



FY 2020

ANNUAL REPORT

10 YEARS OF TOURISM STEWARDSHIP



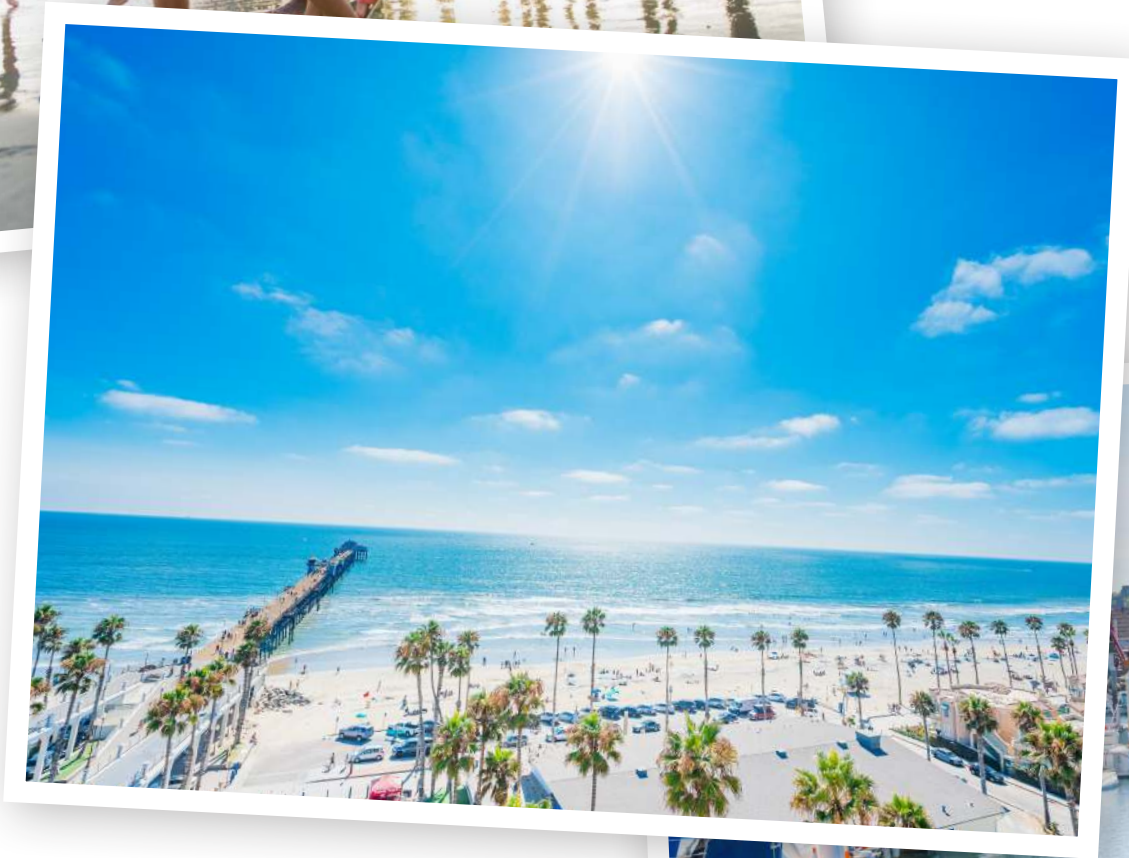


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A MESSAGE FROM THE CEO & BOARD CHAIRMAN

“DIFFICULT ROADS OFTEN LEAD TO BEAUTIFUL DESTINATIONS”

-Unknown

Dear Industry Stakeholders,

As we reflect on the end of another year, I think we can all agree it looks a little different than we ever expected. We thought we would be celebrating Visit Oceanside's tenth anniversary and the incredible accomplishments we have achieved for our City. Instead, we quickly had to pivot, providing important communication networks and strong advocacy while highlighting your tenacity, ingenuity and strength as you adapted in the face of unprecedented challenges.

As we navigated these unprecedented times, Visit Oceanside worked harder than ever. We worked with the City to help mitigate the pandemic's negative impacts while maintaining appropriate messaging and marketing strategies in the marketplace. We promoted our businesses, shared our O'side stories and delivered inspirational content. We wanted to capture the spirit of our destination and our people in a thoughtful and relevant manner that would resonate with our customers who needed a respite.

Although the pandemic has taken a devastating toll on the tourism industry, we remain proud of what we achieved in the last decade, including:

- Doubling visitor spending and increasing overnight stays to support our local businesses
- 50 percent increase in tourism jobs for our residents
- 200 percent increase in tax revenues to support parks, recreation, public safety, roads and more

As recovery continues, we will use these data points as a guiding light for what's possible when we work together. They also remind us of our industry's important economic role in our community, supporting both our City as well as our small businesses.

While a lot has changed in a year, what hasn't changed is Visit Oceanside's mission to advocate and share optimism for the future of Oceanside's tourism industry. We are inspired every day by the people who make Oceanside the vibrant and storied destination that attracts visitors worldwide.

Thank you all for your continued partnership. We look forward to another 10 years of successful tourism stewardship for our O'mazing city. As always, be well.



Leslee Gaul

LESLEE GAUL
CEO & President



Scott Hausknecht

SCOTT HAUSKNECHT
Chairman of the Board
Residence Inn/Courtyard by Marriott

ABOUT VISIT OCEANSIDE

Visit Oceanside is the tourism authority for Oceanside and serves as the sales and marketing engine for the tourism industry. Our program of work is designed to provide incremental business by stimulating demand for travel to Oceanside, particularly during midweek and shoulder seasons. We accomplish this task by managing and implementing the Oceanside brand as a preferred visitor destination for group and leisure business.

Incorporated in 2010, Visit Oceanside is a 501(c)6 corporation that is governed by a 13-member board of directors along with eight advisors. The board is comprised of industry stakeholders and non-industry representatives. The board's priorities include key initiatives that address destination management (economic development, product development and infrastructure) and destination marketing (business development, owned, earned and bought media).

MISSION STATEMENT

The mission of Visit Oceanside is to unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and quality of life in the City of Oceanside.

VISION STATEMENT

Oceanside is Southern California's most desired beach destination.



