

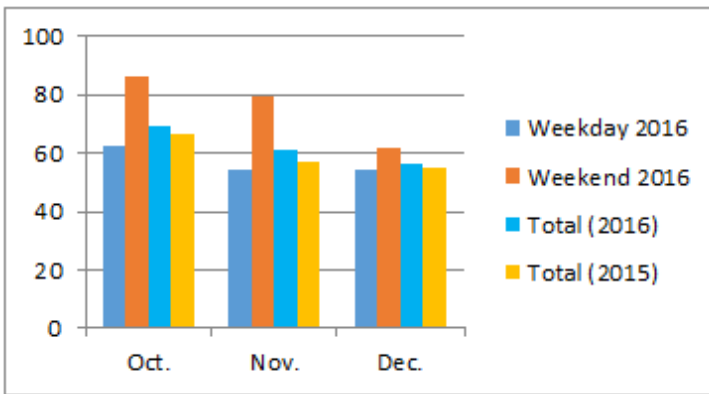


Board of Directors Report

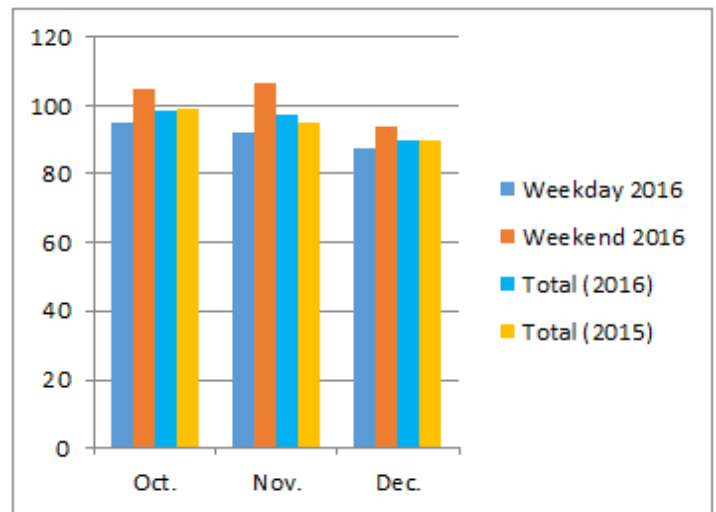
OCTOBER - DECEMBER 2016

LODGING IMPACT REPORT

OCCUPANCY



AVERAGE DAILY RATE (ADR)



**This research was conducted by Smith Travel Research and purchased by Visit Oceanside for the use of its partners.*

CEO REPORT

OPERATIONS.

- Oversaw and managed operations/accounting, sales, marketing, public relations and CWC activities.
- Attended and prepared for two executive committee meeting and two VO Board meetings.
- Responded and prepared materials as needed for the annual audit review.
- Hired a new Marketing Coordinator.
- Attended City Council Meeting to renew contract for sales office.

STRATEGIC PLANNING MEETINGS & WORKSHOPS.

- Met and strategized with Greenhaus Agency to create brand story campaigns that was presented at November board meeting.
- Facilitated multiple meetings with Deanna Lorson, Assistant City Manager; Tracey Bohlen, Economic Development Manager; and other key City staff regarding economic development, agritourism workshops/initiatives, Green Feast, and Special Event Task Force /citywide events due to Terry Goodman's retirement.
- Facilitated meeting for RAAM and City Staff to ensure everything is finalized for the event in June.
- Organized and began preparations for the agritourism workshops.
- Presented at the Emerging Issues Committee for the Oceanside Chamber of Commerce about the agritourism strategic plan.
- Participated on regional Southern California agritourism taskforce for a regional workshop in Riverside.
- Met with Maria Mingalone at OMA regarding VO membership and partnering.
- Met with Jamie Stone regarding partnership and serving as a VO Board liaison.

COMMUNITY & INDUSTRY RELATIONS.

