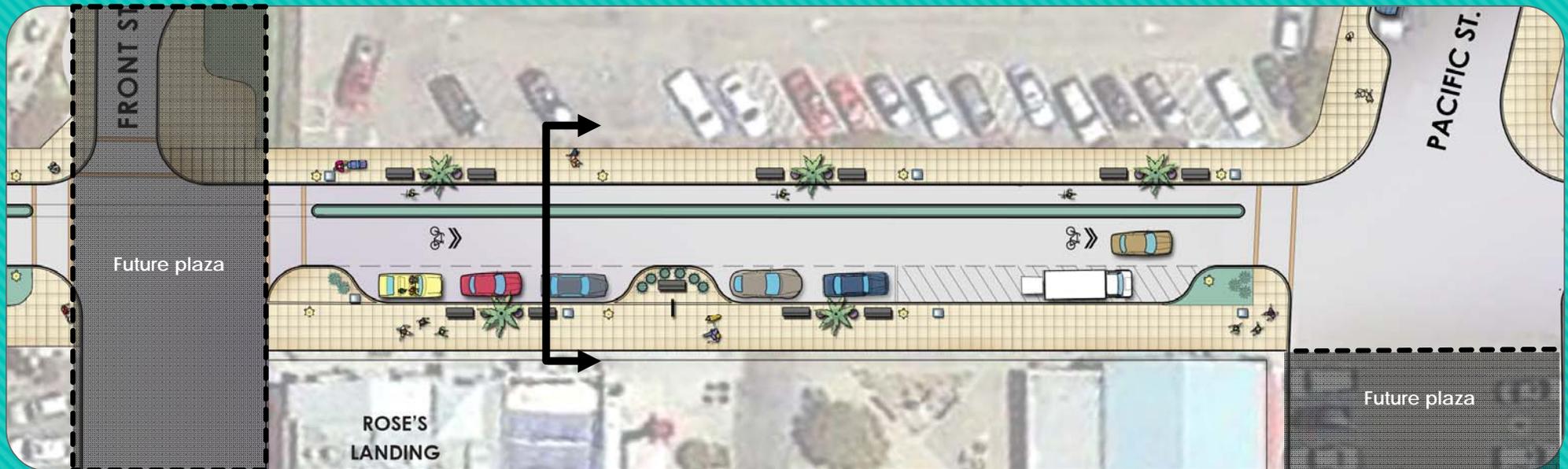
- 2-way travel with shared lanes for bicycles and cars
- Parallel parking/delivery zone on bay side
- Widened sidewalk (10')





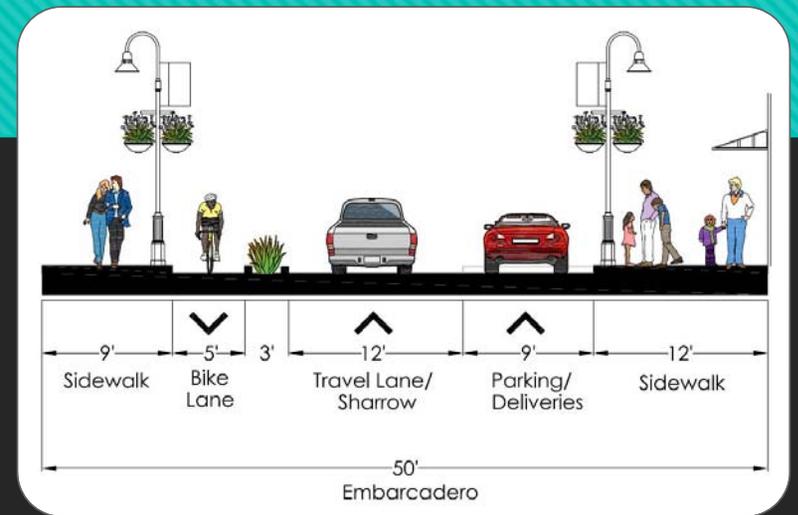
Embarcadero One-way Option

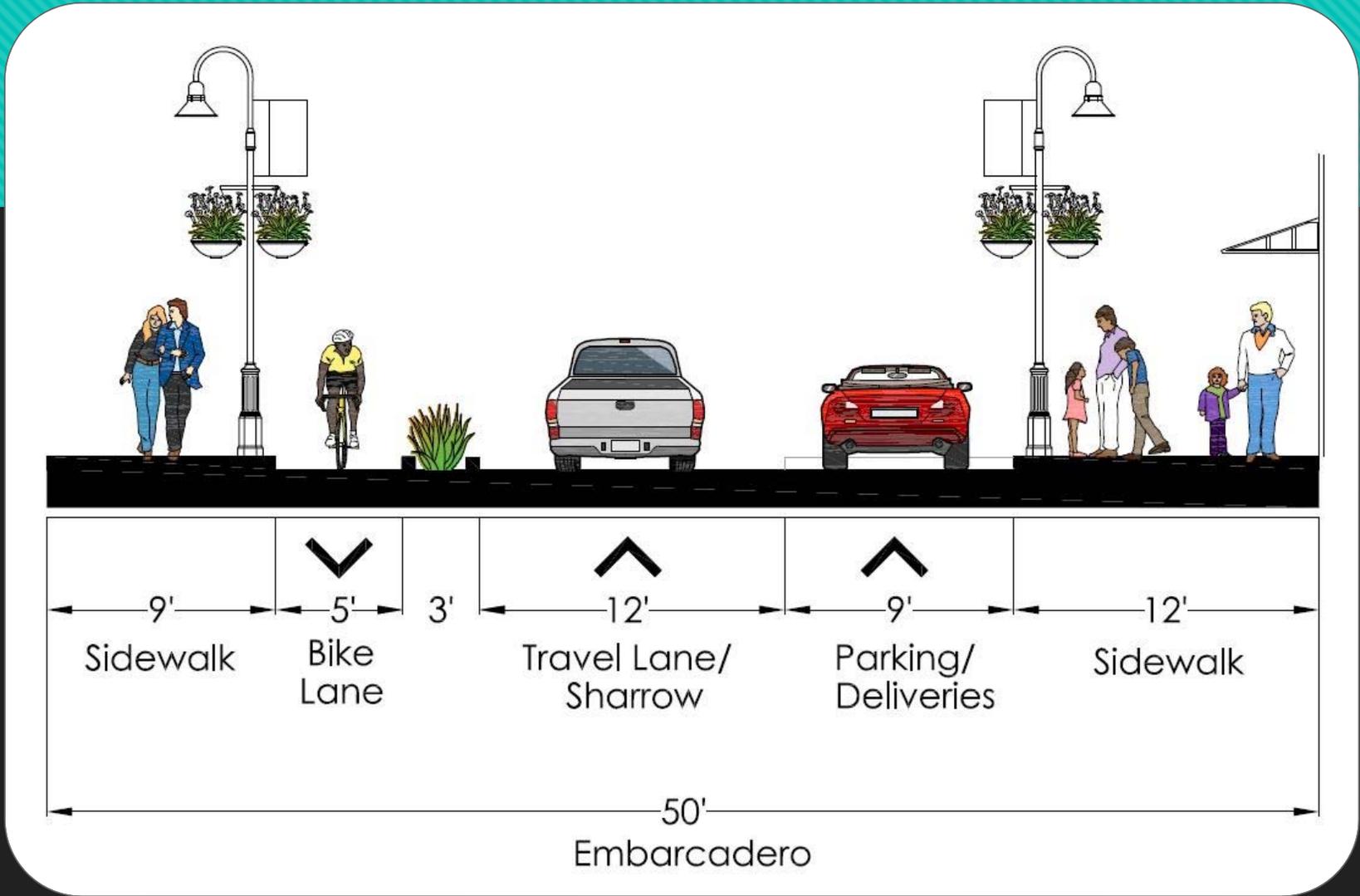




Embarcadero One-way

- 1-way travel with shared lane for bicycles and cars
- Parallel parking/delivery zone on bay side
- Widened sidewalk (12')
- One-way cycle track for bicycles





Embarcadero Streetscape Enhancements



Drought tolerant landscaping



Pier pilings and rope



Cable fencing



Wayfinding Signage

Embarcadero Streetscape Furnishings



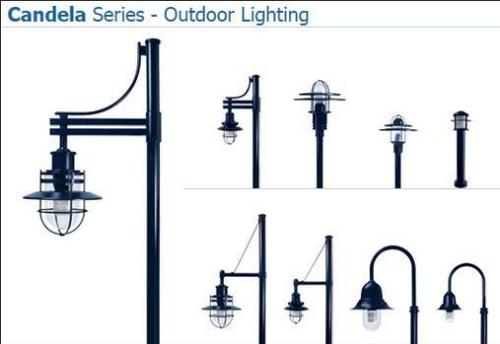
Mosaic trash receptacles



Pedestrian light columns



Benches



Street Lighting



Custom bike racks

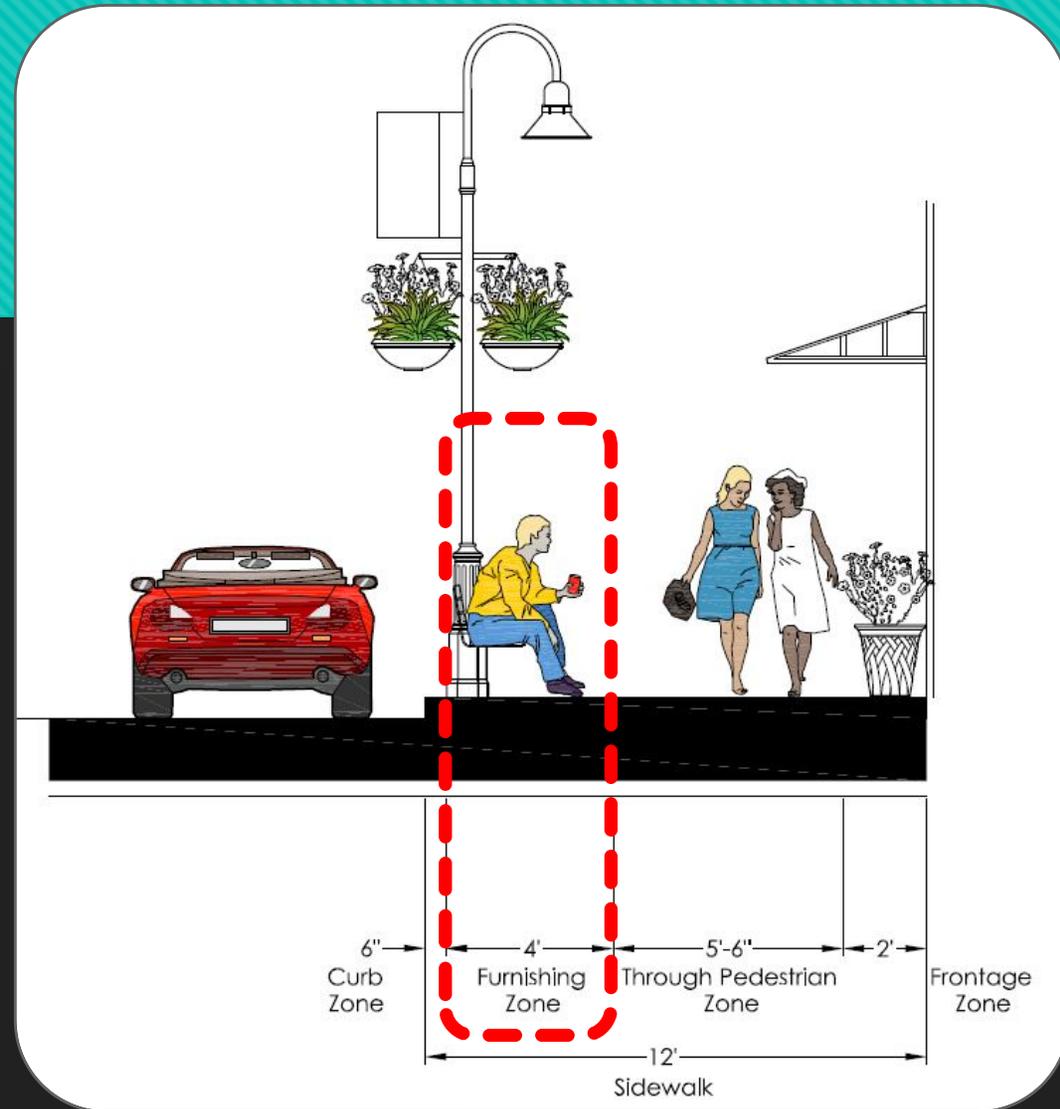


Sidewalk Zones

Furnishing Zone

(4' Min. on sidewalks 10' or greater)