10 YEARS OF VISIT OCEANSIDE

TOURISM HIGHLIGHTS AND ADVOCACY

• 2010

- Oceanside Tourism Marketing District approved; Visit Oceanside founded
- VO partners with the City to host first Bike the Coast event
- VO partners with Marine West Expo at Camp Pendleton; secures partnership for lodging contracts
- VO hires first marketing manager

• 2012

- VO creates scholarship for hospitality students at MiraCosta College
- VO secures long-term commitment from Race Across America

• 2014

- SoCal Sports Complex opens
- Springhill Suites Marriott Oceanside opens
- Visit Oceanside renews tourism marketing district for 10 years

• 2011

- VO hires first business development director
- Courtyard by Marriott Oceanside opens

• 2013

- VO develops Tourism Cares initiative
- VO secures United Church of God Conference, Honor Bowl High School Football Showcase and Life Time Tri triathlon

• 2015

- City renovates beach restrooms
- VO wins bid to host ISA World Youth Surf Championships
- Mission Avenue beautification project completed

• 2016:

- Ironman 70.3 California rebranded Ironman 70.3 Oceanside; renews for 5 years
- VO develops first Destination Brand Initiative
- VO partners with Economic Development to spearhead Agritourism Strategic Plan for South Morro Hills
- City approves \$5 million for railroad Quiet Zones
- Animal Kingdom selects Oceanside as film location for series
- Goat Hill renovations complete

• 2018:

- VO secures Pan American Beach Handball Championships; first competition in the U.S. for USA Beach Handball
- VO debuts “Respect the O’riginals” brand campaign; campaign wins three San Diego ADDY Awards
- VO launches cycling initiative
- The Fin opens as a restored historic boutique hotel

• 2020:

- VO celebrates 10th anniversary and record growth
- City approves funding for sand replenishment and retention study
- City begins Pier Plaza improvements
- Coronavirus pandemic has devastating impact on tourism in Oceanside

• 2017:

- Oside Feast at Mraz Family Farms
- Greetings from Oceanside beer collaboration
- Oceanside designated one of 14 California Cultural Districts

• 2019:

- VO creates official Sports Commission
- El Corazon Aquatics Center breaks ground
- Oceanside Beach Resorts break ground
- The Brick Hotel, a historic downtown property, begins restoration
- Inaugural California Surfing Day Oceanside promotion
- City approves Coast Highway Plan

VISIT OCEANSIDE BRAND STORY



At its core, Oceanside is about authenticity. It is the quintessential California beach town— home to a wide, sandy, picture-perfect beach, charming bungalow neighborhoods, a yesteryear pier and a boardwalk vibe—plus, it has all the cool, new bells-and-whistles travelers covet, interpreted through a unique lens that is 100 percent Oceanside. It stands apart on the Southern California coast. And it stands apart as a destination of true O’riginality.

OUR DESTINATION PILLARS:

- Haven for families
- Thrill seekers and ocean lovers wanted
- An exciting culinary scene
- Heritage meets next-gen arts and culture
- A warm welcome for group travel

WHAT WE SAY:

- Oceanside is all about authenticity and being O’riginal
- Oceanside is more family-friendly than ever
- Oceanside is a place to revel in offbeat experiences
- Oceanside is a place for lovers of the great outdoors
- Oceanside is home to a flourishing culinary and craft beverage scene

WHY TOURISM MATTERS

10 YEARS OF PROGRESS HALTED BY WORLDWIDE PANDEMIC

Ever since the coronavirus pandemic brought the tourism industry to a halt in March 2020, it has never been more apparent how important tourism is to our local economy and small businesses that rely on visitor spending throughout the year. With leisure travel suspended across the country, stay at home orders in effect and strict closures of public amenities, including the beach and pier, Oceanside hotel revenues for the fiscal year-end were down 20 percent. The hotel revenue generated by visitor spending makes up 26 percent of total visitor spending. The remaining 74 percent is spent on other business sectors, such as restaurants, retail, arts and entertainment.

Tourism is also a people industry, providing local jobs that cannot be outsourced. VO conducted a survey of the hotel industry in April 2020. The hotels responded that they would be laying off 53 percent of their staff by the end of May 2020. This equated to over 500 jobs lost. This loss directly impacted local residents, as 90 percent of Oceanside hotel workers live in the city. Given the direct relationship between hotel stays and visitor spending, this reduction in hotel employment will continue to impact ancillary industries like restaurants and retail, which also employ a large number of local residents.

PREDICTIONS FOR TOURISM RECOVERY

While recovery will be jagged until a vaccine is widely available, history has shown that travel and tourism are resilient and can play a large role in economic recovery. Oceanside is well positioned to help lead the City's recovery over the next year and beyond.

- Oceanside is fortunate to be a leisure beach community that is in close proximity to major drive-in metropolitan areas. It also neighbors Camp Pendleton, where essential business occurs.
- The American Hotel & Lodging Association reported that there is pent up demand for travel, and destinations along California's coastlines are expected to be among the first to rebound.

TOURISM HIGHLIGHTS PRIOR TO THE PANDEMIC

Prior to the pandemic, tourism was experiencing record growth in Oceanside. For the 2019 calendar year, visitor spending was a record \$415 million. This figure represents an 8.5 percent increase over the previous year and an average annual increase of 7 percent over the past five years. This visitor spending directly supported 3,500 jobs in Oceanside, representing an average increase of 3.4 percent since 2010. It generated \$26.6 million in local and state taxes. What's more, local tax receipts were \$12.8 million, representing 12 percent growth over 2018.

