



VISIT  
OCEANSIDE

# ANNUAL REPORT

FY 2021 | BUILDING COMMUNITY THROUGH TOURISM





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# A MESSAGE FROM THE CEO & BOARD CHAIRMAN

**“ONLY BY BINDING TOGETHER AS A SINGLE FORCE  
WILL WE REMAIN STRONG AND UNCONQUERABLE.”**

*-Chris Bradford, author of *The Way of the Dragon**

Dear Industry Stakeholders,

Unconquerable we are! Not even Covid could deter the resiliency of our community and industry businesses. We were proud to witness the collaboration and support for each other over the past couple of years. After all, it's the O'side way. You have always been an inspiration, making it easy to share your stories of creativity and entrepreneurial spirit with the local community as well as visitors.

As your destination marketing and management organization, we have continued to remain steadfast in our mission throughout the pandemic. We worked with the City to help mitigate negative impacts and advocated on your behalf with local, county and state legislators. Most importantly, we continued to play a role in capturing the character of our destination in a genuine manner that not only resonated with our community but also visitors who still needed a respite whether virtually or in person.

In addition, the business development team worked throughout the year to ensure our clients and event directors felt supported. The team helped to reschedule postponed business while selling Oceanside into the next few years.

On the bright side, according to our annual visitor impact study by Dean Runyan, Oceanside fared better than most California destinations.

- In 2020, visitor spending was down in Oceanside by 28 percent, while California's travel industry as a whole was down 55 percent.
- The visitor spending that we received helped support Oceanside businesses, with 72 percent going to establishments other than lodging, including the many small businesses owned by our friends and neighbors.

As we continue to emerge from the pandemic, we know that tourism recovery will truly benefit everyone in Oceanside. Visit Oceanside remains committed to its role as a destination steward to help drive this recovery in a way that nurtures a positive symbiotic relationship with our local community as well as advocates for initiatives that grow demand in a responsible manner.

Through all these efforts, Visit Oceanside is proud to positively impact the quality of life in our city while sharing our inspired and storied destination with the world. Thank you for your continued partnership in building a vibrant community through tourism.

Sincerely,



*Leslee Gaul*  
**LESLEE GAUL**  
CEO & President



*Scott Hausknecht*  
**SCOTT HAUSKNECHT**  
Chairman of the Board



# ABOUT VISIT OCEANSIDE

Visit Oceanside is the sales and marketing engine for Oceanside's tourism industry. Our program of work is designed to provide incremental business by stimulating demand for travel to Oceanside. Our goal is to manage and implement the Oceanside brand as a preferred visitor destination for group and leisure business. Key lifestyle niches include family, artisan, outdoor enthusiast and those with an entrepreneurial spirit that dare to be O'iginal. Incorporated in 2010, Visit Oceanside is a 501C6 corporation that is governed by a 13-member board of directors along with nine advisors/liaisons. The board is comprised of industry stakeholders and non-industry representatives. The board's priorities comprise the four strategic pillars of the organization and include Marketing, Group Sales, Political Policy/Advocacy and Education.

## 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.





# 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



# COVID-19 PANDEMIC CONTINUES TO DISRUPT TOURISM

When the coronavirus brought tourism to a halt in March 2020, it was never more apparent how important tourism is to our local economy and small businesses that rely on visitor spending throughout the year. As we entered a new fiscal year in the summer of 2020 and businesses reopened for leisure travel, there was a new sense of optimism and the pent-up demand for travel was palpable. The opportunity to get away and have a change of scenery became paramount to our mental health. Travel was an important part of that escape albeit consumers were staying closer to home. As we continued to maneuver through the year, waves of uncertainty rolled in and out, resulting in an oscillating travel economy along with waning consumer sentiment.

Fortunately, Oceanside was well-positioned as a beach destination with open spaces and unlimited outdoor recreation. This, combined with essential travel at Camp Pendleton, allowed Oceanside to fare better than most destinations. According to a visitor impact study by Dean Runyan Associates, visitor spending to Oceanside was \$301.5 million in 2020. This represents a decline of 28 percent while the rest of the state averaged a 55 percent decline. According to STR reports, Oceanside hotel revenues were up year-over-year by 4.9 percent, after ending last fiscal year down 20 percent. The hotel revenue generated by visitor spending makes up 28 percent of total visitor spending. The remaining 72 percent is spent on other business sectors such as restaurants, retail, arts and entertainment. Per STR, we are not likely to achieve 2019 numbers until 2024.

Tourism is also a people industry, providing local jobs that cannot be outsourced. Due to the pandemic and other workforce issues, the tourism industry experienced unprecedented hiring challenges. As a result, our hospitality and tourism businesses were unable to fully leverage the demand and opportunity needed for a more robust recovery. According to Dean Runyan Associates, direct travel-generated employment experienced a loss of

approximately 500 jobs, a 14.2 percent decline. Direct travel-generated earnings experienced a loss of \$28.6 million, a 22 percent decline. This loss directly impacted residents as nearly 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 many residents.

## PREDICTIONS FOR TOURISM RECOVERY

History has shown that travel and tourism is resilient and can play a large role in economic recovery. With our vibrant art and cultural scene growing along with many new product developments and continued thoughtful investments by local entrepreneurs, Oceanside is well-positioned to help lead the city's recovery over the next year and beyond. Oceanside is also fortunate to be a leisure beach community that is near major drive-in metropolitan areas while also neighboring Camp Pendleton where essential business occurs.

According to STR Forecast, Oceanside is not expected to reach 2019 numbers until beyond 2023, however, the ability to drive strong ADR has remained relatively positive. According to Visit California, hotel occupancy will experience 95 percent of 2019 numbers in 2023 with ADR being at 98 percent of 2019 numbers.