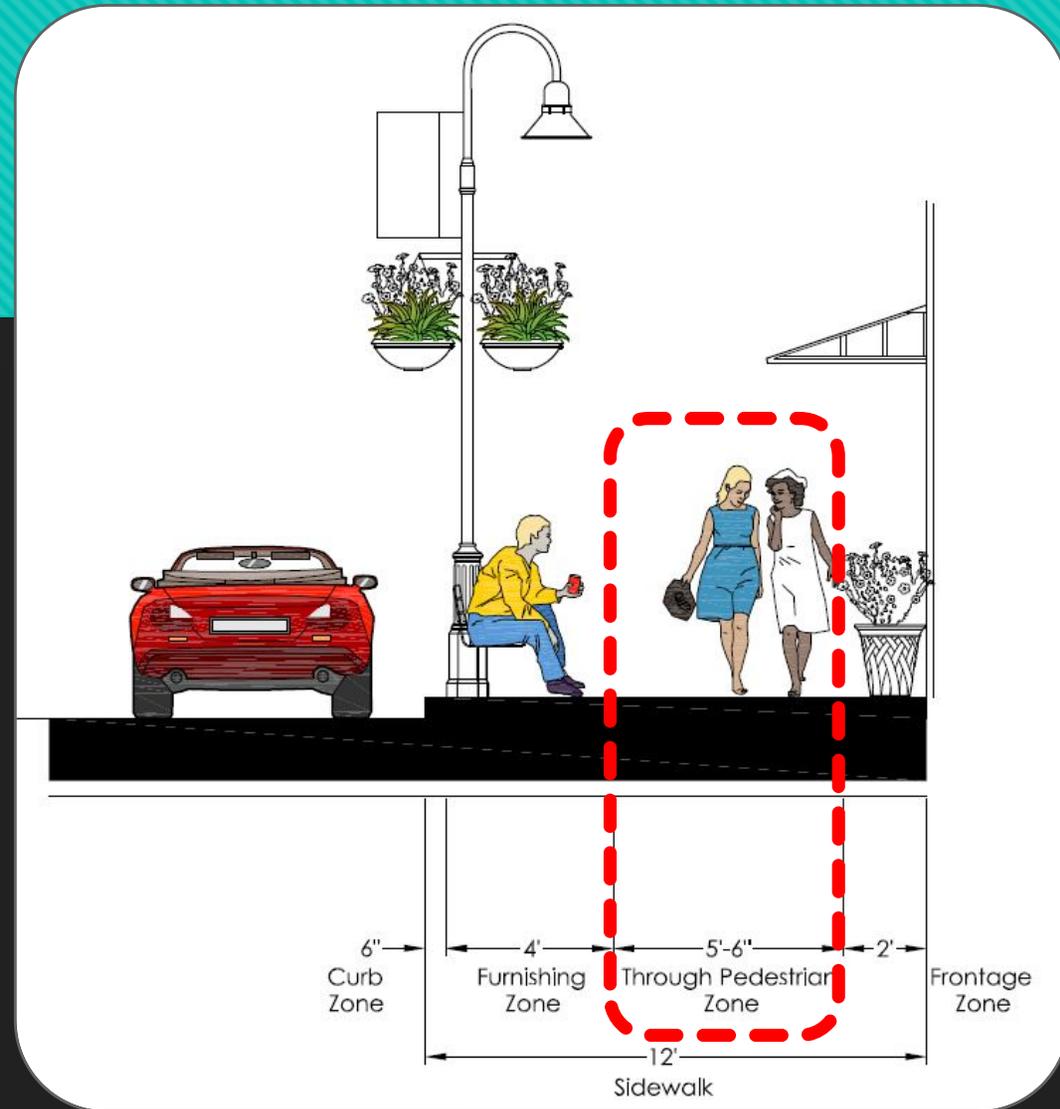
- Trees, planters, landscaping
- Trash and recycling receptacles
- Bicycle Racks
- Street lights
- Wayfinding/signage
- Benches
- Consolidated news racks



Sidewalk Zones

Through Pedestrian Zone

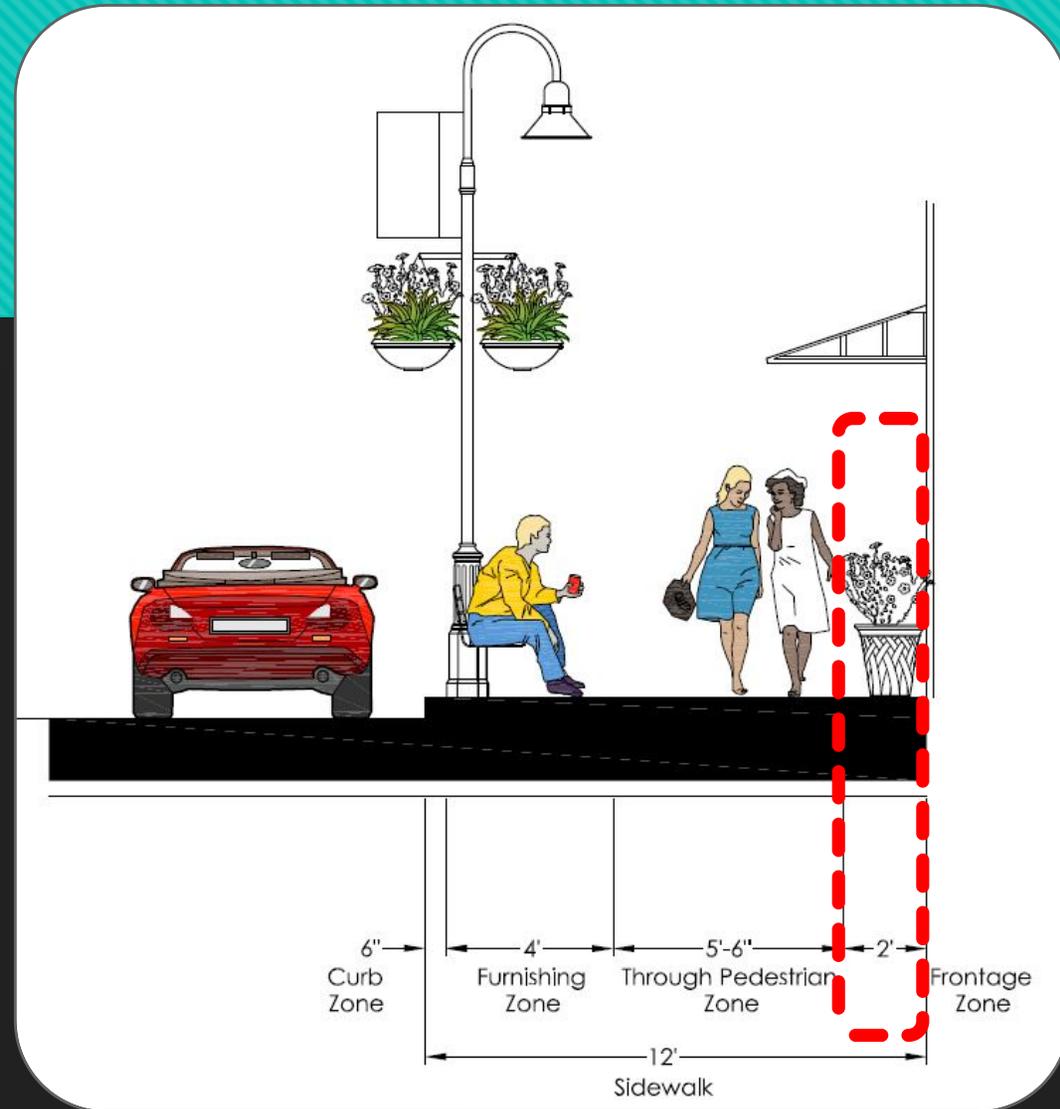
- Allow 2' width per person walking side by side



Sidewalk Zones

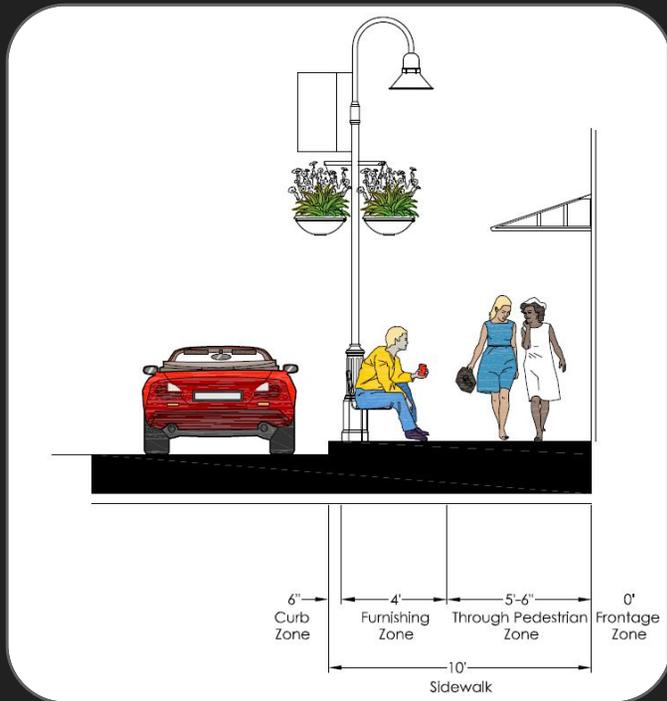
Frontage Zone – Area adjacent to building

- Benches
- Planters
- Building architectural elements
- Outdoor café seating

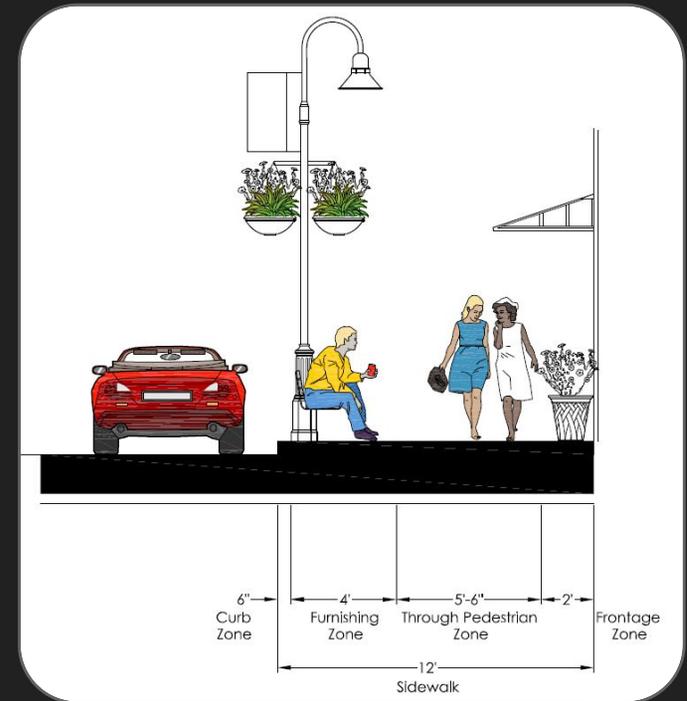


Sidewalk Zones – Preference?

10-foot Sidewalk
(2-way travel with sharrows)



12-foot Sidewalk
(1-way travel with sharrow and one-way cycle track)



Staff Report

DATE: November 29, 2016

TO: Tourism Business Improvement District (TBID) Advisory Board

FROM: Ikani Taumoepeau, Deputy City Manager
Jennifer Little, Tourism Manager

SUBJECT: Discussion of TBID Rate Scenarios, Vacation Rentals & RV Parks in TBID

RECOMMENDATION

Board receive report, provide feedback to staff and determine next steps.