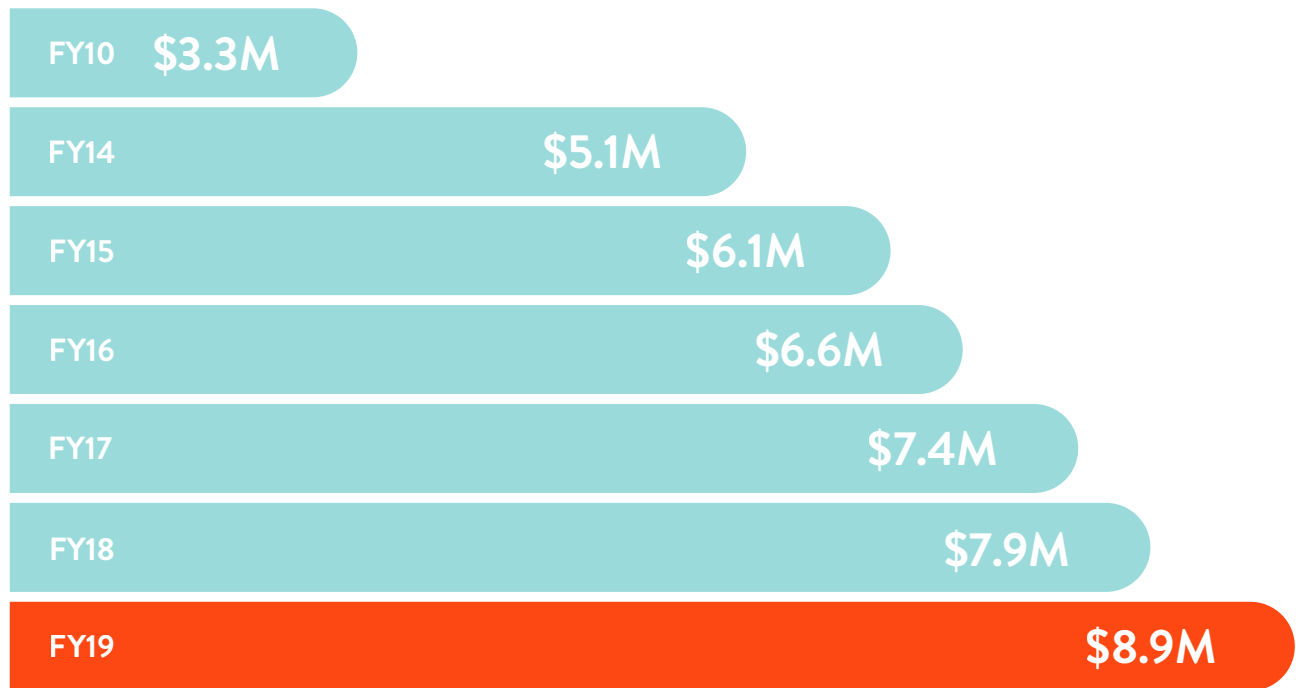
In the City of Oceanside, the Transient Occupancy Tax (TOT) is 10 percent, paid by each tourist (transient) to the operator of the lodging establishment. The revenues from TOT go to the City of Oceanside's general fund to support vital services such as fire, police, parks and libraries. In 2019, TOT set a record of \$8.9 million in collections.



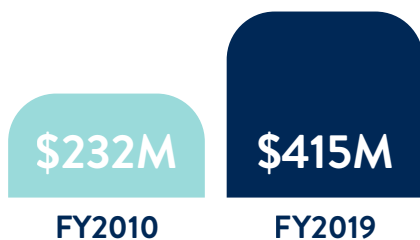
10 YEARS OF OCEANSIDE TOURISM GROWTH

(PRE-PANDEMIC)

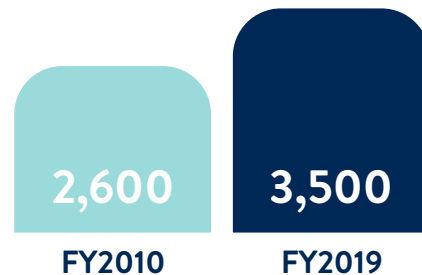
TOT GROWTH



VISITOR SPENDING



TOURISM JOBS



OCEANSIDE TOURISM HIGHLIGHTS 2019*



\$204
PER/DAY
average hotel
visitor spending



4
DAYS
average length
of stay



1.3
MILLION
room nights
consumed



376
THOUSAND
overnight
visits



3.2
MILLION
overnight visitors
to Oceanside



\$26.6
MILLION
state and local
taxes

VISITOR SPENDING BY CATEGORY 2019



*Data for calendar year 2019. Based on a study by Dean Runyan & Associates and STR, Inc. data.

OCEANSIDE LODGING PERFORMANCE

FY 2020

OCEANSIDE HOTEL/MOTEL PERFORMANCE

	JULY 2019-JUNE 2020	PERCENTAGE CHANGE YOY
Average Occupancy	60.8	-13.2
Average Daily Rate	108.23	-6.6
Average RevPar	65.80	-19.0
Supply	727,481	-1.2
Demand	442,256	-14.3
Revenue	47,865,164	-20

Source 2018 STR, Inc.

VACATION RENTAL PERFORMANCE

	JULY 2019-JUNE 2020	PERCENTAGE CHANGE YOY
Average Occupancy Entire Units	56	-5.7
Average Daily Rate Entire Units	342	-1.0
Average RevPar	191	-6.6
Available Listings Entire Units	1,955	0
Booked Listings Entire Units	1,843	3.3
AVERAGE AVAILABLE ROOM NIGHT SUPPLY	64,992	
AVERAGE ROOM NIGHT DEMAND	35,618	

Source 2020 Air DNA

Note: The data provides a snapshot of market conditions among hotel/motel and vacation rentals. The charts should not be directly compared since line items do not directly correlate. RevPar = revenue per available room.

LOOKING FORWARD:

LEADERSHIP AND ADVOCACY

The Visit Oceanside board of directors continues to make destination management a major pillar for the organization, influencing positive changes that impact sustainable tourism economic growth. Our goal is to expand and elevate the destination experience. However, due to COVID-19, we had to pivot from planning and product development to vigorously advocating and communicating on behalf of our industry partners.

VO staff worked harder than ever to support our businesses, our city and our community by providing a communications network to our partners as well as serve as a viable resource for our public officials and stakeholders. We worked closely with the City's Emergency Operations Center and served on the City's economic recovery task force as well as CalTravel's recovery task force, educating and advocating with our legislators so we could reopen safely for travel. In addition, we continued to work closely with economic development to support immediate recovery strategies while keeping ongoing projects on track.

We know that tourism will play a vital role in Oceanside's economic recovery. Visit Oceanside will continue with our advocacy work to influence positive changes and support issues that are critical to our industry. The board will continue to support funding and policy efforts that address beach erosion and improvements at the Pier/Amphitheater and Oceanside Harbor. We will continue to champion forward progress on current projects, including the Agritourism Strategic Plan, Oceanside Cultural District and El Corazon aquatic center and sports arena. We will continue to watch out for important topics and educate the industry on serious items like the vagrant issues that impact so many communities.

The VO Board understands the importance of managing the destination and supporting responsible tourism strategies that will impact year-round business. In addition, Visit Oceanside has representation on the Economic Development Commission and the Downtown Advisory Committee to help provide input on creative, forward-thinking solutions for a more sustainable Oceanside economy.



FINANCIAL REPORT

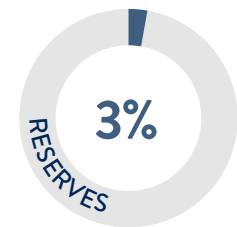
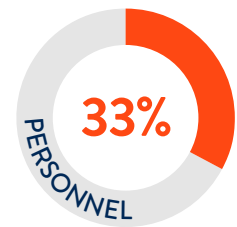
FY 2020

Visit Oceanside is funded in part by the Oceanside Tourism Marketing District, County of San Diego and advertising sponsorships. In March 2010, the lodging industry created a tourism marketing district (OTMD) to provide secure funding for tourism promotion. This development provided the opportunity for Oceanside to compete in a very robust tourism market: Southern California. For Fiscal Year 2019, the OTMD generated \$1,577,901, making up 95 percent of the revenues generated for Visit Oceanside.