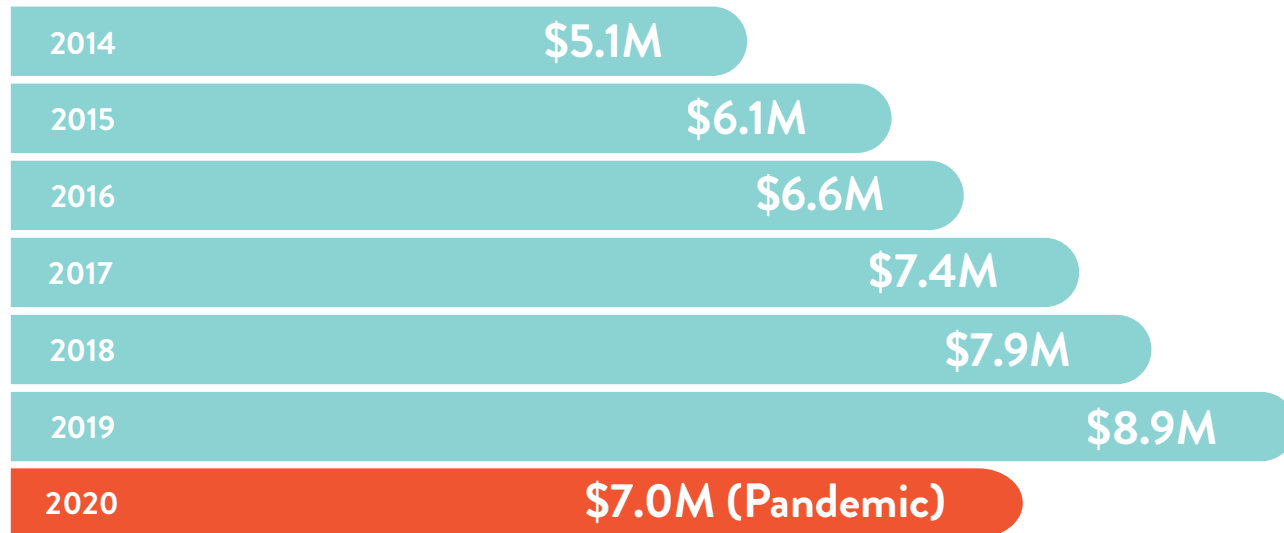
# PANDEMIC'S ECONOMIC IMPACT ON TOURISM

For some important perspective, tourism was experiencing record growth in Oceanside prior to the pandemic. For the 2019 calendar year, visitor spending was a record \$415 million. This represents an 8.5 percent increase over the previous year and an average annual increase of 7 percent over the past five years. Over the ten years prior to the pandemic, tourism jobs for residents grew by 50 percent and tax revenues which support critical city services grew by 200 percent.

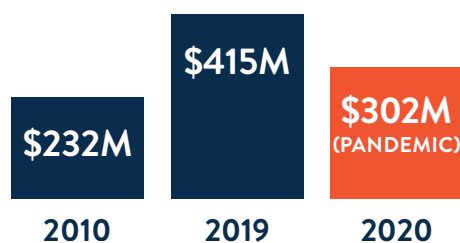
## TRANSIENT OCCUPANCY TAX (TOT)

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 2020, TOT was \$7,007,590. This was a decline of 21 percent from 2019.