BACKGROUND

In 2009, the City of Morro Bay established the Tourism Business Improvement District (TBID) with a 3% assessment of gross room rates. The assessment was designed for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, motel, or bed and breakfast that pays Transient Occupancy Tax (TOT).

The TBID was formed under the Parking and Business Improvement Area Act of 1989 (the "1989 Act") to raise revenue to be used for specific purposes as defined by state law and incorporated into a city ordinance. The objective of TBID funds is to defray the costs of services, activities, and programs promoting scenic, recreational, and cultural attractions in the district to drive tourism and directly benefit the operators of lodging establishments in the district.

In 2009, the hoteliers petitioning for the proposed TBID requested vacation rentals not be included in the TBID. At the time, the hoteliers were concerned that: 1) it would take time to poll them, and 2) the vacation rentals may already have contracts or rental agreements in place for that upcoming summer. The City and TBID considered phasing in the vacation rentals that following year (2010), which has not yet happened.

Several benefits for vacation rentals (VR) to participate with their local TBID:

- Increased collaboration between VR property management firms and City Tourism
- Increase revenues for City TBID to market the destination
- Improves relationships between tourism, City code enforcement and neighborhood property owners
- Attracts a higher quality VR guest by being part of a cohesive destination outreach effort

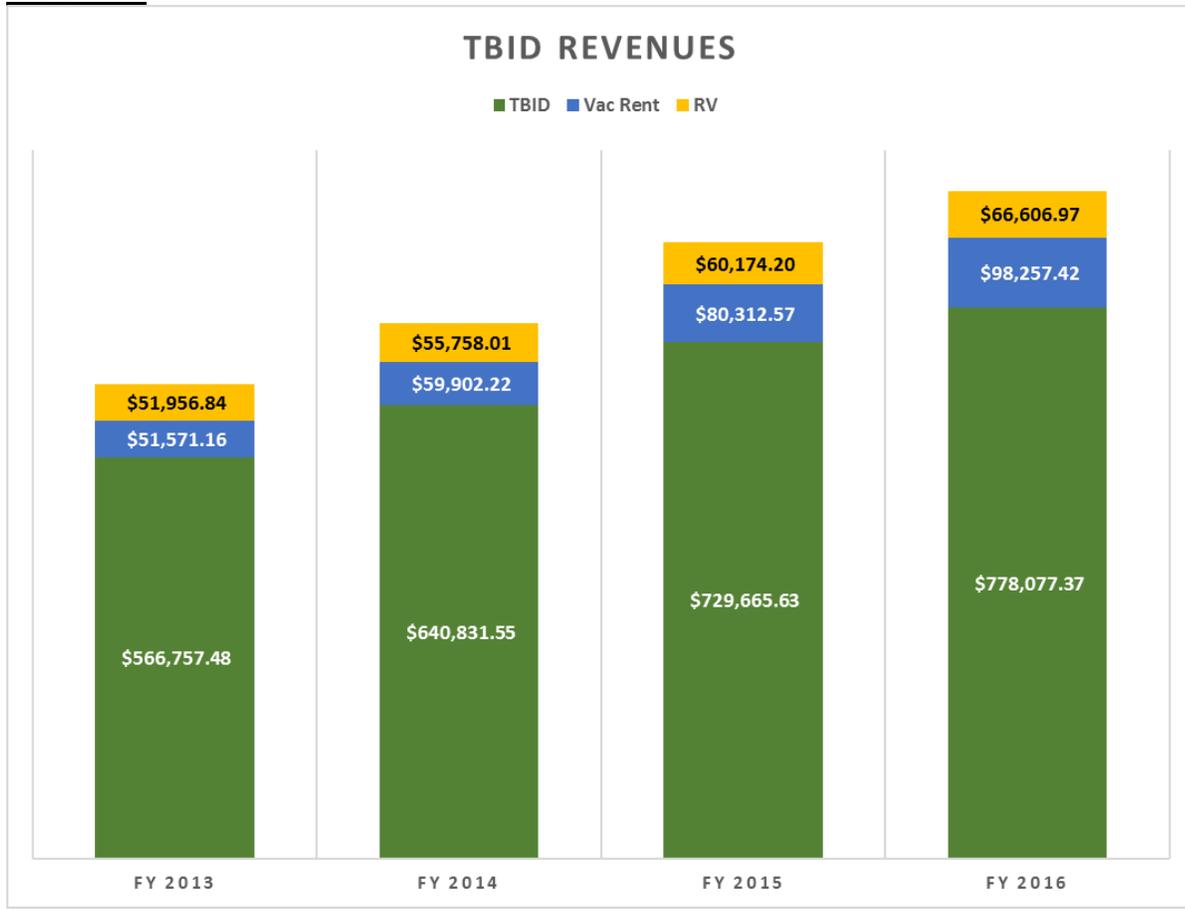
- Currently, Morro Bay Tourism marketing efforts drive over 240,000 unique visitors per year to the MorroBay.org website
- Active booking engine on website can expand to include vacation rentals
 - o 36,282 searches for lodging TBID member over the last 12 months
 - o 25,898 website referrals to lodging TBID member over the last 12 months

DISCUSSION

The TBID Board is looking to enhance tourism opportunities for the community and research what it would mean to have VR and RV parks join the TBID.

In *Figure A*, the clustered graph shows the funds that TBID collected from the hoteliers in ‘green’. If VR and RV parks participated in TBID funds (at 3%), their respective contributions would reflect the ‘orange’ and ‘blue’ clusters. Although the new possible funding source would be a meaningful contribution to TBID, this represents only 15-17% of total TBID funds.

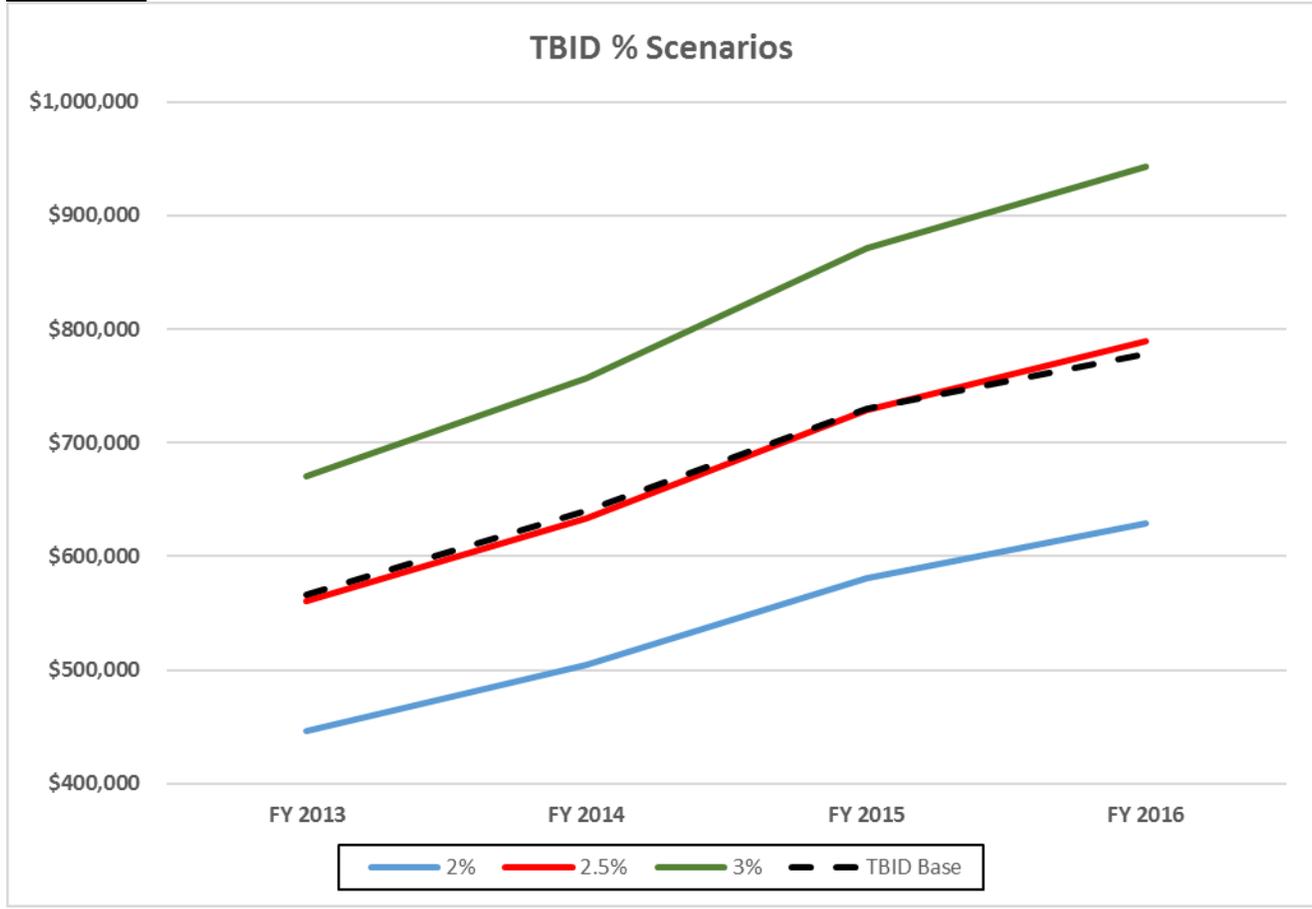
FIGURE A



If the TBID were to include all three organizations (hotels, VR and RV parks), and lower the assessed rate collectively across the board, the break-even point (*Fig. B – TBID Base*) would be approximately 2.5% (*Fig B – 2.5% Red Line*). The black-dashed line (in *Fig B*) represents the base line of what the TBID currently receives (only hotels assessed at 3%). The break-even point of 2.5% (*Fig B – Red Line*) is the point of balance where the TBID would neither make a profit nor a loss, which overlaps the TBID Base line.

Furthermore, if the TBID wanted to lower the assessed rate for all three organizations (hotels, VR, RV) to 2% in FY 16, the TBID funds would decrease by **-\$149,447** in FY 16 (Fig B - 2% Blue Line), but if the TBID raised the rate to 3%, TBID funds would increase by **+\$164,867** (Fig B – 3% Green Line) in FY 16.

FIGURE B



In *Figure C*, the data chart shows the possible assessed (3%) totals of hotels (TBID), vacation rentals and RV parks. It also shows an approximate vacation unit count and average occupancy rate for hoteliers.

FIGURE C

TBID REVENUES					
	TBID - Hotels	Vac Rentals	RV Parks	Vacation Units	Avg Occ Rate
FY 2013	\$ 566,757.48	\$ 51,571.16	\$ 51,956.84	130	55%
FY 2014	\$ 640,831.55	\$ 59,902.22	\$ 55,758.01	153	60%
FY 2015	\$ 729,665.63	\$ 80,312.57	\$ 60,174.20	178	63%
FY 2016	\$ 778,077.37	\$ 98,257.42	\$ 66,606.97	239	63%



November 2016 Marketing Report

November 2016 Website, Advertising and Social Analytics

Web Stats

- Website Unique Visitors: 27,520 **(+148% YOY)**
- Lodging Page Views: 2,936 **(+92% YOY)**
- Jack Rabbit Searches: 3,427 **(+153% YOY)**
- Jack Rabbit Referrals: 1,773 **(+125% YOY)**
 - **List of total Jack Rabbit leads was sent to each hotel**

Advertising Stats to Date

- Paid Digital Impressions: 9.2 M
- Clicks to Morrobay.org: 56,716
- CTR (click through rate) .49% *(industry average .1%)*
-

Social Media Stats

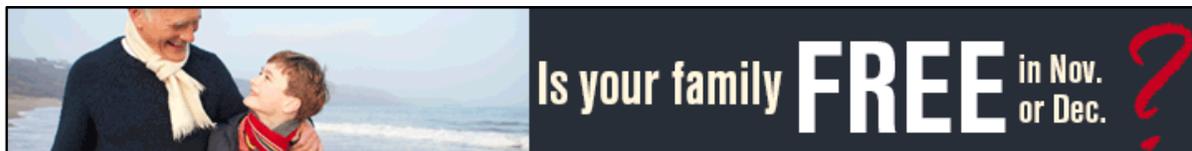
- Facebook Likes: 45,442 *(+7,937 likes, +21%, since July 1)*
 - Page Engagement: 17,598 *(+91% MOM)*
 - Weekly Reach: 324,463 *(193% MOM)*
- Twitter Fans: 1,741; *(+01%)*
- Instagram Fans: 8,433 ***(+20% since July 1)***

Marketing Campaigns

Kids Get Free Stuff Campaign: Nov 1 – December

Results to Date:

- Digital Impressions: 2,473, 475
- Clicks: 5,399
- Promo Landing Page Visits: 5,781
- **Jack Rabbit Booking Link Clicks: 989**
- **FB reach: 81,048**
- FB engagement: 1,191
- **Kids Passports Given Out in Nov: 500**



Winter is for the Birds Campaign: December 2 – February 28

Overview: The Winter is for the Birds Campaign strategy is to acquire bookings in January and February with an emphasis on love birds, snow birds and bird watchers. We are targeting women and boomers with disposable income in target markets Los Angeles, San Juquin Valley and the Bay area. The offer is also focusing on increasing length of stay during this shoulder season.