- Attended two emerging issues meetings at the Oceanside Chamber of Commerce.
- Attending Economic Development Commission meeting and holiday lunch.
- Attended one MainStreet Board Meeting as the VO liaison.
- Met with Scott Ashton, the new CEO for the Oceanside Chamber of Commerce, in order to learn about his vision and how we can continue to work together.
- Participated in a workshop for the Energy/Climate Action Element (E-CAP) and Economic Development Element (EDE).
- Attended two Oceanside Chamber board meetings.
- Attended California Surf Museum Gala.

CALIFORNIA WELCOME CENTER-OCEANSIDE

VISITOR STATISTICS.

- Assisted 11,775 walk-in visitors to the California Welcome Center which is a 7% increase over 2015.
- Welcomed 2,565 first-time visitors to Oceanside which is a 6% increase over last year.
- Responded to 4,331 requests for Visitor Guides and tourism information for Oceanside.
- Sold total of \$25,229 in attraction ticket sales.
- Total retail sales were \$8,958 which is a 9% increase over 2015. December was especially strong representing the highest sales month in many years at the center of \$3,834.
- Visitor breakdown: 33% from California, 44% from out of state, and 23% from a foreign country.

COMMUNITY INVOLVEMENT.

- Participated in the Senior Expo sponsored by the Oceanside Chamber of Commerce and handed out volunteer applications and promoted the Welcome Center to the local community.
- Held an information booth during the Bike the Coast-Taste the Coast event and greeting over 50 visitors.
- Hosted a very successful Fall Mixer at the Welcome Center inviting stakeholders, community leaders, local business owners, and the general community resulting in over 100 attendees.
- The Welcome Center was a USMC Toys for Tots Drop-off location for the second year in a row and collected double the number of toys over last year.
- Participated in the first annual 'Tis the Season to Shop Local Oceanside event promoting 'shop small' and 'shop local'. The Welcome Center was also a shopping 'passport' drop off location.

RETAIL MERCHANDISE.

- The number one attraction ticket sold during the 2nd quarter was the San Diego Zoo with 122 tickets sold.
- The number one items sold were postcards and specialty blanks cards totaling 965 units sold.
- Our giftware department was number one in volume for product totaling \$1,812 in the category which is 20% of our quarterly sales. This category has a gross margin of 49.2%. Items include Raku Pottery, drink coasters, beach themed kitchen towels, travel candles, shot glasses and more.

VOLUNTEERS.

- Coordinated a FAM tour of the Museum of Making of Music in Carlsbad with about 25 attendees.
- We thanked our active 54 volunteers with a Holiday Luncheon on Dec. 7 at the El Camino Country Club.

STAFF.

- On Oct 18-19, Lydia Petroff attended a two-day CWC Meeting hosted by the Visit California Office of Tourism in Sacramento along with the other 17 Welcome Center Managers. The state has committed their support to the welcome center network which experienced a 6% increase in visitors in the state in 2016 vs. 2015. That is an additional 100,000+ more visitors in the state. Northern Calif. experienced a strong increase in 2nd Qtr due to early snow.
- CWC Oceanside experienced a 3% increase in visitors from Jan-Dec 2016 vs 2015 which is a total of 1,500+ more visitors in Oceanside.

BUILDING.

- After a water heater leak ruined several walls, flooring, and the ladies bathroom in October, the CWC is now cleaned up, painted and re-carpeted looking nice and inviting.