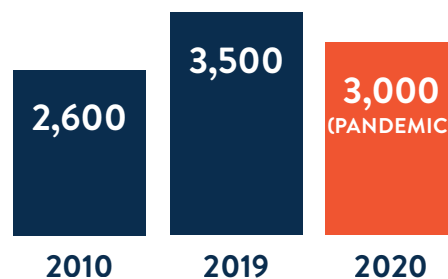
## TOT GROWTH



## CITY VISITOR SPENDING



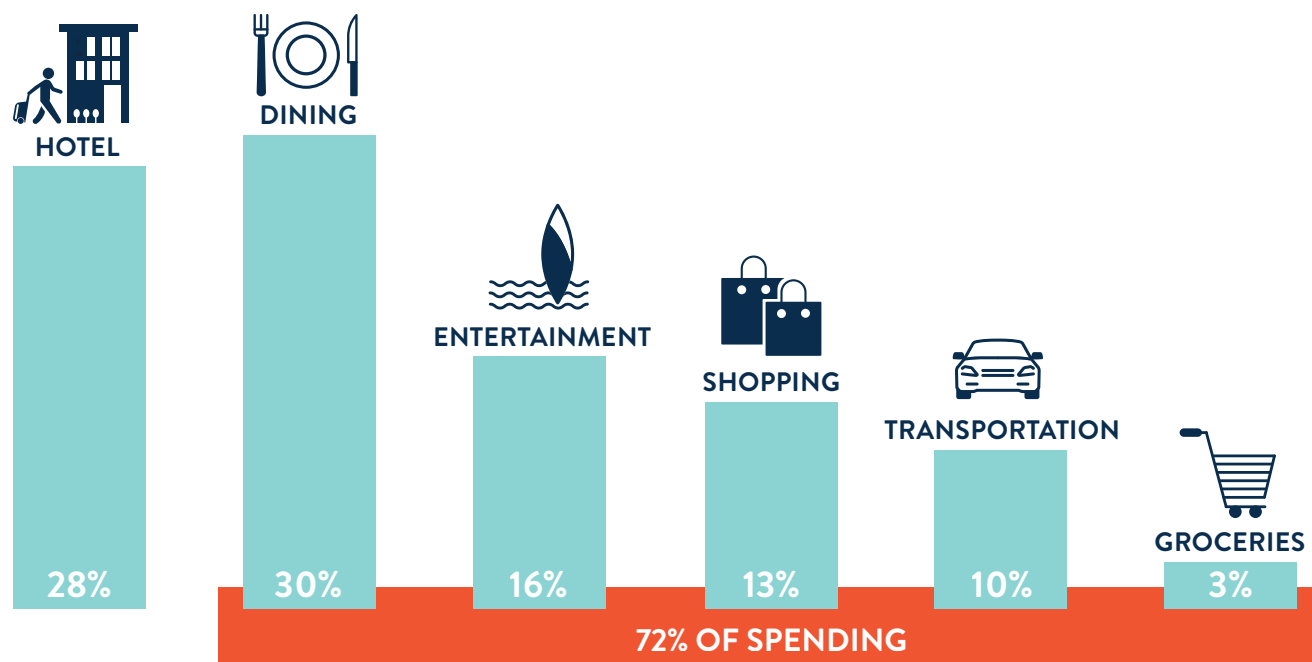
## CITY TRAVEL INDUSTRY JOBS





# OCEANSIDE TOURISM HIGHLIGHTS\*

## VISITOR SPENDING BY CATEGORY



\*Data for calendar year 2020. Based on a study by Dean Runyan & Associates and STR, Inc. data.

# OCEANSIDE LODGING PERFORMANCE

## FY 2021

### OCEANSIDE HOTEL/MOTEL PERFORMANCE

	FY21	PERCENTAGE CHANGE YOY	% CHANGE FROM FY19	FY19 (PRE-PANDEMIC)
Average Occupancy	59.2	-1.4	-15	70.1
Average Daily Rate	\$109.87	+1.4	-5.2	\$115.86
Average RevPar	\$65.07	0	-19.8	\$81.18
Supply	703,237	+4.9	-4.5	736,632
Demand	416,506	+3.4	-19.3	516,151
Revenue	\$45,760,768	+4.9	-23.5	\$59,799,829

### VACATION RENTAL PERFORMANCE

	FY21	% CHANGE YOY
Average Occupancy Entire Units	71	+26.8
Average Daily Rate Entire Units	\$341	+2.0
Average RevPar	\$241	+29.3
Available Listings Entire Units	1,871	+0.2
Booked Listings Entire Units	1,708	-2.5
<b>AVERAGE MONTHLY AVAILABLE ROOM NIGHT SUPPLY</b>	<b>45,020</b>	<b>-22</b>
<b>AVERAGE MONTHLY ROOM NIGHT DEMAND</b>	<b>31,145</b>	<b>-3</b>

Source 2021 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.



# 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. FY21 highlights include:

- Advocating and communicating on behalf of our industry partners to support our businesses, our city and our community
- Serving on the city's economic recovery task force and CalTravel's recovery task force
- Working closely with the city's Economic Development and Planning departments
- Educating and advocating with our legislators to safely reopen for travel
- Support for Pier/Amphitheatre improvements, El Corazon developments, the Agritourism Strategic Plan, sand replenishment and retention, the Oceanside Cultural District and initiatives to help mitigate homeless and vagrant activity
- Leveraging new business opportunities for our city assets including the El Corazon aquatic center and sports arena
- Representation on the Economic Development Commission and the Downtown Advisory Committee



# FINANCIAL REPORT

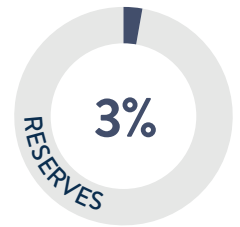
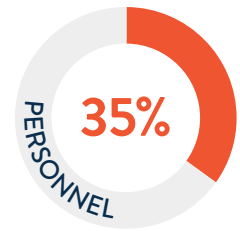
## FY 2021

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 provided the opportunity for Oceanside to compete in a very robust tourism market, Southern California. In February 2014, the OTMD was renewed, providing secure funding for tourism promotion through 2025.

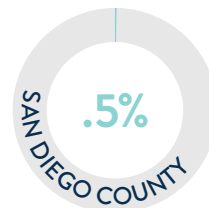
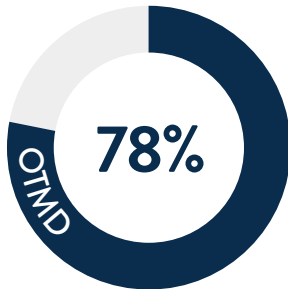
The OTMD is based on the State of California's legislation for Business Improvement Districts (BID), benefiting the lodging partners that pay into the district. As of April 2015, the 1.5 percent assessment was applied to all hotels and vacation rentals within the city limits of Oceanside. In 2019, the board in coordination with the City of Oceanside approved a modification to the OTMD that increased the assessment on hotels 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. There are 180 TMDs across the country as well as various 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 2021



## VISIT OCEANSIDE BUDGET REVENUES FY 2021





## VISIT OCEANSIDE STATEMENT OF ACTIVITIES – REVENUES

Statement of Financials for the period July 1, 2020 to June 30, 2021

REVENUE	FY 2021
<b>PUBLIC SOURCES</b>	
Oceanside Tourism Marketing District	\$889,020
County of San Diego Grants	\$60,000
<b>CARES ACT SOURCES</b>	
CARES Tax Credits	\$57,559
SD County Stimulus	\$15,000
City of Oceanside Cares Grant	\$300,000
<b>PRIVATE SOURCES</b>	
Advertising Sales/Sponsorships	\$13,037
Merchandise Sales	\$8,450
Attraction Ticket Sales	\$3,925
In-Kind Rental	\$28,636
TMD Subsidy for CWC	\$99,515
Interest Income	\$39
<b>TOTAL REVENUE</b>	<b>\$1,475,182</b>