Offer: Stay two nights, get 3rd half off at participating hotels
Currently we have 10 hotels participating in this promotion. We can add additional hotels at any time.

Restaurant Passport:

Arriving Guests will receive a food related add-on promotional book when they check in that includes food offers from various local restaurants. Expected value of the passport will be over \$100.
Includes: Free Chowder, Wine tasting offers, Free appetizers and more.



Grant Fund Promotional Results to Date:

Soupsabration, November 6

- MB.org Jack Rabbit Booking Link on Event Site: 157 clicks
- FB reach: 25,960
- FB engagement: 857 clicks
- MB.org event listing views: 628

Morro Bay Triathlon, November 6

- MB.org Jack Rabbit Booking Link on Event Site: 125 clicks
- FB reach: 3,980
- FB engagement: 564
- MB.org event listing views: 145

Surfboard Art Fest , Oct 1 – Dec 3

- SLO Tribune/Valley Digital: 108,884 Impressions; 200 Clicks; CTR: .18%
- MB.org Jack Rabbit Booking Link on Event Site: 5 clicks
- FB reach: 6,112
- FB engagement: 523
- MB.org event listing views: 593

Holiday Street Faire, November 27

- MB.org Jack Rabbit Booking Link on Event Site: 0 clicks
- FB promo reach: 147,646
- FB promo engagement: 3,150
- MB.org event listing views: 2,516

Lighted Boat Parade, December 10

- MB.org Jack Rabbit Booking Link on Event Site: 0 clicks
- FB promo reach: 187,145
- FB promo: 6,813 clicks
- **MB.org event listing views: 11,724**

Billboard on Highway 41

- Installation planned for November 30
- Billboard faces East, welcoming West Bound Travelers
- December Billboard: Holiday Fun



- January Billboard: Morro Bay is for the Birds promoting the hotel offer w/a booking link

Billboard on Highway 1

- Installation planned for Dec 5-10
- January/Feb Billboard: Morro Bay is for the Birds promoting the hotel offer w/a booking link

TRADE SHOWS

- **Morro Bay will be participating in American Bus Association Marketplace Jan 13-18th in Ohio.**
- Jennifer will personally be onsite for this show.
- MB has requested 75 in-person meeting with tour operators in CA that service SF and LA markets or service out-of-state markets that tour into Central Coast area.
- *NTA and IPW both spring shows and Morro Bay has registered for both of them.*

VSLOC OPPORTUNITY

Matador Networks - a mobile and social media oriented travel lifestyle property reaching 13 million unique users per month

The image shows a screenshot of the Matador Network website. At the top, there is a navigation bar with the Matador Network logo and social media icons for Facebook, Twitter, Instagram, YouTube, and a search icon. Below the navigation bar is a large featured article with the headline "I NEEDED TO SEE FOR MYSELF WHAT'S GOING ON AT STANDING ROCK. HERE'S WHAT I FOUND." by Matt Koller. The article features a background image of a protest with people holding signs that say "WE ARE HERE TO PROTECT", "WATER IS LIFE", "NO PIPELINES", "DEFEND THE SACRED", and "SACRED". Below the article are three video thumbnails, each with a play button icon. The first thumbnail is titled "WATERFALL CANYONING IN 360" by Matador Media House. The second thumbnail is titled "PURA VIDA: ESSENTIAL COSTA RICA" by Matador Media House. The third thumbnail is titled "DAY TRIPPING DOMINICAL IN 360" by Matador Media House.

Program Details

Matador Network is a leading adventure lifestyle brand, reaching 13 million unique monthly site visitors, 72% of which are ages 25-54. For every co-op partner that purchases an article page, which is 100% focused the partner, VSLOC will receive an additional article 100% about the county, for a maximum of eight articles. The content will be promoted to target markets via social and co-branded units throughout *Matador Network's* site. All promotion will be geo-targeted to Los Angeles, San Francisco, Seattle and Phoenix, and will also be located on *Matador Network's* site.

Program Benefits

- Guaranteed 10,000 views per article within one month
- All content is search optimized, giving the opportunity for additional exposure through organic search
- Content will live on *Matador Network's* site indefinitely, extending the reach of the content via organic searches and social shares
- VSLOC and co-op partner have rights to reuse the article, with proper credit given
- Additional reach via *Matador Network's Instagram* handle
 - Eight Total Articles
 - o Each article will include four photos and 800 words minimum
 - o For every co-op partner that buys in, VSLOC will get one article 100% about the county, up to four total
 - \$12,500 per article
 - o \$6,250 from VSLOC and \$6,250 from co-op partner
 - o One post per partner on *Matador Network's Instagram* included in cost, four posts total
 - o Example: <http://matadornetwork.com/trips/9-reasons-need-see-seattle-fall/>

STR REPORT - VSLOC

Visit San Luis Obispo County now is providing us with the Smith Travel Research (STR) Report for San Luis Obispo County. This report provides an overview of occupancy, ADR and RevPAR, by reporting community, for hotel businesses who report this data to STR each week

September 2016 vs September 2015 Lodging Statistics

Atascadero



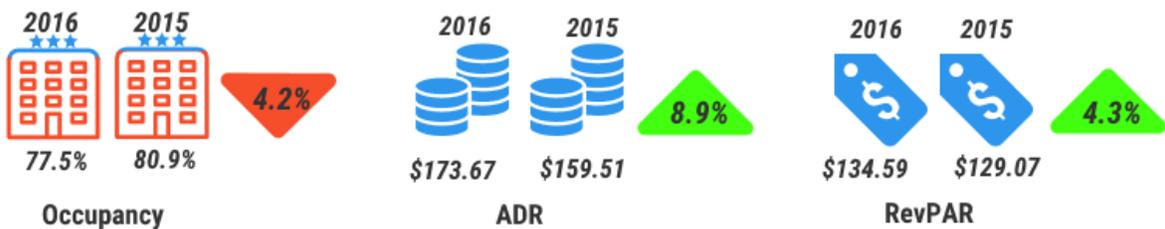
Morro Bay



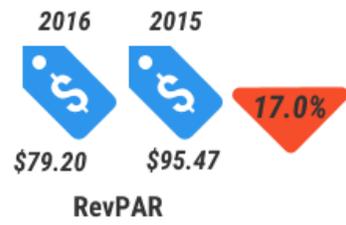
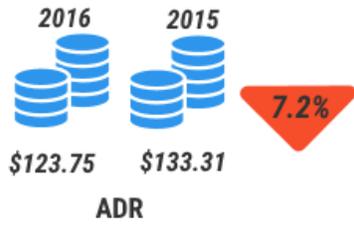
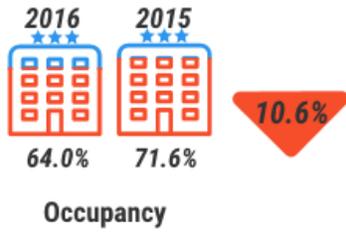
Paso Robles



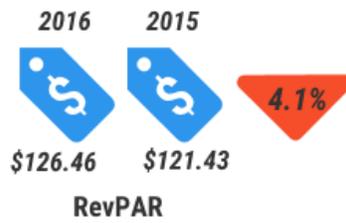
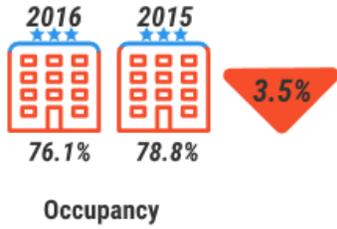
Pismo Beach



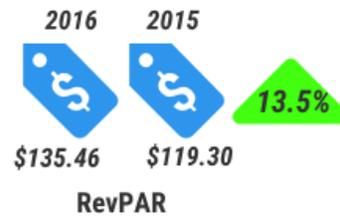
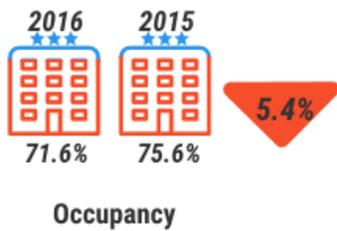
San Simeon



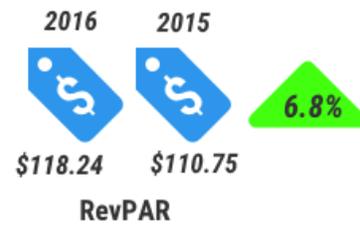
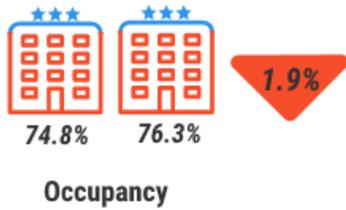
Five Cities



North Coast

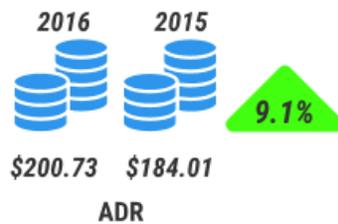
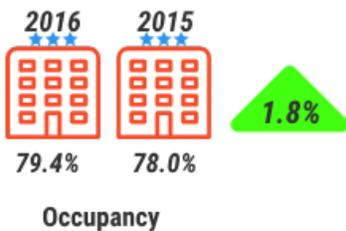


San Luis Obispo County

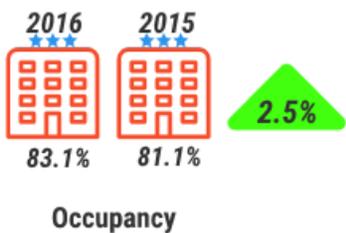


Comparatives:

Santa Barbara/Santa Maria



Monterey/Salinas



November Public Relations Activities / MM

Society of American Travel Writers (SATW) - Event Re-Cap

Dates: October 24-28, 2016

Event Overview: Mental Marketing attended the National Conference of the Society of American Travel Writers (SATW). SATW members are widely regarded as the most influential travel journalists in the United States and Canada.

Event Details:

- 150 SATW members attended the event
- 26 meetings (out of 26 available time slots) were conducted during Media Marketplace
- Additional networking events were held during the conference where Mental met with attending travel journalists.

SATW Event Follow-Up

- Personal emails detailing pitches and discussions at Media Marketplace and during the conference were sent to all journalists.