GROUP SALES / BUSINESS DEVELOPMENT

GROUP LEADS SUMMARY.

| | Number of Leads | Attendees | Room Nights |
|---|-----------------|-----------|-------------|
| Inquiries this Quarter | 81 | 4563 | 422 |
| Leads this Quarter | 17 | 1445 | 486 |
| Groups Booked this Quarter* | 17 | 4805 | 428 |
| Q2 Ongoing Leads** | 12 | 816 | 692 |
| Leads Year to Date | 41 | 5718 | 3584 |
| Groups Booked Year to Date | 32 | 6385 | 749 |
| Lost Business Due to Lack of Stakeholder Response | 0 | 0 | 0 |

*Booked Business = As tracked / reported by stakeholders and clients

**Ongoing Leads = New and Past Leads that are currently in development

CITYWIDE ROOM NIGHTS.

| Company | Start Date | Participants | Attendance | Pageviews |
|--------------------------------|------------|--------------|------------|-----------|
| Bike the Coast-Taste the Coast | Nov. 5 | | | 811 |
| O'side Turkey Trot | Nov. 23-24 | 10,000+ | | 2,210 |

*Many competitors return year over year and stay at the same property.

CONFERENCES & TRADE SHOWS.

- United Church of God Conference: Oct 16 - 24; QLN Conference Center; 600 attendees
- Reunion Friendly Network Conference: December 5th - 6th at Queen Mary Long Beach; appointments with military reunion planners.

PROSPECTING, BUSINESS DEVELOPMENT & PARTNERSHIPS.

- Prospecting and follow-up to targeted markets: Group Travel magazine directory; meeting & incentive travel planners; wedding groups; family reunions; military reunions.
- Client Meetings and Site Tours with existing and potential groups: Main Street Economic Development Consultant; Sacramento Education group; 2017 Hard Corps Race Series; 2017 Surf Fest citywide.
- Business Development Meetings with Stakeholders and Industry Partners: CI Worldwide Transportation; Courtyard; Cvent; EmpowerMINT; Expedia; Holiday Inn; McLain Properties.
- Client Services: Texas Roadhouse retreat; UCG conference; OPD K-9 event; Sacramento Education meeting; Race Across America.
- Business Development Training Webinars.
- Distributed monthly event information to International market liaisons at Visit California.
- Represented Oceanside tourism on Downtown Advisory Committee.

BUSINESS DEVELOPMENT / GROUP SALES MARKETING.

- Updated email templates and sales tools for group travel markets.
- Kicked off Military Monday Special Edition campaign.
- Created web pages, blogs and event landing pages.
- Implemented CRM prospecting and tracking program.

MARKETING / PUBLIC RELATIONS

ADVERTISING & MARKETING.

- Planning Meetings with Bridget Ayers (social/web) and Shae Geary (PR).
- Submitted creative assets for upcoming paid advertising placements.
- Met with Greenhaus to finalize new advertising campaign, schedule to launch Spring 2017.
- Developed content calendar and met with blog contributors to coordinate topics/ themes.
- Represented tourism industry during the development of future citywide marketing campaigns, including: Agritourism, Bike Oceanside, Oceanside Valentine's Week, and 'Tis the Season to Shop Local.
- Niche Marketing:
 - Mixer and Open House: targeting industry and local community to raise awareness of event and services that Visit Oceanside offers, including event planning assistance, lodging referrals, etc.
 - Oceanside Event Calendar: Maintained online event calendar, wrote monthly event blogs, submitted event information to regional publications, and distributed biweekly event calendar to partners.
- Support and planning for 2017-18 Oceanside Visitor Guide ad sales and content submission calendar.
- Paid Advertising:
 - Print Media Outlets: 13
 - Digital Media Outlets: 5
 - On-going market efforts resulted in the following fulfillment of the Oceanside Visitor Guides:
 - Physical copy mailed to visitors: 1,262
 - Digital views on visitoceanside.org: 500 unique (684 total sessions)

SOCIAL MEDIA METRICS.

- Facebook: 36,924 (New: 575)
- Twitter: 9,773 (New: 156)
- Instagram: 7,677 (New: 391)
- LinkedIn: 214 (New: 58)
 - LinkedIn Posts: 21
- YouTube Upload Views: 6,152

EMAIL MARKETING.

