

VISIT OCEANSIDE ANNUAL REPORT



FY 2025 ANNUAL REPORT

Visit Oceanside

OUR WINNING SEASON



EXECUTIVE MESSAGE	4
ABOUT VISIT OCEANSIDE	5
THE YEAR IN REVIEW	6
LODGING PERFORMANCE	7
TOURISM ECONOMY	8
FINANCIAL REPORT	10
LEADERSHIP & ADVOCACY	12
CALIFORNIA WELCOME CENTER	14
SALES & BUSINESS DEVELOPMENT	16
MARKETING & PR	20
DESTINATION STEWARDSHIP	25
VISIT OCEANSIDE TEAM	26
GIVING BACK	27





**THE DIGITAL VERSION
OF OUR ANNUAL
REPORT IS INTERACTIVE
WITH VIDEOS, IMAGE
CAROUSELS,
AND CONTENT LINKS.**





Over the past 15 years, tourism's economic impact has soared, reaching all-time highs in visitor spending for calendar year 2024 at \$625 million — a 6% increase over 2023.

Despite this success, the outlook for the year ahead is filled with uncertainties. Tariffs and unpredictability in global politics have contributed to a significant nationwide decline in international travel and rising prices for goods and services. Meanwhile, domestic economic concerns may further impact consumer spending and travel behavior in the coming year. At Visit Oceanside, our budget remains flat even as operational costs—ranging from digital advertising and creative services to healthcare and operational expenses—continue to rise.

In light of these challenges, Visit Oceanside will maintain a sharply focused program of work. Our integrated marketing strategies will target key domestic markets, ensuring we retain share and momentum in Southern California's increasingly competitive travel landscape. It is imperative that we continue to build brand equity during our peak season.

We will continue to invest in our Season of Swellness campaign to boost visitation during the shoulder season, while dedicating the majority of our digital advertising spend to spring and summer through our core brand

In 2025, Visit Oceanside marked a milestone with the celebration of our 15th anniversary.

campaign. Year-round, we will deploy “always on” messaging, utilizing our robust asset library and evergreen content that highlights Oceanside's signature brand pillars.

The Sustainable Tourism Master Plan (STMP) will remain our guiding framework as we work to ensure tourism delivers year-round demand while enhancing quality of life for our residents. In our first full year of STMP implementation, we've seen strong progress in strategic areas including expanded group travel demand, which grew 29% this year, and meaningful sustainability initiatives.

Looking ahead, we remain committed to advancing the core priorities of the STMP, with input from the Visit Oceanside Board and Steering Committee. These efforts will be guided by evolving opportunities, organizational capacity, and budget realities.

Despite economic headwinds, travel remains a top priority for consumers. While traveler behavior may continue to shift, tourism will remain a vital engine of Oceanside's economy.

Thank you for your continued partnership and support as we shape a vibrant and sustainable future for Oceanside.



LESLEE GAUL
CEO Visit Oceanside



TIM OBERT
Visit Oceanside Board Chairman





VISIT OCEANSIDE IS THE SALES & MARKETING ENGINE FOR OCEANSIDE'S TOURISM INDUSTRY.

ABOUT US

Visit Oceanside is the official destination marketing organization for Oceanside. 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.

Incorporated in 2010, Visit Oceanside is a 501C6 corporation that is governed by a 13-member board of directors along with ten 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, Advocacy and Education.

MISSION STATEMENT

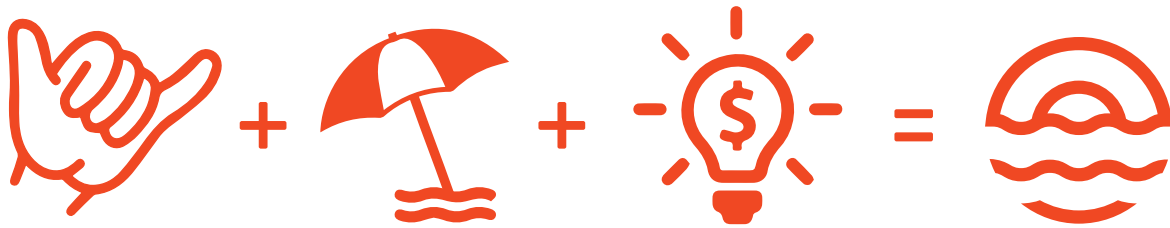
Unite our community's tourism businesses to generate visitor spending that will positively impact jobs, tax revenues, the coastal environment and the quality of life in the City of Oceanside.

