An Exciting Time for Oceanside and Tourism
A message from Chairman of the Board, Josh Brandon

I joined the Visit Oceanside Board of Directors just over a year ago and am quite fortunate to have seen incredible growth in our fine city. It is through the dedication, community engagement and diverse skill set of the Visit Oceanside staff, board members, liaisons and city personnel partners that we have been able to accomplish so much. I am so very proud to work with these fine people and to celebrate in their accomplishments.

Although much has been accomplished, we all share in the excitement of what the future can hold for Oceanside and Tourism. In the coming months and years, we will continue to promote our City as a premier destination in Southern California, engage in community partnerships and fight for continual investment and improvements to our essential visitor-centric infrastructure.

Soren Kierkegaard, the Danish philosopher and reformer, said “Life can be understood backwards, but it must be lived forward.” May we move forward, respecting our past and acting so the future generation in Oceanside will understand and appreciate our actions today.

Creating A Sustainable Future for Tourism
A message from President and CEO, Leslee Gaul

“The best way to predict the future is to create it.”
–Peter Drucker

Just three short years ago, the Visit Oceanside Board of Directors had the vision to create a sustainable future for tourism in Oceanside, providing a viable economic engine for the community. This past year has been a historic year for Oceanside. In addition to celebrating the 125th anniversary of our beautiful City, we experienced a record high in hotel tax that was generated for the City’s general fund, exceeding $4 million and Visit Oceanside (VO) influenced over $61 million in visitor spending, according to an independent research firm.

The top priorities for the VO Board of Directors continues to be influencing positive infrastructure and beautification projects in the city that directly impact tourism as well as tourism sales and marketing efforts. A few of the highlights include successfully supporting funds for new beach restrooms as well as supported the California Community Event Alliance (CCEA) that is working on State legislation to protect important city-wide and cultural events that bring revenue to communities. VO also hired two new sales team members, increasing the sales team that targets group business in the off-season; secured two new citywide events in the Fall of 2013 that included a second triathlon, the Oceanside Life Time Tri and launched a new website and online booking engine.

I’d like to give big kudos to the tourism industry and especially the Visit Oceanside Board of Directors and dedicated staff. It’s been the accumulation of many small steps that has generated such positive momentum and success. We also appreciate the crucial partnership we have with City Staff, the Oceanside Police Department and City Officials who have helped make this possible.
Visit Oceanside is the sales and marketing engine for the Oceanside tourism industry. Our program of work is designed to provide incremental business for Oceanside and to stimulate demand for Oceanside as a preferred visitor destination.

In order to provide a secure funding source for tourism marketing, the Tourism Marketing District (TMD) was created on March 17, 2010 in partnership with the Oceanside lodging industry and the City of Oceanside.

The top priorities for the lodging industry was to create a sales program, targeting group business in the shoulder season as well as create a destination brand for Oceanside.

For fiscal year 2012-2013, the TMD generated $596,380.17, making up 84% of the total revenues generated for the Visit Oceanside Conference and Visitors Bureau.

VISION STATEMENT:
Oceanside will be Southern California’s most desired beach destination by rallying a visitor-centric community to deliver a consistently positive, welcoming, safe and memorable visitor experience.

MISSION STATEMENT:
The Mission of Visit Oceanside is to unite tourism related businesses in order to generate visitor spending in the City of Oceanside.

2012-2013 YEAR END REPORT

FUNDING SOURCES

OTMD: 12%
Retail/Private Sponsorships: 4%
San Diego County: 84%

BUDGET ALLOCATION

Marketing / Sales: 51%
Personnel: 24%
Operations: 20%
Reserves: 5%

VISITOR SPENDING

Lodging: 26%
Meals: 11%
Attractions: 13%
Transportation: 10%
Shopping: 15%
Groceries: 24%
Rec. Equipment/Supplies: 1%

TRANSIENT OCCUPANCY TAX 2004 - 2012

Hotel Tax

2004: 200,000
2005: 300,000
2006: 400,000
2007: 500,000
2008: 600,000
2009: 700,000
2010: 800,000
2011: 900,000
2012: 1,000,000
GROUPSALES.
The group sales team targets groups generating 10 or more room nights in Oceanside. The information highlighted represents groups ranging from large city-wide events to smaller executive retreats and family reunions and does not reflect leisure business staying in Oceanside.
The target markets for group sales include sporting events, military/government business (SMERF) and corporate meetings and events.