- Distribution List Totals:
 - Leisure: 20,381
 - Industry : 771
 - Wedding: 5,712
 - Travel Planner: 1,929
- E-Newsletter (s) Sent:
 - Leisure: 2
 - Industry: 13
 - Wedding: 8
 - Travel Planner: 0

WEBSITE.

- Jackrabbit Online Booking Report: 1,474 website lodging referrals (based on 66 properties)
- Blog Posts: 22
- Website Overview:
 - Users: 73,563 (Sessions: 90,662)
 - Pages / Sessions: 1.73
 - Bounce Rate: 67.27%
 - Top Visited Pages:
 1. Home Page
 2. Event Calendar
 3. What to Do
 4. Blog: Halloween Events
 5. Oceanside Pier
 6. Blog: NYE in Oceanside
 7. Camp Pendleton
 8. Event: Dia de los Muertos
 9. Blog: Family Travel Cycling
 10. Dining
 - Citywide Event Promotion Page Overall Performance: (Total Unique Page Views)
 - O'side Turkey Trot: 2210
 - Bike the Coast; 811
 - IRONMAN 70.3: 127
 - Top Performing Group Sales Pages
 - O'side Turkey Trot
 - Weddings
 - Surf Contests

PUBLIC RELATIONS.

- Travel Writer Site Visits: 3
- Releases and Writing: 4
- Pitches and Story Coordination: 13
- Media Events: 2
- Special Project: Visit California Co-Op
 - Kim Orlando, Traveling Mom: Visiting as part of joint effort with Palm Springs and Temecula.
- Published Articles: 9 (Clip Recap Below)

| | | | |
|--------------------|---|---|-----------|
| Osidenews | See Life From a Different Perspective | http://www.osidenews.com/2016/11/13/see-life-different-perspective-waverider-helicopter-tours/ | 8,000 |
| Vacation Idea | 25 Best Things to Do in Oceanside | http://vacationidea.com/california/best-things-to-do-in-oceanside-ca.html#slide22 | 800,000 |
| Trekaroo | Top 10 Holiday Events to Enjoy in So | https://blog.trekaroo.com/top-ten-holiday-events-to-enjoy-with-kids-in-southern-california/ | 370,000 |
| Families Go! | 10 Fall family activities in San Diego | https://www.familiesgotravel.com/2016/09/10-fall-family-activities-san-diego/?utm_source=FamiliesGo%21+List&utm_campaign=ceedbcb7e7-oct+19+2016&utm_medium=email&utm_term=0_469d658d47-ceedbcb7e7-371534957&ct=t | 15,000 |
| Traveling Mom | Oceanside: Where to Find Fun in the Sun | https://www.travelingmom.com/family-vacations/san-diego-family-vacations/fun-sun-oceanside-california/ | 236,000 |
| Traveling Mom | FaceBook Posts | | 8,000 |
| NBC Worth the Trip | Turkey Trot: Oceanside Stay Over Deal | http://www.nbcsandiego.com/blogs/worth-the-trip/?page=4 | 1,100,000 |
| | | | |
| | | TOTAL | 2,537,000 |

INDUSTRY RELATIONS

ACTIVITIES, MEETINGS & EVENTS SUPPORTED BY STAFF MEMBERS.

- Stakeholder Events/Meetings: City Council Meeting, CWC Volunteer Holiday Party, Fall Mixer and Open House, Sundance Orchard Farms Site Visit, VO Board Holiday Party, and VO Staff Holiday Party.
- Local Tourism Partner Events: Bike the Coast-Taste the Coast, FedEx Ribbon Cutting and Tour, KOCT Fundraiser, MainStreet Taste of Oceanside, Museum of Making Music FAM, Pier View Condominiums Open House, Rosicrucian Open House, and Waverider Helicopter Tours FAM.
- Community/ Committee Meetings: Bicycle Committee Meeting, MainStreet Downtown Economic Development Committee, MainStreet Monthly Meeting, MainStreet Promotions Committee, Oceanside Valentine's Week Meetings, Shop Local Meetings, and South O Meetings.