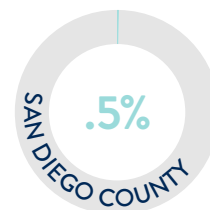
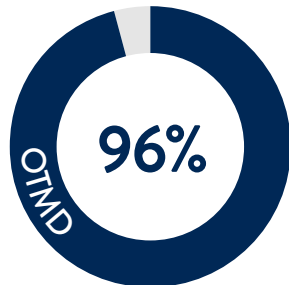
The OTMD is based on the State of California's legislation for Business Improvement Districts (BID), benefiting the lodging partners that pay into the district. In February 2014, the OTMD was renewed by the City for 10 years through 2025. Starting in April 2015, a 1.5 percent assessment was applied to all hotels and vacation rentals within the city limits of Oceanside. In coordination with the City of Oceanside in 2019, the board approved a modification to the OTMD that increased the assessment to 2.5 percent until April of 2025.

Tourism Marketing Districts (TMD) have ushered in a new era of stability in funding destination marketing organizations. Currently, there are 180 TMDs across the United States as well as other countries, including England, Ireland and Scotland. The average revenue generated by TMDs across the United States is \$2.3 million with the largest generating \$41 million.

VISIT OCEANSIDE BUDGET ALLOCATION FY 2019



VISIT OCEANSIDE BUDGET REVENUES FY 2020



VISIT OCEANSIDE STATEMENT OF ACTIVITIES – REVENUES

Statement of Financials for the period July 1, 2019 to June 30, 2020

REVENUE	FY 2020
PUBLIC SOURCES	
Oceanside Tourism Marketing District	\$1,576,901
County of San Diego Grants	\$11,635
CARES ACT SOURCES	
CARES Tax Credits	\$32,994
SBA EIDL	\$8,000
PRIVATE SOURCES	
Advertising Sales/Sponsorships	\$21,157
Merchandise Sales	\$25,319
Attraction Ticket Sales	\$31,245
In-Kind Rental	\$28,636
TMD Subsidy for CWC	\$80,192
Interest Income	\$63
TOTAL REVENUE	\$1,816,142



VISIT OCEANSIDE STATEMENT OF ACTIVITIES—EXPENSES

Statement of Financials for the period July 1, 2019 to June 30, 2020

OPERATING COSTS AND EXPENSES	FY 2020
Payroll and Benefits	\$484,844
Cost Goods (merchandise and tickets)	\$42,960
Advertising, Website and Promotions	\$581,676
Tradeshows, Meetings and Conferences	\$50,505
Administrative and General Expenses	\$266,874
Professional Fees	\$77,205
Research, Data Collection, Dues	\$45,569
TOTAL COSTS and EXPENSES	\$1,549,633
Increase in net assets	\$266,509
Net assets, beginning of the year	\$188,811
Net assets, end of the year	\$455,320



GROUP SALES AND BUSINESS DEVELOPMENT

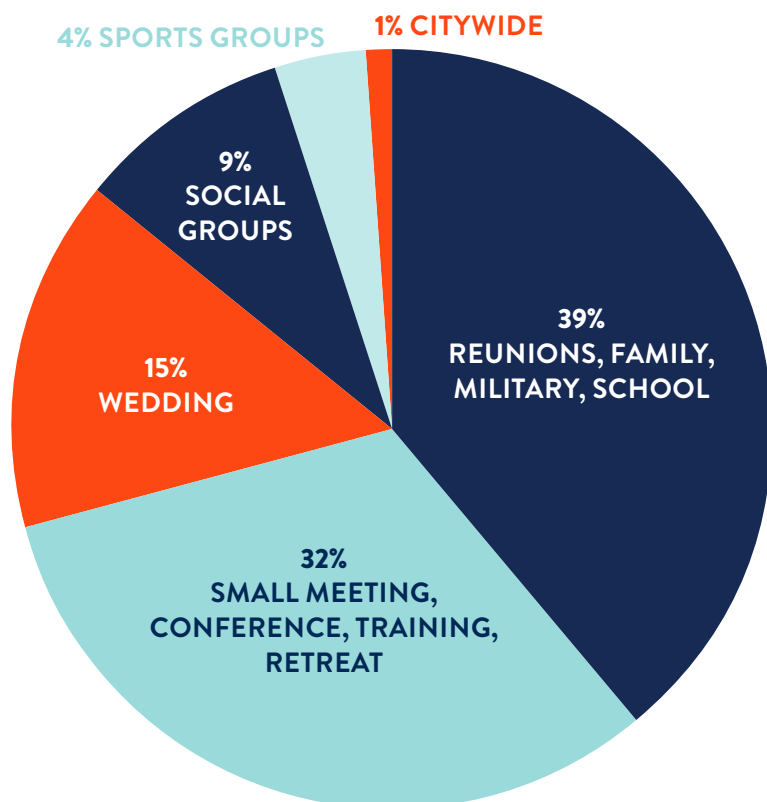
The objective for Visit Oceanside's Business Development Team is to identify group experiences within the destination and influence this product development while generating new business leads for meetings and events that convert to incremental room nights for our stakeholders.

Destination sales and marketing efforts promote Oceanside and these experiences to our key markets: weddings and reunions, small business meetings and retreats and citywide sports events. A client services/concierge program is in place for both leisure visitors and groups along with meeting, event and wedding planners— positioning our team as their go-to for destination consultation and site selection services. This sales strategy generates leads and helps secure group business while influencing visitor spending in our community.

We officially launched the VO Sports Commission in February 2020 as part of our ongoing efforts to grow our sports tourism and lead generation of high-impact business to benefit multiple properties and increase length of stay. A Sports Commission Advisory Board supports the vetting process of new citywide sports events to be considered for permitting and sponsorship.



NEW BUSINESS GENERATED BY MARKET



In March 2020, the coronavirus pandemic completely changed the landscape of group travel, meetings and gatherings. Until COVID restrictions hit in Q3, we were on track to meet our annual sales goals. With the total shutdown of group events, we quickly and effectively revised our sales strategies to support VO's recovery plan.