YEAR-END GROUP BUSINESS HIGHLIGHTS.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Leads</td>
<td>39</td>
</tr>
<tr>
<td>Meeting &amp; Event Leads</td>
<td>17</td>
</tr>
<tr>
<td>Groups Booked*</td>
<td>10</td>
</tr>
<tr>
<td>Room Nights Generated (groups)*</td>
<td>3,318</td>
</tr>
<tr>
<td>Room Nights Generated (Citywide Events)</td>
<td>6,500</td>
</tr>
</tbody>
</table>

*As reported by Stakeholders

An increase of 50% from 2011-2012

CITY-WIDE GROUPS & EVENTS.

- Course of the Force: July
- Outrigger Canoe Races: August
- Rockabilly SoCal Fest: August
- Supergirl Pro Surf Championships: August
- Tiki Swim: September
- Bike the Coast-Taste the Coast: November
- Tsunami Skydiving Event: December
- Marine West Expo: February
- Ironman 70.3 Triathlon: March
- Beach Soccer Championships: May
- Race Across America: June
- Bud Light Surf Series: June
- Camp Pendleton Mud Run: June

TRADESHOWS & CONVENTIONS.

- Cal Travel Association conference in Sacramento, California
- Connect Marketplace tradeshow in New Orleans, Louisiana
- Rejuvenate Marketplace tradeshow in Columbus, Ohio
- Cal Travel Association meeting in San Diego, California
- Western Association CVB conference in Eugene, Oregon
- Marine West Expo at Camp Pendleton
- West: military contractor expo at San Diego Convention Center
- Visit California Outlook Forum in San Francisco, California
- Cal Travel Annual Conference in San Diego, California
- International POW WOW Travel tradeshow in Las Vegas, Nevada

Provided room night coordination, marketing and event support to over 12 citywide events

Fall 2012 Oceanside familiarization tour with a targeted group of meeting and event planners

Meeting with potential clients at the 2013 International POWWOW Travel Tradeshow
GROUP SALES REPORT continued

BUSINESS DEVELOPMENT.

- Grew Sales Team with 2 new members: 1 full-time Group Sales Manager; 1 part-time Group Sales Support
- Partnership with Camp Pendleton: ITT & Latitudes Travel; MCCS; various offices
- Sales calls to corporations and meeting planners in San Diego, Los Angeles, San Bernardino and Riverside counties
- Partnerships with travel agencies in Palm Desert & Los Angeles areas
- Partnerships with local meeting & events venues
- Oceanside FAM Tour with select corporate travel and meeting planners
- Outreach to SMERF markets:
  - Reunions – military and family
  - Association conferences and board retreats
  - Incentive travel
  - Executive meetings & board retreats
  - Sports teams
  - Special interest travel groups
- Supported the California Community Event Alliance with legislation that protects city wide, cultural and special events from having to be reviewed by CEQA. These events impact revenue for all cities and communities

MARKETING REPORT

COMMUNITY RELATIONS.

- 125th Anniversary: 125 Things To Do in Oceanside brochure and 125 themed specials/offers
- Distributed bi-weekly event calendar
- Coordinated 3 OTC meetings, an industry mixer and annual Tourism Summit
- Sent event information to North County Sun bi-monthly
- Created and distributed welcome posters for citywide events
- Wrote monthly event article for Oceanside Marina Harbor
- Developed the Tourism Cares project, unofficially adopting the coastal entrance of the San Luis Rey Bike Trail
- Attended quarterly South Oceanside meetings
- Updated content for the 2013-2014 Concierge Guide
- Attend monthly MainStreet Oceanside meetings
PUBLIC RELATIONS.

- Distributed 21 press releases, including media advisories
- Hosted 7 media visits resulting in corresponding articles and blogs
- Popular media outreach and story ideas: 125th Anniversary and active lifestyle
- Attended Visit California media event in New York: March 2013
- One-on-one outreach to Orange County and Los Angeles editors
- Continued PR outreach to San Diego market
- Meetings / communications with Oceanside partners/attractions to develop new story ideas
- Regular submissions to Visit California for on-going “What’s New” releases and seasonal themed releases
- Act as liaison between local media and Oceanside partners for local stories such as surf swap meet, brewfest and opening of Tsunami Skydivers
- Developed PR Road Map and creative brainstorming for Oceanside story ideas
- Media Highlights:
  - Westways magazine
  - Fox 5 San Diego LIVE Morning Broadcast
  - San Diego Home and Garden Lifestyles
  - Elevated Tee Radio Show
  - Parenting magazine

Generating over $382,600 of free publicity in print, online and television marketing with nearly 10 million in total circulation.

SOCIAL MEDIA.

- Posted 13 videos on the Visit Oceanside YouTube channel
- Hosted 3 social media promotions/contests
- Increased followers and engagement through prompt and responsive communication and redistribution of user provided content

WEBSITE.