- SATW - Karen Lepari - Global Traveler - Morro Bay, interested in a “Luxe on the Coast” story angle that would incorporate both Morro Bay and possibly other wine regions such as Paso Robles for Global Traveler. Here is an example of recent coverage: <http://www.globaltravelerusa.com/authors/karin-leperi/>
- SATW - Shelly Rivoli - TravelswithBaby.com, Family Travel411.com, would like to visit
- SATW Media Lead - Terry Gardner/Los Angeles Times looking for holiday promotions, sent current campaign info

Proactive/reactive Media Outreach

- Follow up with visiting journalist: Savi Munjal, Outlet: **Afar.com**, (UVM: 700,000)
Bruisedpassports.com (UVM: 125,000)
- Meade Fisher has an article coming out early in 2017 in **California Explorer**, and will also include Morro Bay in her short ebook: **Stay and Play on the San Luis Obispo Coast**
- Julie Henning from **Road Trips for Families** is interested in visiting in the summer of 2017.
- **The Desert Sun**, Kathy Strong, has asked us to get back in touch after the holidays.
- **KTLA wants to visit and do a giveaway on the show. Coordinating VJ now.**
- **Fox San Diego Giveaway fell through – they wanted a very specific “health-minded item” not destination**
- Working on getting new dates for Linda Hafizi, Publisher, **Elite Magazine**
- Daisy Barringer to visit for www.eventbrite.com/rally/ - sometime next year
- Working with editor of **Foodism Blog** to get visit for food stories.
- Following up with Jules and Effin Older, **The History Channel**
- Vetted requested visit by Joseph Cillo, **FunOfTravel**
- Vetted requested visit by Tim Wassberg, Editor In Chief, **MRV: The Buzz**
- Submitted requested info to Black Diamond
- Submitting What’s New to VisitCA
- Creating info for VisitCA New York event
- Getting January info about Pay to Play opportunity with <http://www.coffeewithamerica.com/>
- Andrew Zimmerman and Bizarre Food from the travel channel – shoot next week

Press Releases

Monthly releases written and distributed over PR Newswire and Mental’s Proprietary List of 5,000 travel and lifestyle journalists:

- Our Secret Season is Here: November and December Is The Perfect Time To Visit Morro Bay, CA

Visiting Media:

- **Kristine Dworkin, Trekaroo, November 4-6**
- **Howard Hain, Military Magazine**
- **Travel News Syndicate writers doing story on BabyMoon**
- Linda Ballou, National Association for Boomer Women, Birding publications
- Linda Hafizi, Elite Magazine, TBD
- Wendy Alschuler, Daily Meal, March
- Daisy Barringer, Event Brite, December
- Polina Steier, Marine Magazine January
- Cheryl Crabtree, Bindu Media, Fodors



November Press Clips

Press Release: Our Secret Season is Here

273M

ONLINE READERSHIP:

234K

ESTIMATED COVERAGE VIEWS:

980

SOCIAL SHARES:

52

LINKS FROM COVERAGE:

387

YOUTUBE VIEWS:

70K

CIRCULATION:

1.33M

AD VALUE:

611

MEDIA VIEWS:

18.2K

ORGANIC WEB HITS:



Mountain Democrat

PLACERVILLE, CALIFORNIA



Morro Rock is an iconic measure in Morro Bay. Photo by Barbara L. Steinberg

Opinion

California Rambling: Bliss by the sea at Morro Bay

By Special to the Democrat From page A4 | November 21, 2016

By Barbara L. Steinberg

Morning light bathes the room. Through an open window, pounding surf and barking sea lions tap me awake as memory rewinds on four days of bliss by the sea.

Day one: Morro Bay, a classic California beach town, is charming and welcoming with a small-town allure that can't be ignored. Winding along Highway 41, the road bends and delivers views of iconic Morro Rock. I sip a breath of ocean air and smile. Over the next four days this landmark will never be out of sight.



Protected as Morro Rock State Preserve, the 581-foot monolith can't be hiked or climbed. Disturbing the bird life is prohibited. The "Gibraltar of the Pacific," Morro Rock is one of nine volcanic-plug "sisters" stretching inland to San Luis Obispo. The 2,300-acre Morro Bay National Estuary and protected bay is a marine and wildlife sanctuary. Two dozen threatened and endangered species live in the bay's watershed, including the peregrine falcon, brown pelican, sea otter, Morro Bay kangaroo rat, black rail, snowy plover, steelhead trout and Morro Manzanita. Annually, outdoor devotees are drawn to this natural wonderland and the Morro Bay Winter Bird Festival, which offers numerous field trips and presentations.

For the budget-minded, all the little extras add up at the 16-room Bayfront Inn, including a location in close proximity to Morro Rock. Guests can expect convivial service, hip décor, a funky vibe, in-room snacks and original artwork by owner Jayne Behman. Tip: Rooms are small but cozy. There's some street noise, so consider requesting an upstairs room. For those traveling with four-legged family members, the

Bedroom not quite an oasis of tranquility?



VELUX

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- Glory and glitterati
- Lighten up
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- Turkey day race
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- Lighting up the trees
- Lost and found: Missing couple back with family



Find the VELUX blinds for you

12.08.16 TBID Page 46 of 76

VELUX

(EST.) MONTHLY VISITS: **77.7K**

(EST.) COVERAGE VIEWS: **512**

 **570**

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Mountain Democrat

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CIRCULATION:

10K

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Westways

NOVEMBER/DECEMBER 2016

THE MAGAZINE FOR AUTO CLUB MEMBERS



75TH ANNIVERSARY

Pearl Harbor

Your guide to the memorial sites



PLUS: MARIJUANA AND DRIVING: WHAT YOU NEED TO KNOW
MARTIN LUTHER'S GERMANY | QUICKESCAPE: ARIZONA'S VERDE VALLEY

12.08.16 TBID Page 48 of 76

Westways

NOV 1 2016

“ A dozen judges compete for the best internationally inspired soup.



Up to **40% OFF FEATURED HOTELS**
Find new deals every day
See Deals Expedia

BUSINESS NOVEMBER 2, 2016 5:43 PM

Like dining out? New video series highlights Central California's hidden gems



(EST.) MONTHLY VISITS: **1.33M**

(EST.) COVERAGE VIEWS: **3.74K**

f
190

“ Each of this season's six shows will focus on a different community from Lodi to Morro Bay and beyond. O'Canto will highlight a restaurant, a winery or brewery plus a museum, art center or other cultural destination in each episode.

Choose your language. You're viewing YouTube in English (US). You can change this preference below. Learn more



Suggested: Dine Out Along the Road | Season 3 | Full Episodes

- Dine Out Along the Road | Season 3 | Full Episodes
- 1 Dine Out Along The Road | S3E1 Merced, Turlock, Atwater
- 2 Dine Out Along The Road | S3E2 Sanger
- 3 Dine Out Along The Road | S3E3 Lodi
- 4 Dine Out Along The Road | S3E4 Morro Bay
- 5 Dine Out Along The Road | S3E5 Oakhurst & Bass Lake

Dine Out Along The Road | S3E4 Morro Bay



362 views

Add to Share More

2 0

Published on Nov 19, 2016

Giovanni's Fish Market (0:44) | House of Juju on the Bay (5:51) | Coalesce Bookstore (9:16) | Stax Wine Bar & Bistro (14:03) | Windows on the Water (17:26)

SHOW MORE

COMMENTS

Add a public comment...

- Dine Out Along The Road | S3E2 Sanger
- Dine Out Along The Road | S3E3 Lodi
- Dine Out Along The Road | S3E1 Merced, Turlock, Atwater
- Dine Out Along The Road S3E4 Morro Bay
- Dine Out Along The Road | S3E5 Oakhurst & Bass Lake
- Dine Out Along the Road | S2E6 Clovis
- Dine Out Along the Road | S2E4 Kingsburg
- Dine Out Along the Road | S2E1 Prather & Shaver Lake
- Dine Out Along the Road | S2E5

YouTube

Nov 19 2016

YOUTUBE VIEWS:

387

YOUTUBE LIKES:

2

f 160

Dine Out aired to 586,000 TV Households from Bakersfield to Modesto on KMPH Fox 26 out of Fresno on 11/19/16 and 12/31/16

Community News

QUARTZ HILL

Bingo on Tuesdays

Enjoy an afternoon of bingo on Tuesdays at Mayflower Gardens, 6370 West Ave. L-12. Doors open at 4 p.m. Games begin at 5 p.m. Admission is \$15, which includes one of each game and all special games. Snacks will be available for purchase. Participants must be 18 years or older. For details, call Brenna Grubb at (661) 943-3229, Ext. 103.

PALMDALE

Tea off fore kids

The Assistance League of Antelope Valley and Kiwanis Club of Palmdale West will have their 28th annual charity golf tournament, "Tea Off Fore Kids," on Monday at the Antelope Valley Country Club, 28800 Country Club Drive. The golf tournament, live and silent auctions, poker run and Hole-In-One contest benefits Assistance League of Antelope Valley. The event is a scramble format. Registration is at 9 a.m., with shotgun start at 11 a.m. The cost is \$150 per player. For details, call Rose Becker at (661) 810-7803 or register online at www.alav.org.

Bingo on tap at Elks lodge

The Palmdale Elks Lodge, 2705 East Ave. Q, has bingo at 5:30 p.m. every Monday. Friday dinners are open to members, guests and prospective members. For details, call (661) 947-2027.

LANCASTER

Support for caregivers

The Caregivers Support Group will meet from 1:30 to 3:30 p.m. every Tuesday at the Antelope Valley Community Clinic Adult Day Health Care, 858 Jackson St. The support group provides the opportunity for caregivers, family and friends to share feelings and concerns, and support each other in coping with the effects of chronic and progressive illnesses. Topics include Alzheimer's, dementia, ways to manage challenging behaviors and how to take care of yourself. This group is open to the public. Registration is not required. For details, call (661) 949-1228, Ext. 3100.

Social club invites seniors

The Meet and Mingle Social Club is inviting all single seniors, age 50 and older to join for fun and fellowship. Membership is free. All new and old members can get details on current events by calling (661) 728-0813.

Weekly support meetings

Nar-Anon meets from 7 to 8:30 p.m. every Wednesday at the Antelope Valley Hospital, 1600 West Ave. J. Learn about drug abuse as an illness and find support if you have a loved one who is on drugs or if you are coping alone. Meetings help members regain self-confidence. For details, call (661) 609-3056 or (800) 477-5291.

LITTLEROCK

Calling all book lovers

"Pioneer Girl: The Annotated Autobiography" by Laura Ingalls Wilder will be discussed by the book club at 2 p.m., Sept. 10 at Littlerock Library, 35119 80th St. East. The club meets every month. October's title will be "The Devil She Knows" by Bill Loehlein. Title suggestions are always welcomed. The club is for adults 18 years and older. For details, call (661) 944-4128 or visit the county library website, colapublib.org.

MOJAVE

Library volunteers needed

The Friends of the Kern County Library is a nonprofit organization that supports the goal of excellent library service and resources for all the people of Kern County. The organization is completely dependent on the time given by volunteers and are seeking volunteers who want to meet new people, share and increase their knowledge of books and help the library. For details, call (661) 824-2243.

To get your news on this page, send e-mail to valleylife@avpress.com or call (661) 267-4230



OCEAN BEAUTY — Iconic Morro Rock welcomes travelers as they approach Morro Bay. Located just minutes from world-renowned Hearst Castle, historic missions, breathtaking Montana

Contributed

It's paradise in Morro Bay

By STEPHANIE STRUYCK

Valley Press Features Editor

With miles of unspoiled beaches, Morro Bay is the quintessential seaside fishing village nestled along the coastal Highway 1 in San Luis Obispo County, just south of Big Sur and midway between Los Angeles and San Francisco. A little slice of heaven, Morro Bay offers a picture perfect getaway for travelers in search of food, wine and outdoor adventure. From golf, kayaking, sailing, hiking, fishing, surfing, biking and bird watching, to shopping dining, wine bars, local craft breweries and more. There is something for everyone.

While there's much to do and much to see on the shores of Morro Bay, there's a lot of unadorned cuteness going on in the water. Visitors can catch a glimpse of the sea otters, the smallest marine mammals in the world, tumbling and wrestling among the sea-weeds in their natural habitat, their "playground."

Celebrate the ocean's energetic, cute, curious and cuddly mammals with Morro Bay during the 14th annual National Sea Otter Awareness Week, Sept. 18 to 24. The sea otters are easy to find and close enough for a good look from the Morro Bay Harbor Walk that runs along Coleman Drive. According to Eric Endersey, Morro Bay Harbor Director, the "Target" Rock area located on the southeast side of Morro Rock is an ideal location to view the mammals. Mother's Beach or Coleman Beach is another great location.