FY 2020 GOALS & METRICS



149

Requests for Digital
Wedding and Gathering
Guides



92

Sales Meetings



107

Qualified Leads



2,259

Room Nights
Contracted



41

Groups Booked



5

Trade Shows



254

Group Inquiries



45

Citywide Events

**As tracked and reported by stakeholders and clients; additional rooms may have booked outside of the blocks.*

LOOKING AHEAD: GROUP SALES PRIORITIES

The sales team is focused on client retention. We are working with existing groups, citywide events and tourism partners to reschedule postponed business. Destination sales prospecting continues, and we are staying in contact with prospective groups by providing destination updates and site sourcing assistance for meetings and events into 2021 and beyond. Our concierge service for leisure visitors continues to offer travel planning assistance as well. Based on data from industry research, we'll place an increased emphasis on the following markets that are in the rebound phase: weddings, family reunions, sports travel and regional meetings.



MARKETING AND COMMUNICATIONS

The Visit Oceanside Marketing Department manages the promotion of Oceanside as a travel destination to leisure visitors within our target audiences. Utilizing all owned platforms and content, as well as paid and earned media, we reach prospective visitors at every phase of the trip planning process to ensure they choose Oceanside as their next travel destination.

OWNED MEDIA

Visit Oceanside's owned media inspires visitors through a balance of breathtaking destination scenery and fun storytelling. Content is king, and the marketing department made capturing or creating content one of our highest priorities for the year.



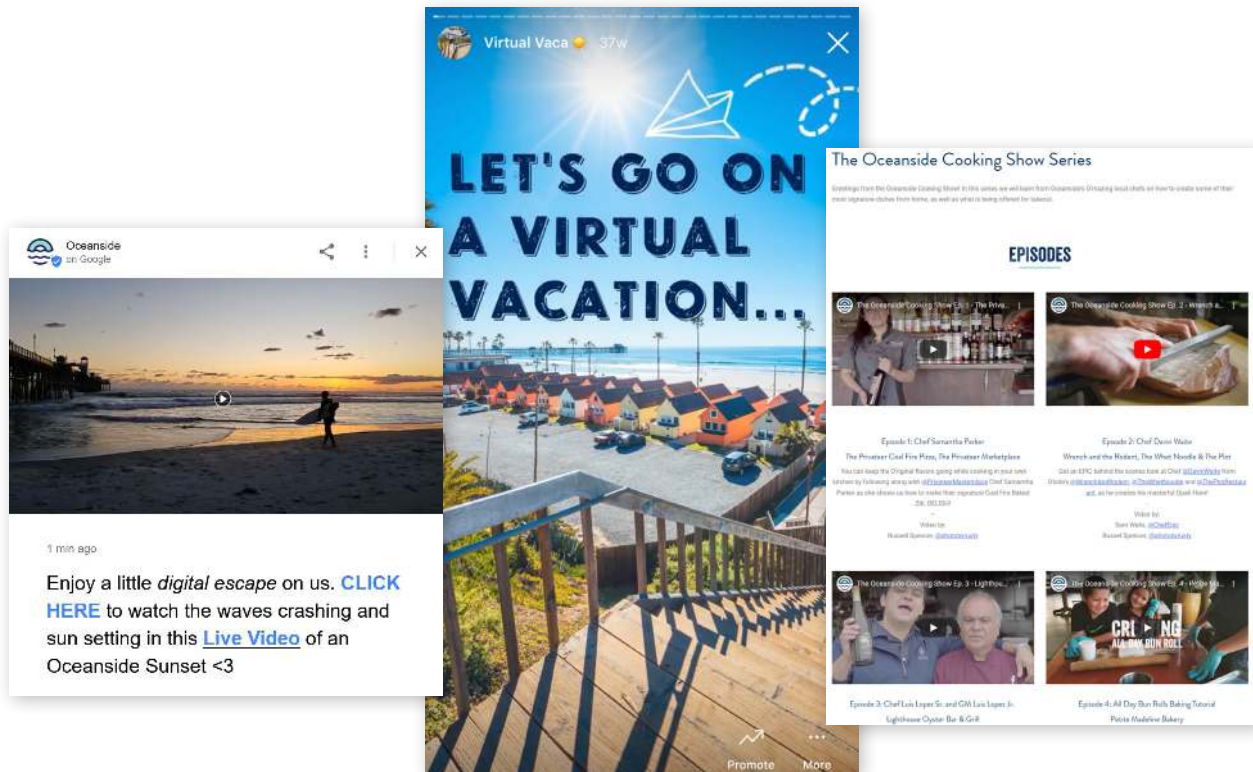
6,000+
New Image &
Video Assets



100+
Blog Articles &
Landing Pages Shared

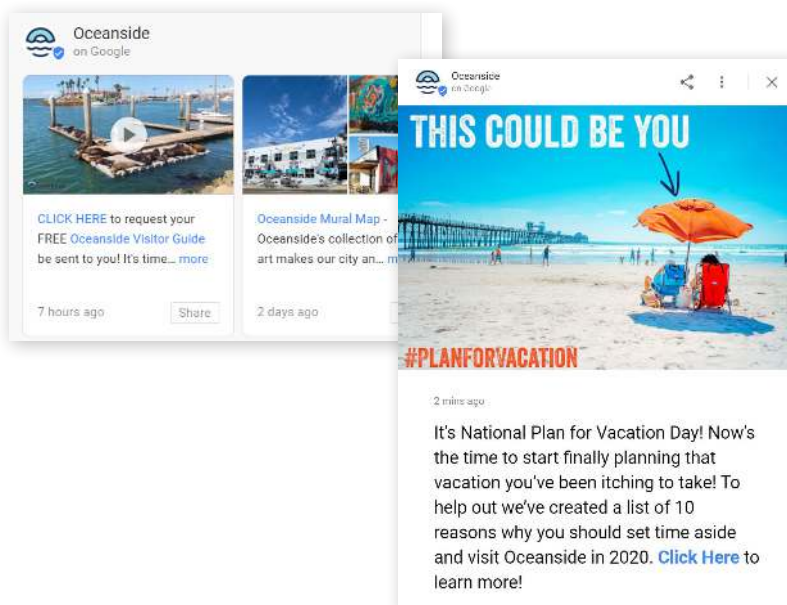
Together, the new content helped drive 474,000 total users to the website, a minimal 2.7 percent decrease from the previous year despite a global pandemic crisis and subsequent postponement of our largest annual marketing campaign. In addition, the newly curated and shared content helped propel one of our primary key performance indicators, visitor guides, to a 5 percent increase YOY in total requests made through www.visitoceanside.org.