## VISIT OCEANSIDE STATEMENT OF ACTIVITIES—EXPENSES

Statement of Financials for the period July 1, 2020 to June 30, 2021

OPERATING COSTS AND EXPENSES	FY 2021
Payroll and Benefits	\$486,289
Cost Goods (merchandise and tickets)	\$6,213
Advertising, Website and Promotions	\$584,564
Tradeshows, Meetings and Conferences	\$14,250
Administrative and General Expenses	\$269,226
Professional Fees	\$65,289
Research, Data Collection, Dues	\$49,351
<b>TOTAL COSTS and EXPENSES</b>	<b>\$1,475,182</b>
<b>Change in net assets</b>	<b>\$357,627</b>
<b>Net assets, beginning of the year</b>	<b>\$455,320</b>
<b>Net assets, end of the year</b>	<b>\$455,320</b>

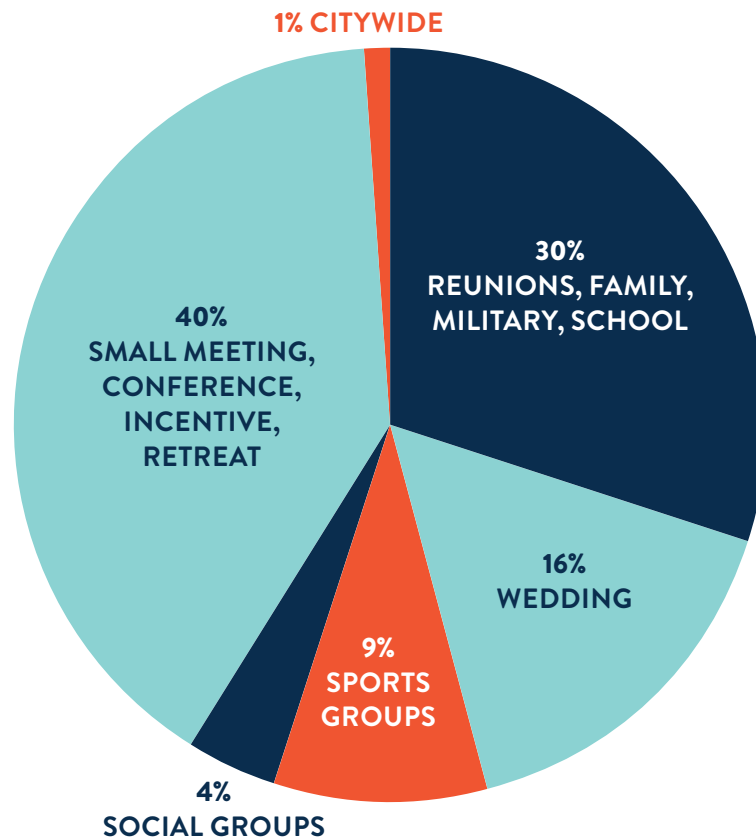


# DESTINATION SALES & BUSINESS DEVELOPMENT

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 and revenue generation for our local businesses.

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.

## NEW BUSINESS GENERATED BY MARKET





## STRATEGIES & ACHIEVEMENTS

Given pandemic related travel restrictions and the total shutdown of group events and gatherings, we refocused our efforts on recovery planning, advocacy, industry outreach and client communication. Highlights included:

- Compiling travel industry data into resource tools for stakeholders' sales forecasting and shift of business protocols.
- Working with the city's Special Events Department to assist permitted groups and annual citywide events in choosing new dates (based on travel restrictions and need periods for the destination) while integrating new business into the FY22 calendar.
- Personal communications to subscriber database offering travel planning assistance, lodging recommendations and updates on COVID related restrictions and safety protocols.
- Outreach to prospective groups offering destination updates and site sourcing assistance for meetings and events into 2021 and beyond.

The targeted focus in client communication and partner support was effective. We positioned Oceanside to be top of mind when restrictions lifted, and we were prepared to capture that pent up demand. In June alone, our sales team facilitated and managed the sales funnel process for 39 inquiries and 22 new leads, in addition to ongoing pending groups – a monthly record high over the last 3 years!

## FY 2021 GOALS & METRICS



**109**

Requests for Digital  
Wedding and Gathering  
Guides



**132**

Sales Meetings



**68**

Qualified Leads\*



**2,665**

Room Nights  
Contracted\*



**24**

Groups Booked\*



**205**

Group Inquiries



**8**

Citywide Events

*\*As tracked / reported by stakeholders and clients*

## OCEANSIDE SPORTS COMMISSION

The Oceanside Sports Commission had just been formally created when restrictions brought the sports world to halt. This new division of Visit Oceanside was a celebration of 10+ years of hosting renowned sports events in Oceanside and our commitment to growing sports tourism to benefit our community. We wanted to keep the momentum going and focused our efforts on branding, building partnerships, future planning, and sports recovery, which included:

- Established the Oceanside Sports Commission including a branded logo to complement the VO logo.
- Redesigned the group travel sports events microsite to attract the interest of tournament directors and collect RFPs for bid opportunities.
- Joined the CA Sports Group, a group of sports commission representatives who have partnered to discuss the reopening of sporting events in California and collaborate on bringing back lost sports business while supporting growth opportunities for each city.
- Held Sports Commission Advisory Committee meetings to discuss the strategic process for our citywide events postponement plan while integrating new sports event opportunities to maintain our mission of responsible tourism.
- Created a partnership with InjureFree, a technology platform that offers risk management for sporting events including COVID-19 testing and tracking to ensure the safety of events and participants.
- Meetings and site tours with prospective clients to discuss bid opportunities and long-term partnerships to grow sports tourism and diversify sporting events throughout the city. Potential partners for new business include Association of Paddleboard Professionals, CA Police & Fire Association, ISA World Surfing, US Artistic Swim and US Rowing.
- In February, we partnered with California Coalition of Endurance Sports, Bike the Coast, IRONMAN and InjureFree to host a live 20-minute on-site demo to share best practices for endurance events to run safely and effectively. Participants included media, legislative representatives and regional sports event organizers who helped support and amplify the request to create clear guidelines to resume outdoor sports events in the state.