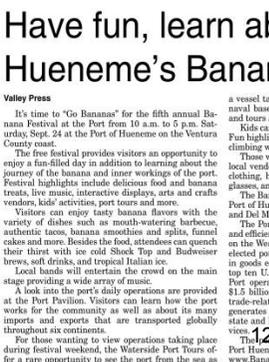
"The many sea otters in Morro Bay are integral to the health of our harbor environment and to our enjoyment of bay waters," said Endersey. He cautions, "When viewing otters, be very careful as they are wild animals and may react if approached. If

struyck@avpress.com



Contributed

de Oro State Park, and surrounded by vineyards from Paso Robles to Edna Valley, Morro Bay is home to sea otters, below, and offers myriad events like the Avocado and Margarita Festival, bottom.



Dear Annie

Annie Lane

Propose to a cheater?

Dear Annie: I have been dating a wonderful woman and have been intending to ask her to marry me. We've made plans for the future together, but at present, I'm recovering from a horrible motorcycle accident. I won't be at 100% for a few months. I asked her whether that would be a problem, and she said no.

Well, it came to my attention that she has been sleeping around with three guys, one of whom is a nurse who cares for me. Needless to say, I was devastated — not only because I spent \$13,000 on a ring and building a tiny home for us but because of the lies, deceit and unfaithfulness. I am an educated man with a successful business, and I know the smart thing to do would be to walk away. But I just can't let go.

All Twisted in Vermont
Dear Twisted: You dodged a bullet, friend, and now you'd better stay clear of the line of fire. This woman cheated on you when you were down and out and needed love the most. You must be a sweet, forgiving person to describe her as "wonderful," and it was probably this sweetness that attracted her to you, like a shark to blood.

You know get out of her range. End things, and then create as much distance as possible. Return or sell the ring and use the cash for a vacation. Your heart needs a safe space to heal out and heal.

Dear Annie: This week at the mall when I went to try on clothes in two popular retail stores' women's dressing rooms, there were men in them.

In the first, a large middle-aged man sat alone on a chair inside the entranceway, talking on his phone. As I walked toward the dressing rooms, he sneered at me, so I left and looked for another dressing area.

At the next dressing area, there was a man blocking the entranceway while his girlfriend tried on clothes. She couldn't even try on a pair without his evaluation. I tried to enter, but he'd step in ahead of me and go between his girlfriend's legs and the two empty rooms, pretending to get a better view but intentionally blocking all entrances.

These days, these stores are so thinly staffed there's never anyone monitoring the dressing rooms. With the prices they charge, I should be able to describe in a woman's dressing room without fear of assault, intimidation or exposure to men. What legal obligations do these stores have to provide a safe and private female area for dressing?

Done Shopping
Dear Done: I have a feeling this was more of a venting session than an actual question, but here goes. According to my research, there are no legal requirements for clothing stores to provide dressing rooms; it's just in stores' best interest to have them.

Send your questions for Annie Lane to dearannie@retailers.com.

Have fun, learn about port at Hueneme's Banana Festival

Valley Press

It's time to "Go Bananas" for the fifth annual Banana Festival at the Port from 10 a.m. to 5 p.m. Saturdays, Sept. 24 at the Port of Hueneme on the Ventura County coast.

The free festival provides visitors an opportunity to enjoy a fun-filled day in addition to learning about the journey of the banana and inner workings of the port. Festival highlights include delicious food and banana treats, live music, interactive displays, arts and crafts vendors, kids' activities, port tours and more.

Visitors can enjoy tasty banana flavors with the variety of dishes such as mouth-watering barbecue, authentic tacos, banana smoothies and splits, funnel cakes and more. Besides the food, attendees can quench their thirst with ice cold Shark Top and Budweiser brews, soft drinks, and tropical Italian ice.

Local bands will entertain the crowd on the main stage providing a wide array of music.

A look into the port's daily operations are provided at the Port Pavilion. Visitors can learn how the port works for the community as well as about its many imports and exports that are transported globally throughout six continents.

a vessel takes visitors in and around the port and the naval base. Minors must be accompanied by an adult and tours are offered hourly.

Kids can have endless hours of fun in the Kid's Zone. Fun highlights include a bounce houses, bungee games, climbing wall and banana crafts.

Those who love to shop will enjoy browsing through local vendor exhibits offering gourmet foods, boutique clothing, hand-crafted jewelry, garden art, hats, sunglasses, and so much more.

The Banana Festival at the Port is sponsored by the Port of Hueneme, the City of Port Hueneme, Chiquita, and Del Monte.

The Port of Hueneme is one of the most productive and efficient commercial trade gateways for niche cargo on the West Coast. The port is governed by five locally elected port commissioners. The port moves \$9 billion in goods each year and consistently ranks among the top ten U.S. ports for automobiles and fresh produce. Port operations support the community by bringing \$1.5 billion in economic activity and creating 13,632 trade-related jobs. Trade through the Port of Hueneme generates more than \$95 million in direct and related state and local taxes, which are used to fund community services.

For those wanting to view operations taking place during festival weekend, the Waterside Port Tours offer a rare opportunity to see the port from the sea as

CIRCULATION:

60K

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Current Location: United States > California > Southern Central Coast > Morro Bay > Activities

Central Coast Outdoors
Morro Bay State Park, State Park Marina, Morro Bay, California | 805-528-1080

1 Review

Cost: ssss

Website: http://www.centralcoastoutdoors.com/

Central Coast Outdoors specializes in incredible California Central Coast outdoors tours and trips for individual travelers, small group tours or large group tours kayaking, biking or hiking in our natural playground. Take advantage of the owners' decades of experience in the adventure travel world and learn more about how we can help you explore this natural wonderland by bike, kayak and on foot.

1 Review for Central Coast Outdoors

November 20 2016
0 families found this helpful

"A Great Tour For Families" ★★★★★

The half day kayaking tour was the highlight of a recent family visit to Morro Bay. It was so quiet out at Morro Bay State Park as we set out in the still water of the bay early in the morning. Fog hung in the air yet you could still make out Morro Bay's most famous landmark, the Rock. The sea life was stirring as if it was just starting to wake up. We spotted otters before even leaving the marina with our family divided between two tandem kayaks — my son and me in one, my husband and daughter in the other. The tour is set in waters protected from the ocean by sand dunes. On the day of our outing, the ocean waves were outrageously rough and as they crashed against the shoreline, they sounded like a freight train on the other side of the dunes. Our guide, John, was knowledgeable and fun. He knew some much about the area and shared it so naturally and with such ease. He showed us birdlife and talked about how they feed themselves, told us about the plant life and how non-native plants have affected the landscape and ultimately the animals. We saw herons, harbor seals sunning themselves, and we made a stop alongside an oyster farm. My kids could not have been more delighted — until they hit the sand dunes!

Imagine this — pristine dunes stretched out for miles. I was not surprised to learn that Hollywood has used this location for filming desert scenes. We parked the kayaks on the calm bayside and hiked over the dunes to the ocean. On our way, John showed us Chumash shell midden and told us about the hunting and fishing habits of the Native Americans in the area. Eventually we came out onto the beach to get a good look at that freight train sound we'd been hearing from the bay. It had been concealed by the sand dunes but it was quite a sight. The water was particularly rough with large swells and crashing waves. The fog was thicker out there, it was harder to see the Rock but the scenery was still magnificent. As we hiked back over the dunes, my son kept running ahead then taking time to play in the sand before the rest of the tour caught up to him. We then boarded our vessels and headed back to the marina with an appetite worked up and souls fed with a happiness that only a morning spent in nature can bring.

This is a great tour for families. Your kids will learn so much without even realizing that they are learning!

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Morro Bay State Park, Morro Bay State Marine Recreational, Morro Bay State Park

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NOV 9 2016

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ It was so quiet out at Morro Bay State Park as we set out in the still water of the bay early in the morning. Fog hung in the air yet you could still make out Morro Bay’s most famous landmark, the Rock.

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Farmer's Kites and Surreys
1108 Front St., Morro Bay, California 93442 | (805) 772-0113

1 Review

Type: Outdoor Adventures
Ages: All Ages

The original central coast kite shop. Located on the Embarcadero in Morro Bay. The owners of this shop founded the Annual Morro Bay Kite Festival. They also rent Surreys and bicycles.

Surrey Rental rates 2 person \$20.00 per hour 4 person \$30.00 per hour

1 Review for Farmer's Kites and Surreys

November 29 2016
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"Why You Need to Rent a Surrey!"

Picture this: your family on a surrey, laughing, working together to power it while the ocean breeze works it way through your hair and the scenery of the Morro Bay Marina passes by. This is basically why you should rent a surrey while in Morro Bay ---oh, and it's just fun!

My family added an extra layer of fun to this --- and while I'm sure we're not the first bunch to do this, it still made us laugh --- we belted out a round of, "Surrey with the Fringe on Top." Yes, the song from Oklahoma.

To add to the adventure, we let our 15-year-old daughter steer the surrey. It turns out that this is a terrific litmus test for driver education! We also brought our Golden Retriever who while she didn't fit on the vehicle had no problem keeping up with us while running along side.

We set off toward Coleman Park, home of Morro Bay's most famous landmark --- Target Rock. The park has a fantastic matrix of well maintained bike paths that are easy to steer a surrey through. All the way, cyclists and walkers stopped and took note of our surrey ride, perhaps thinking that they ought to rent a surrey too.

When you return your vehicle, take a moment to check out Farmer's Kites and Surreys. The place is chock full of colorful kites and other merchandise. So pick up a couple of kites and head back to the beach at Coleman Park and let 'em fly!

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trekaroo - Farmer's Kites Review

NOV 9 2016

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ Picture this: your family on a surrey, laughing, working together to power it while the ocean breeze works it way through your hair and the scenery of the Morro Bay Marina passes by.

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Current Location: United States > California > Southern Central Coast > Morro Bay - Restaurants

Dutchman's Seafood House
701 Embarcadero, Morro Bay, California | (805)772-2269

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"A Terrific Family Business!" 5 stars
Family owned and operated since the late 60's, this iconic Morro Bay eatery is warm and friendly, much like gathering the extended family and eating can be! Located on the water, within view of the town's famous Target Rock, enjoy dog-friendly deck seating and watch the boats go by.

The dining room inside is comfortable, even reminiscent of a favored neighborhood hang out. The game was on the TV, the tables were filled with smiling faces and the words of friends and family happily catching up with each other hung in the air. The service was attentive. The food was amazing!

My family highly recommends that you start with the garlic fries and the fried calamari. My son gave his high approval to the clam chowder (it's made with real butter and bacon) in a bread bowl and I can tell you the Cioppino is a must-try!

As the restaurant's name suggests seafood is the specialty of the kitchen in this establishment. Still the two non-seafood eaters in my family found something that appealed to them. My husband went for the Pasta Primavera, vegetables with a Red Pepper Pesto, over Rigatoni. Served with Garlic Bread. My daughter went for the Dutchman's Strip and found it juicy and flavorful.

This was a great dining experience, be sure to bring your family to the Dutchman's Seafood House when you're in town.

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November 14 2016
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"Fish & Chips!" 5 stars
Crispy shell and flaky fish dipped in tartar sauce? Whoever invented fish and chips was a genius. We were craving good fish & chips in Morro Bay and the Flying Dutchman was one of the recommended spots. We were not sorry we went there! The fish & chips was delicious with great sizes and tangy tartar sauce with small cups of coleslaw.

The restaurant was clean with modern looking tables and chairs and all with a fantastic view of the harbor and Morro Rock. We visited during the lunch hour and it wasn't too crowded and the service was great.

The kid's menu offered typical fare, so it was cheeseburgers and fries for our kiddos.

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MAR 14 2011

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ Family owned and operated since the late 60's, this iconic Morro Bay eatery is warm and friendly, much like gathering the extended family and eating can be!

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456 Embarcadero Inn & Suites
456 Embarcadero, Morro Bay, California
From \$116.00

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1 Review
November 14 2016
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"A Nice Getaway Stay!"
★★★★★
The 456 Embarcadero Inn & Suites is a great getaway stay for families and small groups. Located at the quieter end of Morro Bay's main drag, it is still within walking distance to many popular restaurants and hang outs in the area.

The rooms are spacious, nicely decorated, clean, and comfortable. The Inn also has quite a few amenities that families are sure to enjoy:

- In room fireplaces, microwaves, mini fridges, and coffee makers
- A continental breakfast is included with your stay
- Free Wi-Fi
- Hot Tub
- Free covered parking

My favorite amenity was the terrace off our room where we watched the sun set across the channel during both nights of our stay.