GOOGLE

Managing the destination's reputation is one of the many critical roles we play at Visit Oceanside. Utilizing the full Google ecosystem, a primary driver for all inquiries pertaining to Oceanside, as well as the Google Partnership Program, staff conducted frequent audits to ensure that information is both accurate and current. These audits include submitting new photographs as well as flagging incorrect listings or locations. In addition, VO was able to effectively utilize the Google Post Program, a tool created by Google for DMO's to aid them in providing higher quality content and destination information to those searching keywords. This tool enabled VO to organically reach significantly wider audiences to tell the Oceanside story and keep Oceanside top of mind for those who have expressed interest. In total, we shared 69 unique Google posts containing themed and timely Oceanside content.



474,000
Website Users



3,500
Website Lodging Referrals



5% Increase
Guide Requests

TOTALS BY PLATFORM:*



47,701 (+6% YOY)



29,213 (+25% YOY)



12,478 (+6% YOY)



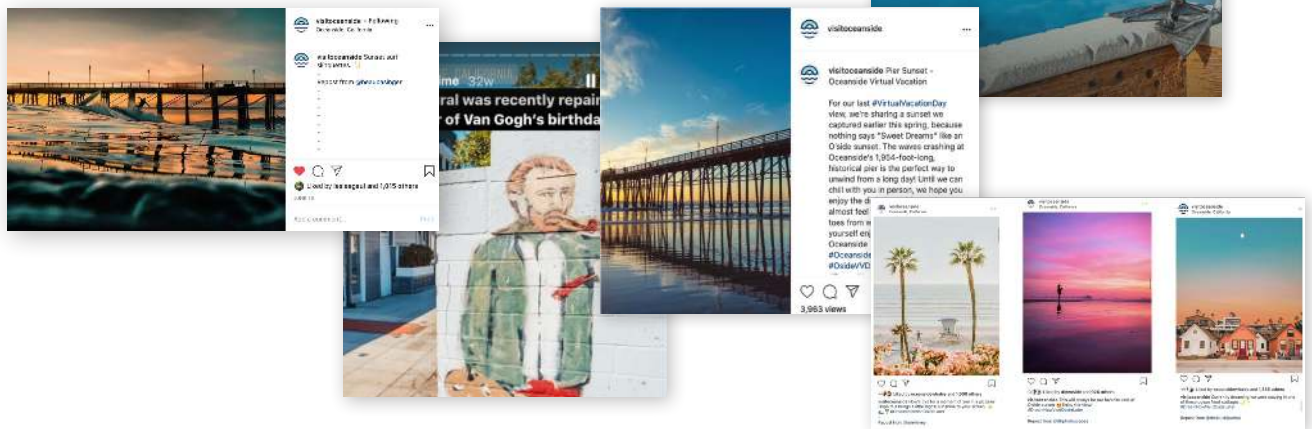
764 (+41% YOY)

*At time of print, total follower counts have continued to grow by several thousand.

SOCIAL MEDIA

Visit Oceanside's social media presence proved to be an invaluable touchpoint for our audiences, particularly as we navigated the impact of the coronavirus pandemic. For many, social media was the only channel through which they were able to "travel to," experience and be inspired by Oceanside during FY20 due to travel restrictions and shelter in place mandates. VO shifted all social media efforts in-house to more effectively navigate the crisis. For many followers, Oceanside became a welcome digital escape and an inspirational destination for when travel resumes.

Visit Oceanside organically grew all channels and successfully retained positive consumer sentiment around our destination during the pandemic. This made for a 17 percent increase in followers year over year (YOY), bringing the total follower count to more than 90,000. Impressions also increased by 16 percent and engagement increased by 31 percent.



PAID MEDIA

Visit Oceanside has historically run a multi-pronged, digital advertising campaign in the spring months to reach prospective visitors seeking out their next travel destination. In preparation for this annual spring buy, our largest buy of the year, VO ran a winter campaign spanning December through February. This utilized the digital platforms of Trip Advisor in January and Expedia throughout the entire course of the campaign. The target audiences within our top drive and fly markets, including Arizona, Nevada and Utah, were fed inspirational content pertaining to Oceanside on Trip Advisor, as well as Southern California beach content as part of the Expedia co-op campaign. Because this was VO's first entrance into the winter market using these platforms, we do not have direct YOY benchmarks to measure the campaign's performance. In comparison to the FY19 spring campaign, however, we did see an 11 percent more efficient cost per room night booked, as well as a 12 percent higher return on advertising spend (ROAS). Over 4,390 bookings were directly attributed to this campaign*. (*Hotel bookings based on third-party reporting, not a comprehensive report.)

Shortly after the completion of the winter campaign, the United States was hit by the global COVID-19 pandemic. As a result, all major paid efforts were postponed, including the scheduled spring campaign. Marketing activities pivoted to focus on encouraging prospective visitors to continue dreaming about Oceanside until travel resumed. This messaging received overwhelming support and positive responses. It also led to record organic growth on all VO owned channels during this time.

EARNED MEDIA

Visit Oceanside continued to reinforce our brand and inspire travel through positive editorial coverage from media and influencers. In the first half of FY20, VO continued its travel media hosting program, which included partnering with Visit California on a surf-themed press tour. Coverage standouts for the year included features in Salt Lake Magazine, Daily Telegraph, Red Tricycle and on San Francisco's KRON-TV news. Like our other marketing channels, public relations efforts pivoted with the pandemic outbreak in March to focus on sharing local stories of resiliency, giving back and inspiration to benefit Oceanside tourism partners. All planned media site tours and fam trips were postponed indefinitely.