## LOOKING AHEAD: GROUP SALES PRIORITIES

The team will continue to focus on client retention as meetings and events are leaving California for destinations with fewer restrictions on gatherings. We will leverage our relationships with existing groups, citywide events and tourism partners to reschedule postponed business as well as identify local influencers and potential new business in our own backyard. The Sports Commission will target events that use a variety of venues throughout the city, benefitting multiple lodging properties and lessening the impact on our coastal resources.

The new beach resorts add variety to our product mix along with much-needed meeting space. This will assist in our primary goal to grow demand and lead generation. We'll target our primary markets, which book travel during mid-week and shoulder season.



# MARKETING AND COMMUNICATIONS

The role of the Visit Oceanside Marketing Department is to manage and promote the Oceanside brand to leisure visitors within our target audiences. Utilizing owned, earned, shared and paid media, strategic efforts are conducted at every phase of the trip planning process to ensure Oceanside is selected as the preferred destination.

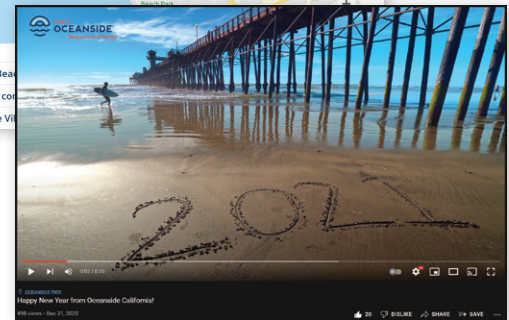
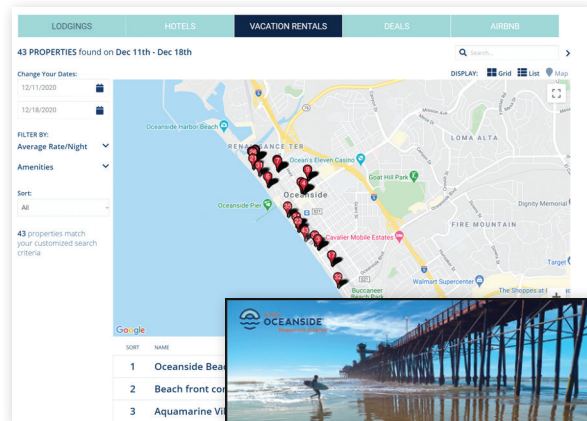
## OWNED MEDIA

Visit Oceanside's Marketing Department prioritized strategic content creation and curation to amplify our reach and inspire travel to the destination. Owned media focused on capturing assets and telling the story of Oceanside in a way that was both accurate and inspirational. With travel accessibility dynamically changing, priority content included activity and dining highlights, event features, themed landing pages, historical blogs, long-form scenic video content, industry interviews and vacation itineraries. These web assets were then shared across all owned channels including social media and the Google Posts platform.

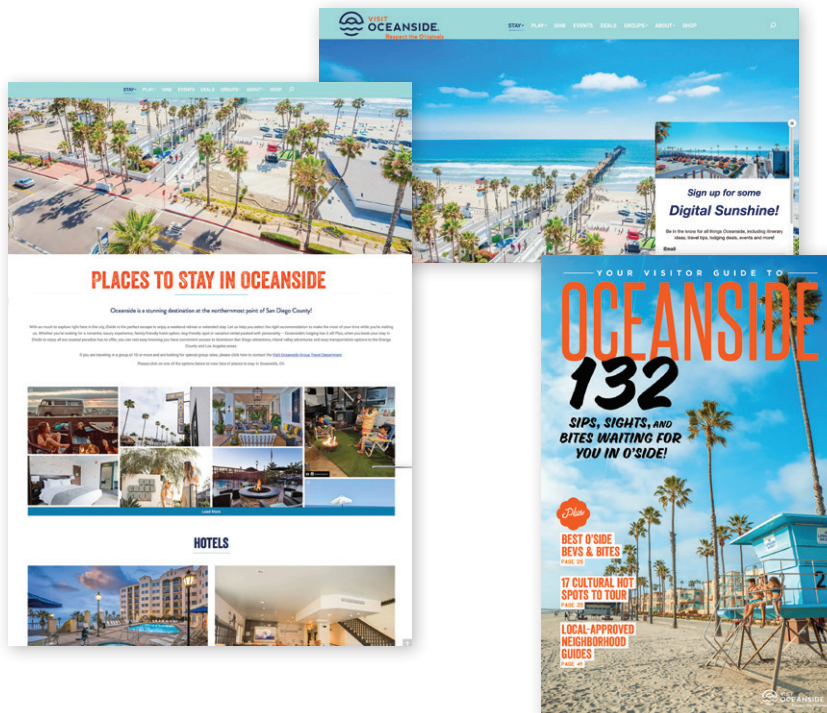
Visit Oceanside shared 108 unique Google Posts containing this themed and timely Oceanside content, resulting in 1.88 million total content views on Google. Google Posts were the 5th highest driver for site traffic during FY21. Together the new blogs, pages and Google Posts helped lead visitoceanside.org to a 9.2 percent increase in website users over the previous year.