- 91,341 unique visits to www.visitoceanside.org (27% increase from 2011-12)
- 96 new blog posts
- Signed contract with Jackrabbit Systems to host online booking engine
- Launched new website making significant changes to the backend of website and transitioned to responsive technology automatically adjusting appearance of website depending on the source (smart phone, tablet or desktop)
- Reformatted online event calendar, expanded self-guided tours and increased beach description pages

Live morning broadcast with Fox5 San Diego from the Oceanside Pier (February 2013)

Generated 24 media mentions around the celebration of Oceanside’s 125th Anniversary

Oceanside Harbor was featured in an article written by SanDiego.com and shared on social media channels
MARKETING REPORT continued

EMAIL MARKETING.
- Increased email opt-ins to 13,432 (an 18% increase from 2011-12)
- Sent 11 consumer emails and 55 industry emails highlighting promotions / specials, upcoming events and community updates

MARKETING AND ADVERTISING.
- Coordinated 3 Fall Promotions:
  - Getting Away to Oceanside
  - Kids Free in October
  - Oceanside Bucket List
- Worked with Myles McGuinness of 9Myles to rebrand Visit Oceanside
- Managed, produced and edited the 2013-2014 Oceanside Visitors Guide
- Contracted with Rich Cruse to increase photo gallery
- Coordinated 3 Spring Promotions:
  - 125th Anniversary
  - Valentine’s Day / Romantic Getaway
  - Family Travel
- Group Sales Marketing Materials:
  - Prepared sales discs for Connect Marketplace Conference, 2012 fall familiarization (FAM) tour, Rejuvenate Marketplace Conference and International PowWow Tradeshow (IPW)
  - Created strategy plan to expand group sales section on website
- Print and Web Advertising:
  - 101 Things to Do in San Diego
  - 125th Anniversary magazine
  - California Visitors Guide
  - Camp Pendleton Directory
  - Camp Pendleton Guide
  - Camp Pendleton Map
  - Canadian Traveler
  - Cox Media—Phoenix
  - Go—California
  - HomeAway.com
  - National Association of Tourism Directors
  - National Geographic Traveler
  - PendletonHousing.com
  - SanDiegan
  - SanDiego.com
  - Sports Destination Marketing
  - Sunset magazine
  - Sunset magazine—Roadtrips
  - TripAdvisor
  - TripAdvisor / BrandUSA

Co-Op Partnerships Leveraged the Marketing Budget by 25%
CALIFORNIA WELCOME CENTER—OCEANSIDE REPORT

YEAR END STATISTICS.

• Assisted 45,035 walk-in visitors to the California Welcome Center-Oceanside
• Documented over 9,300 visitors from foreign countries
• Welcomed 26,416 first-time visitors to Oceanside
• Responded to 29,340 requests for Visitor Guides and tourism information for Oceanside
• Provided 1,636 hotel and lodging referrals through the Welcome Center
• Sold total of $157,733 in attraction tickets
• Total retail merchandise sales were $29,223 (a 51% increase from 2011–12)
• Conducted 14 FAM Tours to include local sites and San Diego attractions
• Expanded CWC staff to two fulltime and two part-time staff; recruited 15 new CWC volunteers
• Beneficiary of $259,250 in marketing value from Visit California’s comprehensive promotion of California and its Welcome Centers

COMMUNITY INVOLVEMENT.

• Implemented a liaison outreach program to establish a steady line of communication with Tourism Partners
• Staffed a welcome booth during IRONMAN 70.3 Oceanside California, Race Across America, Bike the Coast—Taste the Coast and AMGEN’s Tour of California, Stage 1 in Escondido
• Orchestrated entry in Oceanside’s Independence Day Parade
• Presented Scholarship to Mira Costa Student at Annual Ceremony
• Hosted an Open House at the California Welcome Center as part of National Tourism Week
• Hosted the Visitor Center Network professionals meeting at California Surf Museum in Oceanside
• Staffed a California Welcome Center booth at the SavingsPlus Conference in Ontario, CA. Savings Plus is the provider of retirement services for California State Employees
• Attended the Oceanside Business Expo
• Recruited volunteers at the Mira Costa Volunteer & Community Resource Fair and the Senior Expo

FACILITY HIGHLIGHTS.

• Replaced damaged California Welcome Center sign along Highway 5
• Made several repairs and updates to the outside and inside of the Welcome Center to maintain a pleasant atmosphere for visitors

RETAIL MERChANDISE UPDATES.

• New major vendor accounts: Ty Company and American Gift
• Carrying local product lines: Keys Creek Lavender Farm and Stone Brewing Co.
• Focused on offering customized Oceanside souvenirs

Visit Oceanside and the California Welcome Center participate in the annual Independence Day parade

Local residents stop by the Welcome Center with “Flat Stanley” for their granddaughter in Virginia

The Welcome Center hosts first in series of Open Houses to educate community about available resources