67

Articles
Published



1.4

Billion
Online Reach



56

Average Domain
Authority of
Outlets



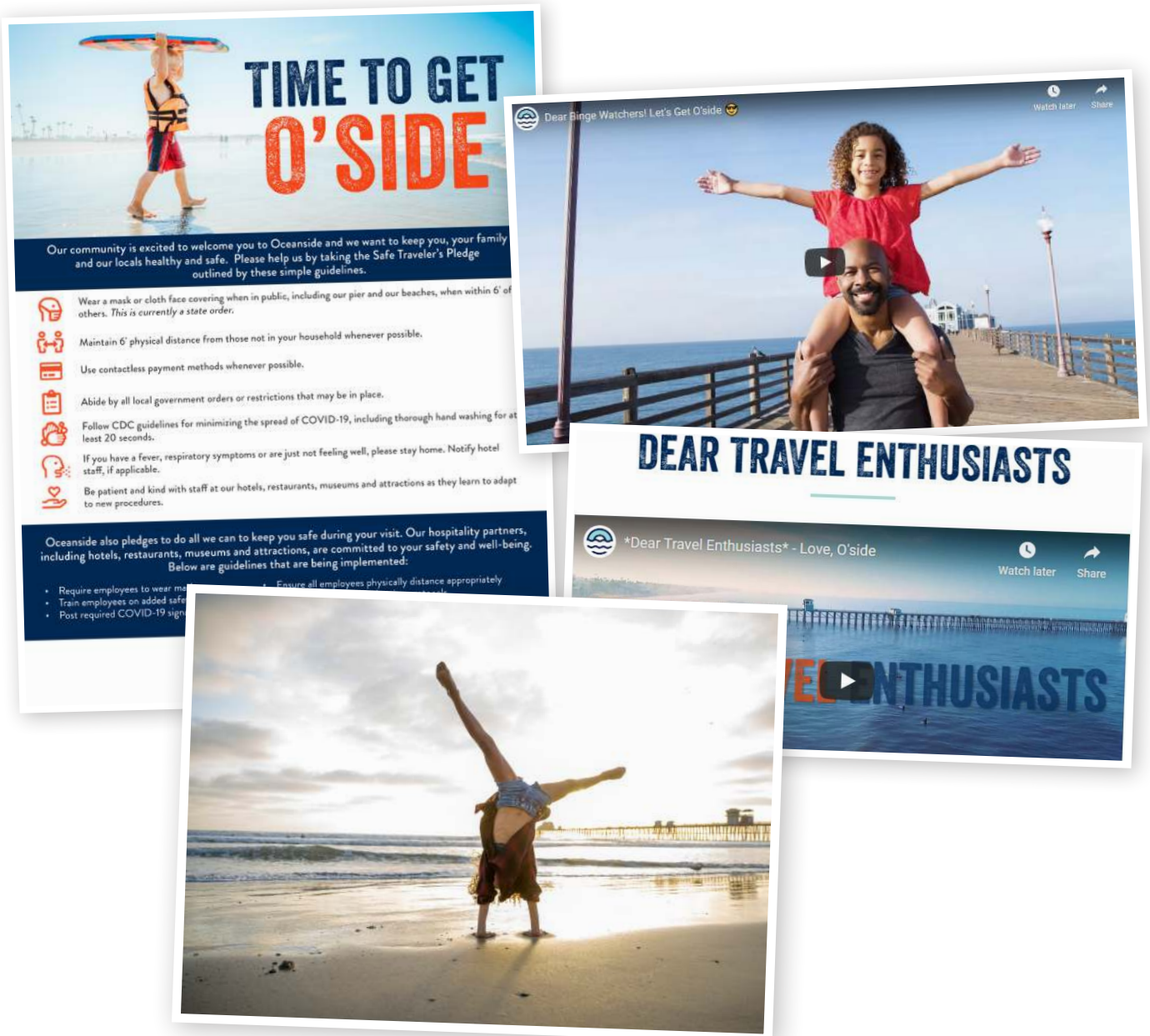
80

Links to VO
from Coverage



LOOKING AHEAD: MARKETING PRIORITIES

VO's marketing department was able to make significant strides this past fiscal year while also making crucial pivots during the pandemic, which have already proven to pay dividends. While travel was paused, we utilized the unforeseen opportunity to create significant amounts of new content. We also made critical updates to the website, including revamping top landing pages, refreshing site branding, booking widget upgrades and more. This process is ongoing and ensures that as consumers return to the travel market, we have the assets and foundational content to inspire them to choose Oceanside as their destination of choice. VO will continue to leverage all owned platforms, utilizing our increased audiences and retargeting capabilities to maximize reach and messaging effectiveness.



CALIFORNIA WELCOME CENTER

OCEANSIDE

Visit Oceanside operates one of the State's official California Welcome Centers (CWC). With just one stop, visitors and residents can find local, regional and state maps, purchase discount tickets to major Southern California attractions, get help with hotel reservations or shop for the perfect locally-crafted keepsake. The Welcome Center is located at 928 North Coast Highway, Oceanside.

CWC HIGHLIGHTS

- 51 active volunteers who help staff the center seven days per week prior to March. This represents approximately 4,235 hours translating to over \$94,400 in salary savings.
- Supports Oceanside special events by staffing a satellite visitor booth at the pier.
- Top rated reviews on Trip Advisor (200+) and Google (150+)
- Earned a 2020 Travelers' Choice Award from Trip Advisor
- Assisted 25,000+ walk-in visitors
- Welcomed 3,600+ first-time visitors
- Mailed 11,700+ visitor guides and distributed 4,000+ additional guides
- \$55,900 in retail and attraction ticket sales
- Over 100+ referral nights to Oceanside lodging
- Visitor Breakdown: 35% from California, 46% from out of state, and 19% from foreign countries
- Operations were shut down from mid-March through June due to the pandemic but safely reopened with reduced hours Monday-Friday. Phone calls from visitors and locals were fielded throughout the closure.



CITYWIDE EVENTS

JULY

- Albion Cup National Soccer Showcase
- Super Girl Surf Pro
- Surf Cup Soccer Tournament

AUGUST

- Attack Soccer Summer Classic
- Longboard Annual Contest
- Oceanside International Film Festival
- Oceanside Soccer SoCal Cup
- Outrigger Canoe Races
- World Bodysurfing Championships

SEPTEMBER

- San Diego Senior Games (Pickleball)
- So Cal Blues Soccer Tournament
- Surf for the Sea
- Tiki Swim
- Labor Day Pier Swim
- US Open Adaptive Surfing Championship

OCTOBER

- Pride by the Beach
- United Church of God Conference
- Oceanside Culture Fest

NOVEMBER

- Bike the Coast
- O'side Turkey Trot
- Pickleball Turkey Shoot
- Surf Cup Soccer Tournament
- Synapse Summer Storm Lacrosse
- US Soccer Development Academy Regional Showcase

DECEMBER

- 3D Lacrosse
- New Year's Skydiving Boogie

JANUARY

- Adrenaline Lacrosse
- Western Surfing Championships

FEBRUARY

- Marine West Expo
- NSSA Southwest Conference Open

MARCH (Events Cancelled)

- Cal South State Cup
- March Madness Pickleball Tournament

APRIL (Events Cancelled)

- IRONMAN 70.3 Oceanside
- Scholastic Surf High School State Champs
- Sound-Off Singing Competition

MAY (Events Cancelled)