Beyond content creation, Visit Oceanside's Marketing Department also focused heavily on bolstering lodging referral capabilities and increasing visitor guide requests. Efforts included a new website popup to secure email newsletter signups, updating the lodging plugin functionality and revamping all lodging pages. In addition, a new Oceanside Visitor Guide was launched in January utilizing QR codes to provide more inspirational, informative and accurate information. The result of these efforts was a 394 percent increase in lodging referrals compared to the year prior, and a 44 percent increase in manual guide requests.



**517,139**  
Website Users



**17,293**  
Website Lodging Referrals



**44% Increase**  
Guide Requests



**185**  
Blogs & Pages

## FOLLOWERS BY PLATFORM:\*



**53,111 (+11% YOY)**



**43,800 (+50% YOY)**



**12,617 (+1% YOY)**



**929 (+44% YOY)**

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

## SOCIAL MEDIA

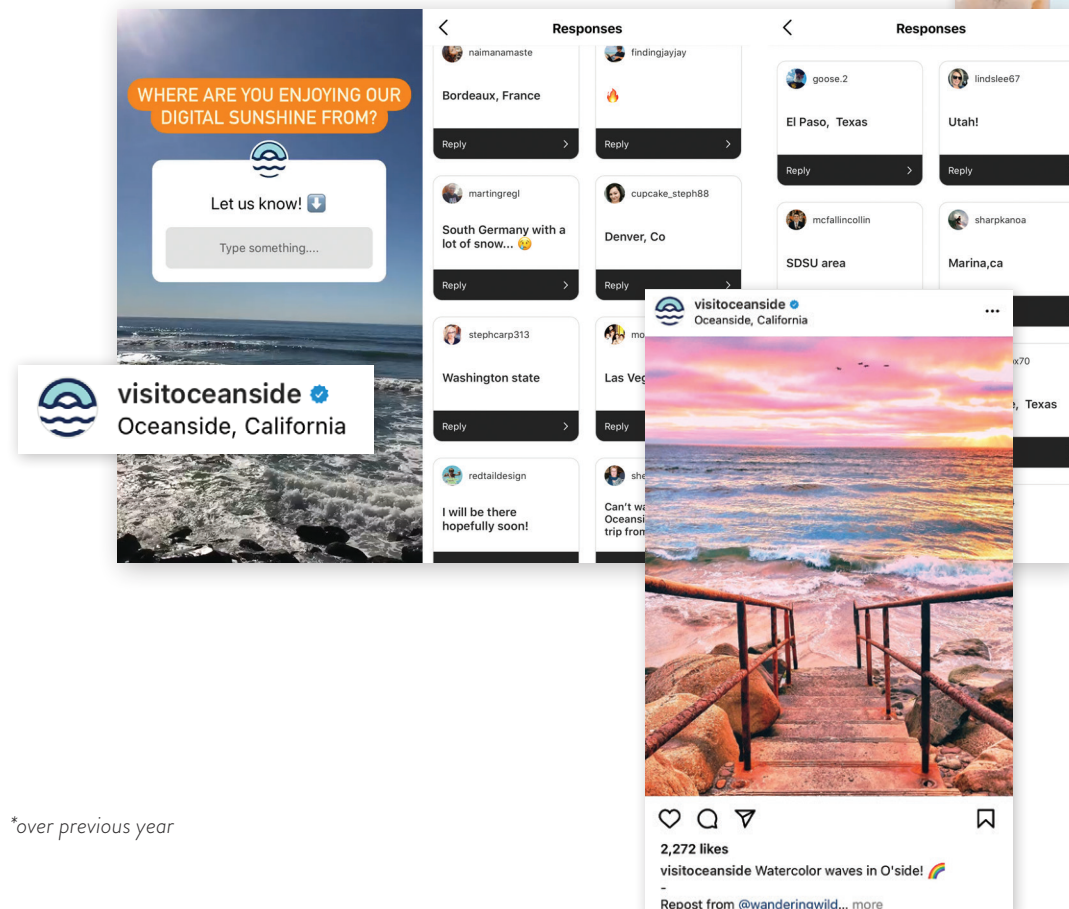
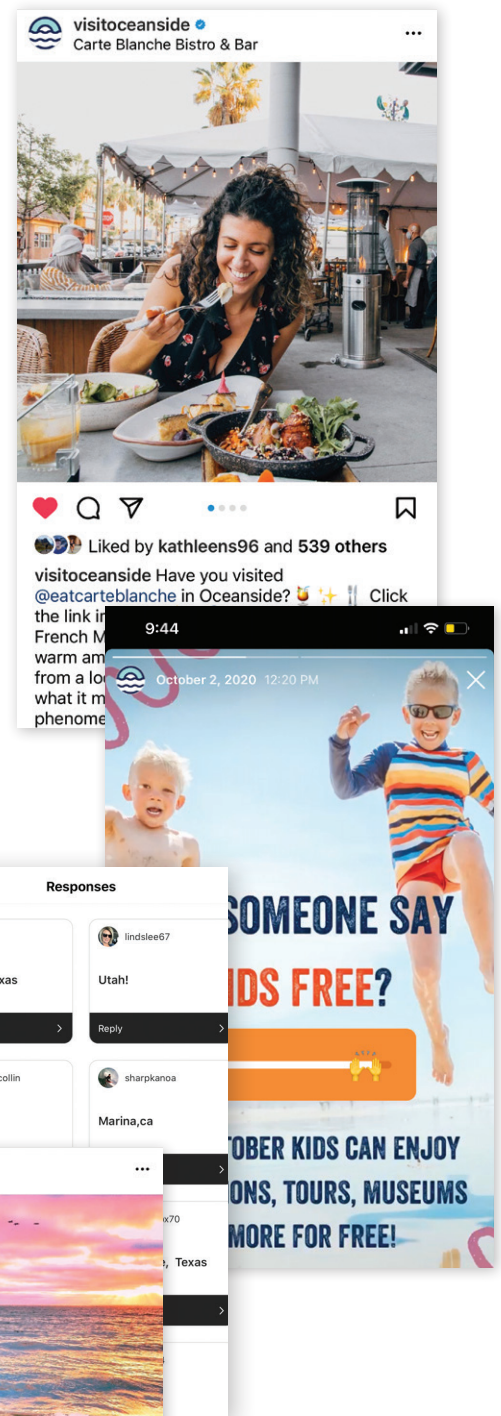
Visit Oceanside's continuous social media presence proved to be pivotal in both inspiring and informing our audiences about the destination.