VISION STATEMENT

Vibrancy Meets Authenticity in Southern California's Most Creative Coastal Destination

OUR USP

An eclectic community that embraces its authenticity while welcoming new ways of thinking.



ORGANIZATIONAL PILLARS

Marketing | Group Sales | Advocacy | Education

DESTINATION PILLARS

Outdoor/Adventure | Culinary | Arts & Culture

Watch the **Visit Oceanside Tourism Summit** season highlight video in our digital version.



OCEANSIDE TOURISM FORECAST

Oceanside experienced a **4% increase** in hotel and short-term rental demand in calendar year 2024, along with gains in Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR). Group room night demand played a key role in sustaining overall performance, growing by 29% and helping to offset a flat leisure market. Looking ahead, room demand, ADR, and overall revenue are expected to remain flat in the coming year, as ongoing economic and geopolitical uncertainty, coupled with continued declines in international travel, weigh on growth potential.

Visit Oceanside plays a vital role in the development and management of tourism for the City of Oceanside.



TOURISM IS A POWERFUL ECONOMIC ENGINE FOR OCEANSIDE.



HOTEL/MOTEL PERFORMANCE*

DETAIL	FY 21	FY 22	FY 23	FY 24	FY 25	% CHANGE YOY FY24-FY25
Occupancy Avg	59.2	64.2	64.9	69.5	70.1	0.9
ADR Avg	\$110	\$159	\$175	\$176	\$182	3.4
RevPAR Avg	\$64	\$102	\$114	\$122	\$127	4.1
Supply	705K	787K	793K	793K	793K	0.0
Demand	426K	507K	511K	548K	556K	1.3

STR PERFORMANCE ENTIRE PLACE*

Source STR, Inc.

DETAIL	FY 21	FY 22	FY 23	FY 24	FY 25	% CHANGE YOY FY24-FY25
Occupancy Avg	69.5	70.1	64.9	69.5	70.1	0.9
ADR Avg	\$291	\$333	\$175	\$176	\$182	3.4
RevPAR Avg	\$203	\$234	\$114	\$122	\$127	4.1
Supply	295K	343K	793K	793K	793K	0.0
Demand	205K	241K	511K	548K	556K	1.3

*Hotel/Motel Performance taken from June monthly STR report using running 12-month totals. Vacation Rental taken from June monthly Trend AirDna report using last 12 months section. RevPar = revenue per available room

TOURISM FUELS THE LOCAL ECONOMY AND ENHANCES THE CITY'S CULTURAL VITALITY.

LODGING



\$268

Average Hotel Visitor Spending
(Per Person/Per Day)