- Beach Soccer Championships
- KSUSA Kneeboard Titles and Festival
- Manchester City Cup Soccer Tournament
- Scholastic Surf Middle School State Champs

JUNE (Events Cancelled)

- Camp Pendleton Mud Run
- Pride by the Beach
- Surf Cup Soccer Playoffs
- Race Across America
- Rebel Soccer Showcase
- USA Surfing Championship & Team Trials
- US Soccer Development Academy Playoffs



VISIT OCEANSIDE TEAM

VISIT OCEANSIDE



Leslee Gaul
President & CEO



Dana Higgins
Director of Business Development



Michelle Martini-Brown
Business Development Manager



Tanner Yates
Director of Marketing &
Communications



Alison Norwood
Marketing Manager

CALIFORNIA WELCOME CENTER



Lydia Petroff
Visitor Services Manager



Tanya Chahal
Visitor Services Coordinator



Veronica Voorhees
Volunteer Coordinator

CONTRACTED PARTNERS

Bridget Ayers
Get Smart Web Marketing

Shae Geary
(W)right On Communications

Susan Noble
Bookkeeper

BOARD OF DIRECTORS

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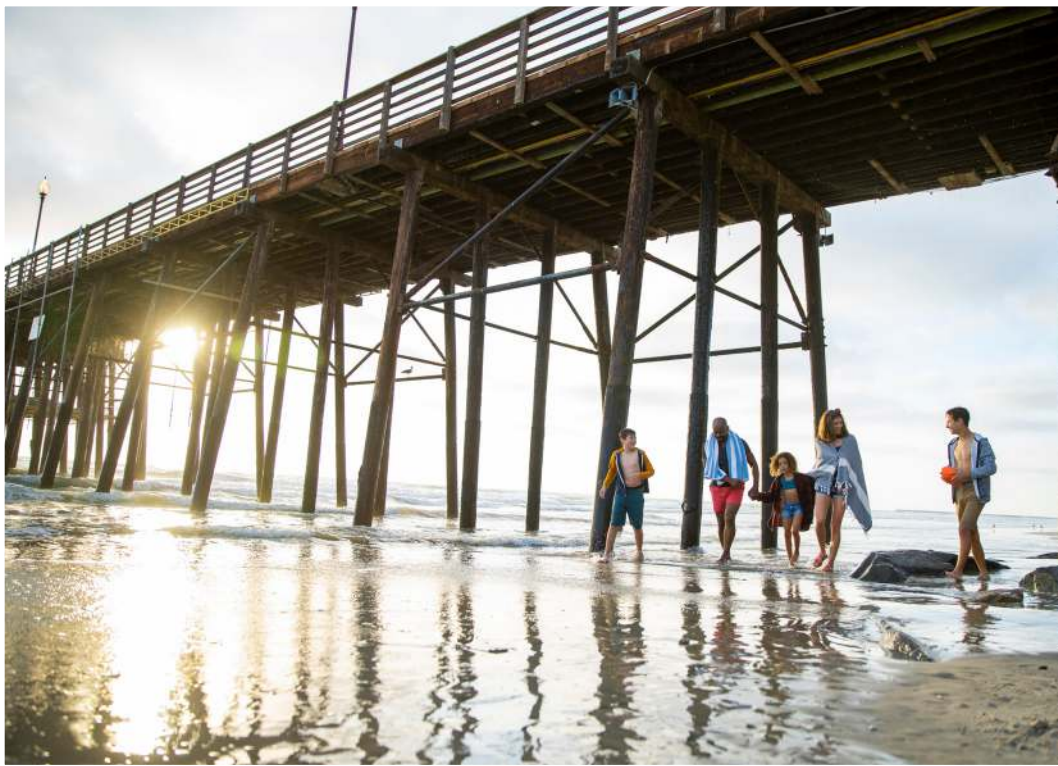
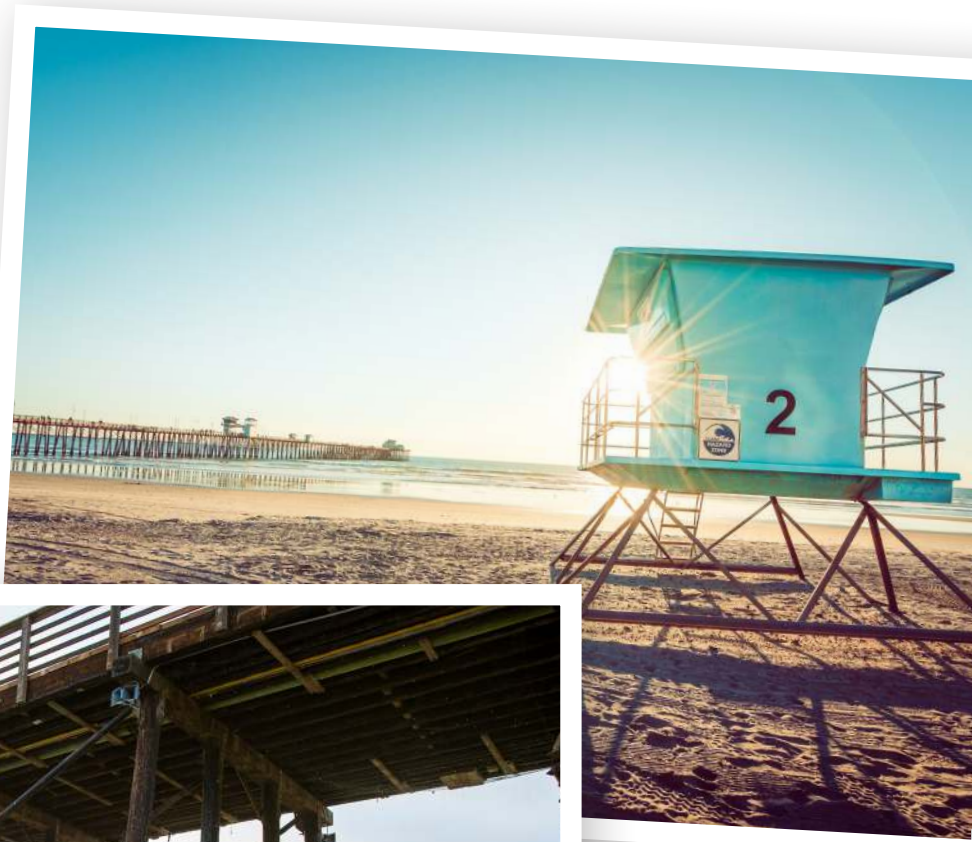
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MainStreet Association

Patrick Young

City of Oceanside







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