Across owned channels, including Facebook, Instagram and Twitter, the Marketing Department utilized user-generated content and local content creator partnerships to provide destination highlights, activity ideas, dining suggestions, timely information and more.

Diverse imagery captured through unique lenses were utilized to demonstrate the qualities of Oceanside that appeal most to our target audiences, including outdoor adventure, family friendly activities, arts and culture, dining and wanderlust content. Results included:

- 22.5 percent increase in total followers\*
- 110,000 total followers across all social channels
- 24 million impressions, a 41.5 percent increase\*
- 1.26 million engagements, a 40.8 percent increase\*

In Q3 FY21, the continued increase in credibility across our @VisitOceanside Instagram account resulted in an official Instagram verification, confirming to our followers and partners that Visit Oceanside is the leading trusted voice for Oceanside travel information and inspiration.



\*over previous year



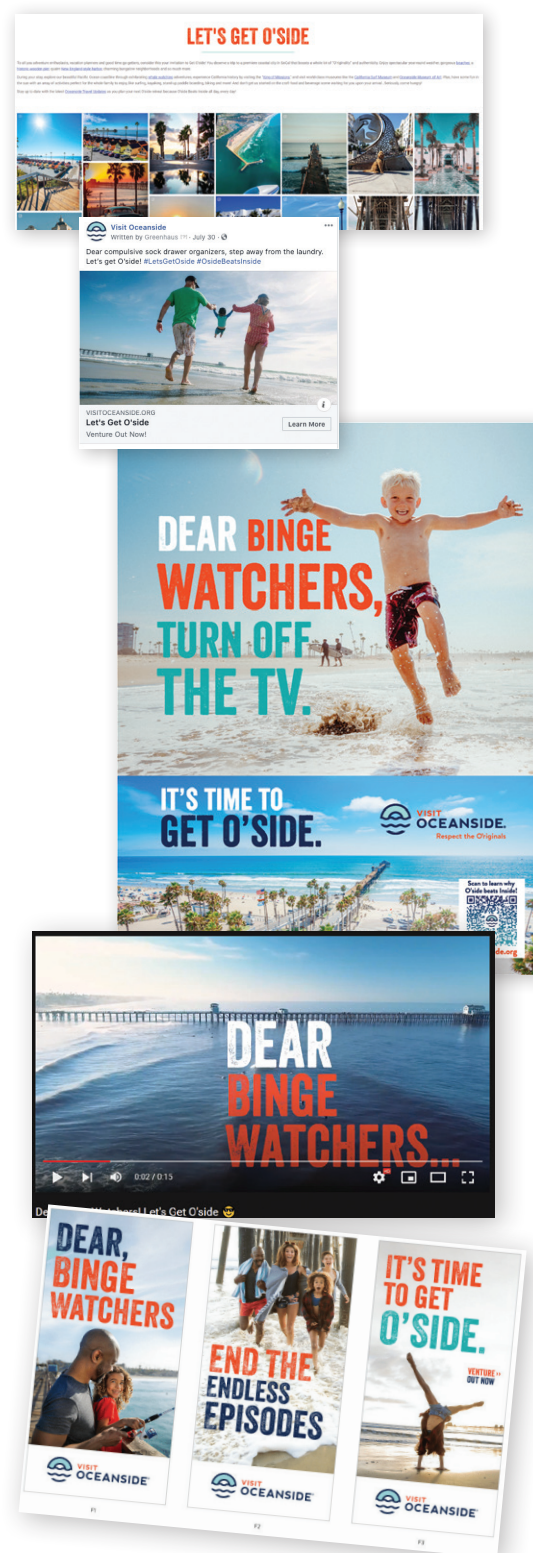
## PAID MEDIA

Visit Oceanside's paid media efforts consisted of multiple comprehensive digital campaigns and regional print advertising. In Summer of 2020, travel restrictions began to slowly lift making way for tourism to return. In response, Visit Oceanside launched its re-opening campaign, featuring messaging that highlighted Oceanside as a safe outdoor destination to visit. The "Let's Get O'side" campaign utilized creative that played off the many things we all found ourselves doing while stuck indoors. The campaign invited everyone to end the endless binge watching and get outside—because inside just isn't O'side.