The staff is friendly and attentive. The hotel is also dog-friendly, so bring your canine friends!

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trekaroo - 456 Embarcadero Review

NOV 8 2016

(EST.) MONTHLY VISITS: **179K**

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“ My favorite amenity was the terrace off our room where we watched the sun set across the channel during both nights of our stay.

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Current Location: United States > California > Southern Central Coast > Morro Bay - Restaurants

Bayside Cafe
10 State Park Road, Morro Bay, California | (805) 772-1465

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2 Reviews for Bayside Cafe

"A Fantastic Lunch!" 5 stars
Located adjacent to the marina in Morro Bay State Park, this little gem has a devoted fan base for lunch and dinner and with good reason! Casual, low key and with an attentive staff, we took a table on the dog-friendly patio with our golden retriever. We brought our appetites with us too, we'd just finished a morning kayak tour with Central Coast Outdoors and we had no problem finding a way to satisfy our hunger!
My new favorite thing is California Chowder! It's clam chowder with green chilies in it. Why have I not run across this combo before? It is brilliant! I also highly recommend the Fish of the Day Salad. Petrole Sole was the fish during our visit. It was delicious!
My husband lunched on the Bayside Chicken Cobb Salad ---a big bed of mixed fresh greens with egg, tomato, bacon, avocado, olives, bleu cheese crumbles and cucumber. Choice of dressing. Served with bread. My daughter gave two thumbs up to the Homestyle Burger with bacon added! The restaurant also has a kids menu. My son selected the kid classic dish of Buttered Pasta with Parmesan Cheese.
Now if you think the meals sounded fabulous, you'll be even more thrilled by the desserts! Generous portions of Carrot Cake, seasonal pumpkin pie, assorted cream pies --- all made from scratch! Forget the diet for this meal and order one, you won't regret it!
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"Adorable hole in the wall cafe, cool menu items!" 5 stars
We were excited to find this little hole in the wall gem after a long hike around Muir Woods. Bayside Cafe came very highly rated to us and it did not disappoint. We loved feeling like we were one of the "locals" grabbing a quick breakfast and the menu was eclectic and different. We still talk about the salmon omelette to this day!

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MAR 14 2011

(EST.) MONTHLY VISITS: **179K**

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“ My new favorite thing is California Chowder! It's clam chowder with green chilies in it. Why have I not run across this combo before? It is brilliant!

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Dorn's Original Breakers Cafe
801 Market Avenue, Morro Bay, California | (805) 772-4415

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2 Reviews for Dorn's Original Breakers Cafe

"What An Experience! " **★★★★★**
November 17 2016
0 families found this helpful

Fun, cozy, elegant, and lovely, there are many great reasons why people clamor to get into Dorn's! The atmosphere is warm, the service is impeccable, and the view is extraordinary! Family owned and operated for three generations, each has put their own spin on the place while operating Dorn's with the same warmth and excellence of the generation before them, maintaining Dorn's great reputation.

I went for the Ahi Tuna, seared rare, encrusted with sesame seeds & black pepper with avocado & soy ginger wasabi sauce. My daughter, a red meat devotee, ordered the New York Steak. Hubby, who was contributing in a triathlon the next day, carb loaded on the Pasta Pomodoro. During our stay in Morro Bay, my son became a connoisseur of clam chowder. Dorn's recipe is an award-winning 70-year-old masterpiece and my boy pretty much licked the bowl after finishing all of the soup inside!

While we took a table in front of one of the restaurant's big picture windows, there is outdoor seating. Many of the tables out on Dorn's spacious deck have little firepits in the center of them to keep patrons warm. Morro Bay's main drag, Embarcadero, is laid out below, lit up and twinkling, highlighted with orange, yellow, and blue sprays as the sun sets behind Morro Bay's iconic rock.

It was a wonderful night of lively conversation about the kayak excursion we'd taken earlier in the day and the sights we'd seen around town as well as sampling each other's dishes. Don't miss out on this wonderful place!

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"Beautiful view, yummy food, and crayons" **★★★★★**
November 01 2016
0 families found this helpful

We ate breakfast at Dorn's on a gloomy fall day. Every table seemed to have a view of the water and Morro Rock.

The restaurant had a kids menu with french toast, pancakes, oatmeal, and egg offerings. We adults had omelettes with pancakes as the side. They were huge. My sister and I split a meal and it was way more than enough.

While we waited for our food, my preschooler was entertained by the crayons and kids menu and looking out on the water.

We found the prices to be very reasonable given the taste and amount of food.

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trekaroo - Dorn's Review

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ Morro Bay's main drag, Embarcadero, is laid out below, lit up and twinkling, highlighted with orange, yellow, and blue sprays as the sun sets behind Morro Bay's iconic rock.

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trekaroo - Skate Board Museum Review

NOV 8 2016

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ The complete history of the activity from the early 1930's to present day is spread out over a couple of rooms. More than 200 skateboards (including the world's biggest skateboard) from across the eras line the walls.

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The Shell Shop
590 Embarcadero, Morro Bay, California | (805)772-8014

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2 Reviews

Type: Stores
Ages: All Ages
Cost: \$
Website: http://www.theshellshop.net

A large shell shop that has been in Morro Bay since 1955 selling n marine sea shells and exhibiting the largest selection of specimens on the Central Coast. Find Sea Clams, decorative corals, unique crafted sea shell jewelry and shells of all types.

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Is this your business?

2 Reviews for The Shell Shop

November 13 2016
0 families found this helpful

"Kitschy Fun and A lot More!" ★★★★★
When I first caught sight of the Shell Shop two words came to mind, "Kitschy Fun" but as I walked the floor of this shop, other thoughts came to me --- I found myself wishing I had a beach house to decorate. There were trinket boxes, wind chimes, wall hangings, and plant hangers for starters. While I may not be in the market for a ship or a bella made of shells, I did have my eye on a heart-shaped wreath of white shells.
Now to go find that beach house to hang it in!

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April 14 2014
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"Greatest shell shop" ★★★★★
I remember loving this shop as a young girl, and then I took my boyfriend (now husband) to the shop to show him what I loved as a girl. This past week, we went together and it was just as we remembered it from 20 years before. It still is my favorite shop in Morro Bay.
It was fun to take our kids here because we had been searching together for shells on the beach. Now the beautiful shells were everywhere! My little girl took pictures of them all with my camera and she loved the "roses" made out of shells. They each picked out a shell from the "inexpensive bins" which offered lots of varieties for around \$1 each.
It's a large store and fabulous to wander the aisles to see the collections. Most of the expensive pieces are behind glass but it is still wise to keep kids close so they don't break something you may have to pay for!

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trekaroo - The Shell Shop Review

APR 14 2014

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ When I first caught sight of the Shell Shop two words came to mind, "Kitschy Fun" but as I walked the floor of this shop, other thoughts came to me --- I found myself wishing I had a beach house to decorate.

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Clara's Country Kitchen and Gift Shop
213 Beach St., Morro Bay, California 93442 | (805) 772-9051

1 Review

Ages: All Ages
Cost: \$\$
Hours of operation: Daily 6:30AM- 2PM
Website: http://www.carlaskitchenmb.com/
Breakfast & Brunch

Families Like
High Chairs, Clean bathrooms, Changing Table, Outdoor seating, Fast service, Kids Menu, Accepts Credit Cards

Homey chain eatery serving breakfast all day & other American comfort fare in a casual space.

Kid's Menu
Outdoor Seating
Free WiFi
Dog Friendly Patio

1 Review for Clara's Country Kitchen and Gift Shop

November 17, 2016
0 families found this helpful

"A Terrific Breakfast Spot" ★★★★★
If you're in need of a classic diner breakfast --- eggs, bacon, muffin, potatoes, pancakes, you get the idea --- then this is your spot! Kitschy, quaint, and all-American, the ambiance is down home, the service is kind of spotty but the food is wicked good!

My son was crazy about the full stack of pancakes. In fact, he'll tell you to add bananas to them! My daughter went for the Ranch Platter, a Short Stack w/ 2 cakes, 1 egg, bacon or sausage. Whenever I visit coastal towns, I want fish! I want it at every meal! If you are like me, I highly recommend the Seafood Scramble- Shrimp, Crab & Cheese with country potatoes or hash browns, and the choice of toast, muffins or biscuits. As for hubby, he went for the Breakfast Burrito, which veggies added into it.

Wanna know another great thing about this place? We ordered this breakfast well after lunch! That's right breakfast is served all day!! YEAH!!

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trekaroo - Carla's Kitchen Review

NOV 9 2016

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

“ Whenever I visit coastal towns, I want fish! I want it at every meal! If you are like me, I highly recommend the Seafood Scramble- Shrimp, Crab & Cheese with country potatoes or hash browns, and the choice of toast, muffins or biscuits.

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Suns N Buns Bakery & Espresso Bar
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Ages: All Ages
Cost: \$
Hours of operation: Daily 6AM - 11PM
Website: <http://www.morrobay.org/eat-drink/swe...>
Bakery & Desserts [Is this your business?](#)

Families Like
Clean bathrooms, Outdoor seating, Fast service, Kids Menu

Satisfy your sweet tooth with cookies and pastries, fresh-baked daily. Warm up with fresh-brewed coffee or a delicious espresso or cappuccino. Cool off with some ice cream or a milk-shake. They even sell treats for your furry friends!

1 Review for Suns N Buns Bakery & Espresso Bar [Like](#) [0](#) [f](#) [t](#) [p](#)

November 13 2016
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"A Great Place for a Sweet Tooth!" ★★★★★
This charming little spot is a great place to satisfy a sweet tooth! The cookies and pastries are plentiful, the ice cream and milkshakes are yummy and the staff could not be nicer! They even sell treats for your furry friends! If you are the one member of the family who needs to cut down on sugar don't worry, you can get caffeinated instead with a fresh-brewed coffee, espresso, or cappuccino!

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trekaroo - Sun N Buns Bakery Review

NOV 9 2016

(EST.) MONTHLY VISITS: **179K**

(EST.) COVERAGE VIEWS: **2.7K**

LINKS FROM COVERAGE: **1**

“ The cookies and pastries are plentiful, the ice cream and milkshakes are yummy and the staff could not be nicer! They even sell treats for your furry friends!

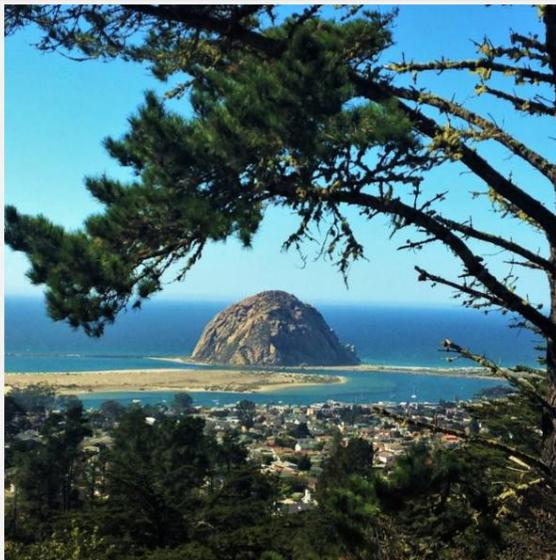


Morro Bay Estuary and Its Nine Volcanic Sisters

BY JACK EBT — POSTED ON OCTOBER 31, 2016
POSTED IN: ECO-CULTURAL-TRAVEL

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On a recent visit with the Outdoor Writers Association of California to the Central Coast town of Morro Bay, the bounty of sea, dune, bay, and estuary ebb and flow against the sacred Nine Volcanic Sisters, the rocky Morros. Small town charm coexists with protected parkland and one of the few remaining functioning wetland estuaries in overpopulated California, a direct counterpoint to its channelized and endlessly pumped and polluted waterways. The landscape invites migrating birds and tourists, fosters endangered plants and animals, and allows fish populations to thrive.



Morro Bay combines a magnetic power of the sacred Nine Sisters Volcanic Chain with one of the most productive wetland/estuary/bay ecosystems in the State of California.