The Let's Get O'side campaign ran August 1 through September 30, 2020 and targeted in-market and regional drive-markets as well as "hand raisers" that showed an interest in planning or actively booking a vacation. Utilizing a phased approach, tactics included paid search, display, video, paid social and native content. Campaign engagement metrics were strong, proving the adapted messaging resonated with the target audience. Click-through-rate (CTR) improved compared to previous campaigns despite the global circumstances, finishing at 0.40 percent in contrast to 0.33 percent in 2019 and 0.29 percent in 2018. The strategy of targeting local regions worked as the highest number of bookings came from Los Angeles, followed by in-market travel from San Diego and then Phoenix. The Let's Get O'side landing page accounted for 15 percent of the overall website page views during the campaign. In addition, Visit Oceanside lodging referrals increased 700 percent year-over-year in the month of August, and lodging searches increased 600 percent compared to the same period.

Following the "Let's Get O'side" campaign, Visit Oceanside took part in a 1:1 match Expedia co-op campaign running from January 4 through April 14, 2021. This winter campaign drove 2,931 room nights at a cost of \$8.53 per room night. Average length of stay was 2.65 days as compared to 2.04 from the prior Expedia co-op campaign. Following the winter campaign, Visit Oceanside ran a spring digital campaign April 12 through June 22, 2021. Tactics included a Visit California x Adara display and video co-op, Sojern display, paid social, paid search and an Expedia partnership. This campaign resulted in 14.9 million impressions, 48,000 clicks and 1,890 hotel bookings at a cost of \$8 per booking.\*

Additional print advertising included the California Visitor Guide, Phoenix Magazine and Riversider Magazine. Overall, the paid strategy and accompanying marketing efforts proved highly successful, maintaining Oceanside as a relevant inspirational travel destination offering the right kind of message at the right time.



\*Hotel bookings based on third-party reporting, not a comprehensive report.



36  
Links to VO  
from Coverage





## LOOKING AHEAD: MARKETING PRIORITIES

The Visit Oceanside marketing department will continue its efforts across all channels, seeking to build upon and grow the successful programs and campaigns of FY21. Examples include moving all paid social media efforts internally to further improve social performance and flexibility, as well as launching the Visit Oceanside Media Kit for additional sponsorship opportunities. Further content creator partnerships will be utilized to highlight Oceanside establishments and activities in more detail, and local micro-influencer programs will enable the Marketing Department to secure content that touches on all the Oceanside destination pillars. New programs including the O'side Sips passport initiative will be launched to further bolster the destination's offerings, and the Visit Oceanside website will be optimized to remain effective in inspiring travel and informing visitors.





# 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

- Assisted 5,000+ walk-in visitors during the pandemic year
- Mailed 6,300+ visitor guides and distributed more through attractions and lodging partners
- Sold \$18,800 in retail sales and attraction tickets
- Over 50+ referral nights to Oceanside lodging
- Visitor Breakdown: 65% from California, 34% from out of state, and 1% from foreign countries
- Top rated reviews on Trip Advisor (200+) and Google (150+)
- Earned a 2020 Travelers' Choice Award from Trip Advisor
- The Welcome Center added a shopify feature to capture online shopping volume
- Supported Oceanside special events by staffing a satellite visitor booth at the pier
- Congressman Mike Levin's office honored five Welcome Center volunteers with an official Congressional Certificate of Recognition for outstanding service to our community. The chosen five have dedicated 16-21 years of volunteer service at the Center.
- Began a Welcome Center renovation in May 2021 with new flooring, custom shelving, shiplap and new paint on the walls.
- Operations were shut down periodically due to the pandemic but safely reopened with reduced hours Monday-Saturday. Phone calls from visitors and locals were fielded throughout the closure.



# VISIT OCEANSIDE TEAM

## VISIT OCEANSIDE



**Leslee Gaul**  
President & CEO



**Dana Higgins**  
VP of Business Development



**Michelle Martini-Brown**  
Business Development Manager



**Tanner Yates**  
Director of Marketing & Communications



**Alison Norwood**  
Marketing Manager



**Veronica Voorhees**  
Marketing/Volunteer Coordinator

## CALIFORNIA WELCOME CENTER



**Lydia Petroff**  
Visitor Services Manager



**Tanya Chahal**  
Visitor Services Coordinator

## CONTRACTED PARTNERS

**Bridget Ayers**  
Get Smart Web Marketing

**Shae Geary**  
(W)right On Communications

**Susan Noble**  
Bookkeeper

# BOARD OF DIRECTORS

## VISIT OCEANSIDE BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**Scott Hausknecht, Chairman**

Residence Inn by Marriott/  
Courtyard by Marriott

**Nayan Patel, Secretary**

Days Inn at the Coast

**Michael Stephens, Vice Chairman**

The Seabird Resort  
and Mission Pacific Hotel

**Stormi Posch, Treasurer**

SpringHill Suites Marriott Oceanside

### BOARD MEMBERS

**Lauren Aldrich-Sweeton**

The Brick Hotel

**Charlie Anderson**

Privateer/Buccaneer Beach

**Zell Dwelley**

Beach Break Café

**David Fischbach**

BeachFront Only

**Deborah Lamoureux**

333 Pacific

**Carla Mitroff**

Oceanside Adventures

**Jim Schroder**

Oceanside Economic Development

**Michael Tsai**

Holiday Inn Oceanside Marina

### BOARD LIAISONS

**Scott Ashton**

Oceanside Chamber of Commerce

**Louise Balma**

South Morro Hills

**Jeremy Cohen**

S.D. Malkin Properties

**Michelle Geller**

City of Oceanside

**Howard LaGrange**

City of Oceanside

**Kim Murray**

Beach House Winery

**Captain Kedrick Sadler**

Oceanside Police Department

**Amy Walkerk-Pinneo**

Mira Costa College

**Rick Wright**

MainStreet Association

**Patrick Young**

City of Oceanside









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