Volcanic Peaks Over Saltmarsh and Dune

The Nine Sisters of San Luis Obispo County refer to the "volcanic plugs" that Franciscan Missionary Juan Crespi, a member of the 1769 Spanish Portola expedition, called "Morros," which means crown-shaped hill, reminiscent of the regal Moors who invaded Spain from North Africa. The ancient Morros rise up in a chain between San Luis Obispo and Morro Bay, formations of long-extinct volcanoes born 20 to 25 million years ago when magma hardened within a vent on an active eruption.

Yet, the physical feature that sets Morro Bay apart comes where the Sisters connect with the sea, the Morro Bay Estuary, where the watershed, a network of streams and creeks from 48,000 acres of land flows freshwater into the ocean's salty tides. Morro Bay is one of the largest and least disturbed estuaries remaining in Central and Southern California. Its sheltered waters, mudflats, sand dunes, brackish salt marshes, and eelgrass beds provide rare and important habitat for a diverse array of fishes, birds, shellfish and other life. This, in addition to the recreational fishing, boating, kayaking, bird watching, and just plain relaxing to the sound of herons, cormorants, and owls squawking and hooting around

An Array of Utopian Flowers

Once a Classical Giant, Then Obscure, Felix Draeseke Rediscovered
Posted on November 3, 2016 | No Comments

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(EST.) MONTHLY VISITS: **28.6K**

(EST.) COVERAGE VIEWS: **4.33K**

LINKS FROM COVERAGE: **1**

45 **1**

“ The combination of monumental and majestic Morros and living and breathing bay make Morro Bay a classically distinctive California coast landscape.

« Yuba Sutter Harvest Dinner magically delicious | Main | Bites on Broadway Southeast Comfort in Skagway Alaska »

Morro Bay Nature Sublime

Morro Bay is a Sensory Wonderland By Barbara L. Steinberg

Inhale. Watch the sun set behind Morro Rock, bark at sea lions, call to a night heron, and walk in silence beside a forest of pygmy oaks. At every turn, open spaces and environmentally sensitive biomes of extraordinary splendor await. Miles and miles of nature preserves, state parks, state beaches, and magical places with names like The Elfin Forest elevate Morro Bay's allure. From a waterfront perch at the Inn at Morro Bay, only one question emerges, "What next?" Mother Nature worked overtime to create this canvas. It deserves all your attention.



Head for Montaña de Oro State Park toward shoreline and estuary views. In just a few miles, the road narrows, the "real" world drops away. Some days are sunny. Today, fog drapes the hillsides but without diminishing the heightened anticipation to reach Sandspit Beach – a four-mile "ecologically diverse" sand dune area separating Morro Bay from the Pacific Ocean.



One vehicle in the parking lot alludes to a park ranger, nowhere to be seen. Out of your own four-wheeler, the world is quiet. You zigzag along with the boardwalk, along sensitive dunes dotted with sand verbena and lupine. A slight rise in the dune and – suddenly – stillness to crashing waves! A view that thrills you to the bone.

Breathe. One seriously long, deep breath of the fog, the mist, the ocean air.

See. Open your eyes, wide! Really, really wide to an abundance of sand, shore birds, ocean debris, wildflowers, pounding surf. Incredibly, you are the sole inhabitant on this expanse of beach inside Montaña de Oro State Park. Imagine the coastal Chumash who once called this home.



Step. Follow the footprints – some four-footed – the comings and goings of previous visitors. The tide rushes up and laps at your feet, washing away remnants of your passing and those before you.

Gaze. Scan for signs of life. A troop of curlews hurries in and out of the surf chasing an elusive breakfast. A band of brown pelicans rises and falls with the light as if on some unseen carnival ride. Bashful snowy plovers sneak – left, right, left right – over dunes to protected nesting ground. A gang of turkey vultures nibble on the carcass of a dolphin, its mouth agape in a petrified smile. Heartbreaking, but it is the nature of things and now part of this memory.

Sun and fog debate which will prevail over today's weather. Fog appears to be winning. Though a distance away, you linger in hopes that Morro Rock will reappear through the mist. Not to be on this adventure. After a mile on the spit, it's time to turn back.

A ghostly surfer slips the top of a wave, a solitary figure, as you depart. Exhale.

Posted at 07:20 PM in Are You That Woman, Outdoor Recreation, Wildlife & Nature | Permalink.

Tags: California, Chumash, Elfin Forest, fog, Montaña de Oro, Morro Bay, Pacific Ocean, Sandspit Beach, snowy plover, state park, surfing

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(EST.) MONTHLY VISITS: 370

(EST.) COVERAGE VIEWS: Data not available

LINKS FROM COVERAGE: 1



2



3

“ Inhale. Watch the sun set behind Morro Rock, bark at sea lions, call to a night heron, and walk in silence beside a forest of pygmy oaks. At every turn, open spaces and environmentally sensitive biomes of extraordinary splendor await.

Our Secret Season is Here

Morro Bay offers Sunny Coastal Weather with clear blue skies in November and December, the Crowds Are Gone and there's No Shortage of Things to See, Do and Eat!

NEWS PROVIDED BY
Morro Bay
Nov 11, 2016, 11:23 ET

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MEDIA CONTACT:

Susan Hartzler



(EST.) MONTHLY VISITS: **7.56M**

(EST.) COVERAGE VIEWS: **10.8K**

LINKS FROM COVERAGE: **9**



3



3

“ The great Morro Bay weather is one of the best kept secrets for active travelers during the secret season, and we want people to know about it



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PRESS RELEASE

Our Secret Season is Here

Published: Nov 11, 2016 11:23 a.m. ET



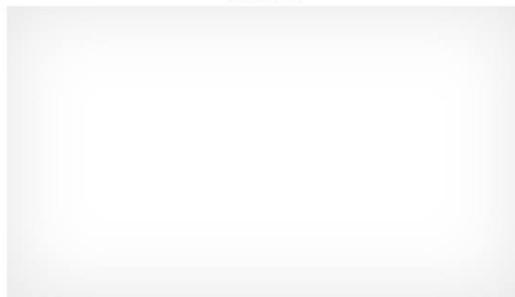
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(EST.) COVERAGE VIEWS: **45.9K**

LINKS FROM COVERAGE: **8**



Our Secret Season is Here

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Press Release: Morro Bay - Sat, Nov 12, 2016 12:23 AM SGT

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Susan Hartzler
Public Relations Manager
Mental Marketing
818-585-8641
133117@email4pr.com

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12.08.16 TBID Page 66 of 76

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(EST.) MONTHLY VISITS: 2.66M

(EST.) COVERAGE VIEWS: 483

LINKS FROM COVERAGE: 8





Our Secret Season is Here

Fri November 11, 2016 11:23 AM | PR Newswire

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(EST.) MONTHLY VISITS: **18.3M**

(EST.) COVERAGE VIEWS: **49.2K**

LINKS FROM COVERAGE: **8**

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By: [Morro Bay](#) via [PR Newswire](#)

November 11, 2016 at 11:23 AM EST

Our Secret Season is Here



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(EST.) MONTHLY VISITS: **6.54M**

(EST.) COVERAGE VIEWS: **11.8K**

LINKS FROM COVERAGE: **8**

US Markets are closed



Our Secret Season is Here

PR Newswire November 11, 2016



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(EST.) MONTHLY VISITS:

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(EST.) COVERAGE VIEWS:

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Nov 11, 2016, 11:23am EST

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Nov 11, 2016, 11:23am EST

MORRO BAY, Calif., Nov. 11, 2016 /PRNewswire/ -- The secret is out: Morro Bay is the perfect place to visit during November and December. Its your own private beach town! The crowds are gone, the [food and wine](#) offerings are amazing, the [events](#) are fun, the [shopping](#) is unique and the [hotels feature specially priced packages](#). On top of that, this bustling seaside village offers temperate Mediterranean weather, making it a must-do November/December destination for all kinds of fun and adventures. Get out of the house and enjoy some side-bite

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MINUTES

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, November 16, 2016

8:30am

Holiday Inn Express, Atascadero
9010 W. Front Rd, Atascadero, CA 93422

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathleen Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Nipool Patel, Clint Pearce

ABSENT: Rachel Lima, Noreen Martin, Sam Miller, JP Patel, Val Seymour, Roger Wightman

STAFF PRESENT: Chuck Davison, Michael Wambolt, Brendan Pringle, Helen Pratt

Call to Order at 8:50 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

**3. Approval of October 19, 2016 Board Meeting Minutes
Approval of October VSLOC Financials
Document Retention Policy**

Board Discussion – None.

Public Comment – None.

ACTION: Moved by N. Patel/Graves to approve the Consent Agenda as presented.

Motion carried: 8:0

CEO REPORT

4. CEO Report

James Davison, who holds the appointed County Unincorporated Area seat on our Board, had to resign after Pacifica Hotels relocated him from Cambria to Pismo Beach. The County has posted the vacancy and will keep VSLOC informed as they determine the next steps for the appointed seat.

Davison provided a staffing update, noting that VSLOC has the same number of staff today as before the TMD passed, though the team has taken on significantly more initiatives.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. Davison noted that this will be the only one held on the Central Coast this year. Visit California (VCA) is gearing the training toward properties of all sizes (large and small).

In light of California Proposition 64's passage, Davison has joined a task force with VCA and Cal Travel to outline best practices. This information will be funneled down to VSLOC constituents as it becomes available.

VSLOC Operations Manager, Brendan Pringle, attended the 28th Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents.

Davison provided an overview of his upcoming travel.

Board Discussion – None.

Public Comment – None.

BUSINESS ITEMS

5. Operational Plan Update

Davison gave a brief overview of the Operational Plan, and discussed the prioritization of initiatives and potential budget impacts. He also noted that a budget reforecast would be presented to the Board in January, and new budget items would be discussed in May.

Board Discussion.

Public Comment – None.

ACTION: Moved by Graves/N. Patel to approve the VSLOC Operational Plan priorities as presented.

Motion carried: 8:0

6. Conference Center Feasibility Study

Davison recapitulated the Board's decision to pursue a conference center feasibility study prior to development of the strategic plan, and then again approved it as part of the strategic plan. Staff has recommended this as a top priority in the Operational Plan.

Davison noted that VSLOC is looking to understand demand for a conference facility that seats more than 1,000 people to bring in new business. Wambolt commented that he has been seeing demand for a conference center that can accommodate these numbers. Davison summarized the four conference center feasibility study proposals that VSLOC received.

Board Discussion – Arnold noted that in the Executive Committee meeting, JP Patel made it clear he was against this study, as he does not believe marketing dollars should be spent on this.

Public Comment – None.

ACTION: Moved by Graves/N. Patel to allow the President & CEO to enter into contract negotiations with B&D for a conference feasibility study.

**Motion carried: 7:1
Arnold opposed.**

7. Marketing Agency Update

a. Branding

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70th percentile across all fronts.

The Marketing Committee had voted 8:2 in favor of SLO CAL. Pismo Beach CVB and Morro Bay Tourism Bureau voted against SLO CAL as they believed the brand could be improved, but noted that they did not want to delay the shoulder season campaign.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000. Considering the long-term strategy of the brand, Davison encouraged the Board to approve this spend, but noted that VSLOC's attorney would attempt to negotiate.

Davison walked the Board through media recommendations for January through May of 2017, and noted that VSLOC is requesting an additional \$100K in funding specific to Seattle for this market launch.

The Executive Committee recommended approving the brand as presented, allocating an extra \$100K for marketing in Seattle, and allocating up to \$20K to secure the SLOCAL.com URL, trademark, and merchandise.

Davison noted that once the Marketing Plan is finalized, printed copies will be delivered to Board members.

Board Discussion.

Public Comment – None.

ACTION: Moved by Arnold/Pearce to approve SLO CAL as the new brand to replace VSLOC, allocate an extra \$100,000 from VSLOC's contingency budget for the Seattle market launch and allocate up to \$20,000 to allow legal to secure the SLOCAL.com URL, merchandising trademark and merchandise.

Motion carried: 8:0

ADJOURNMENT

Meeting adjourned at 10:04am.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016, from 3:00-5:00pm, at the Embassy Suites in SLO. Davison requested all Board members attend.

DRAFT