3.4

Average Length of Stay Nights



1.1M

Overnight Visitors



3.64M

Total Visitor Nights

HOTEL ROOMS OCEANSIDE

35%

Economy
\$

26%

Midscale
\$\$

21%

Upscale
\$\$\$

18%

Upper Upscale
\$\$\$\$

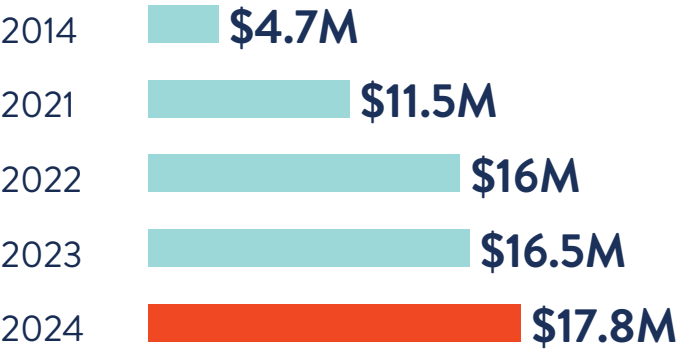
ANNUAL OCCUPANCY



FY25 ROOM NIGHT DEMAND

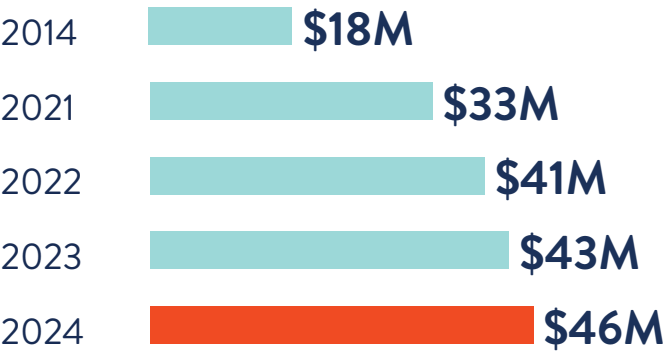


CITY TOT GROWTH

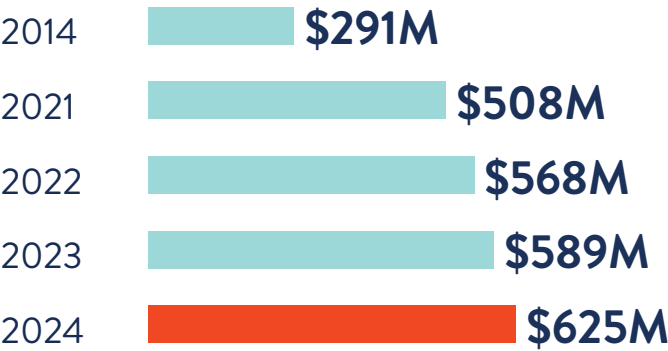


Transient Occupancy Tax (TOT) Rate: 10% on each room night. **Why TOT Matters:** TOT benefits the city's General Fund to support services like public safety, roads, parks, libraries, and more.

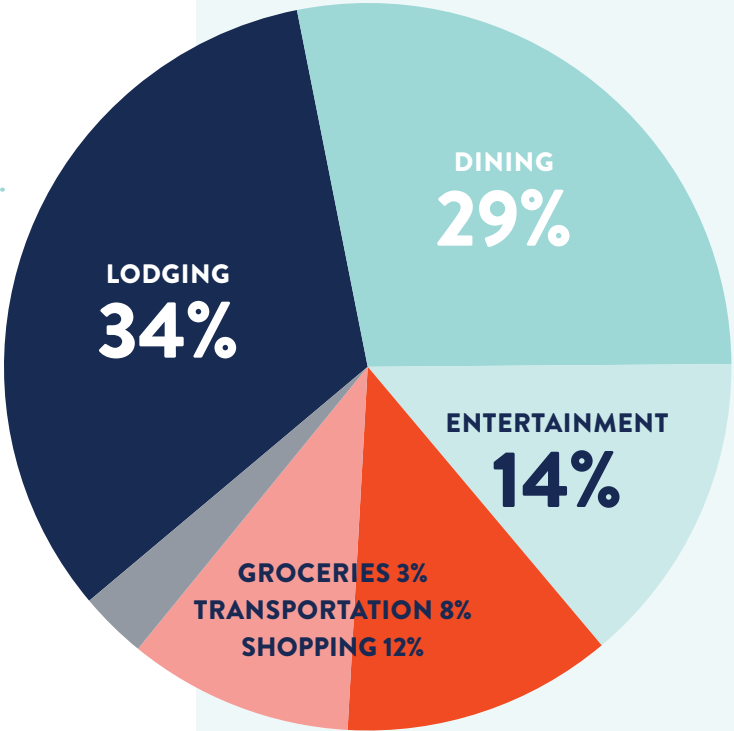
TOURISM TAX REVENUES



CITY VISITOR SPENDING



VISITOR SPENDING BY CATEGORY



4,000

CITY TOURISM
INDUSTRY
JOBS



\$425

IN
TAXES
SAVED

(For Every Oceanside Household)

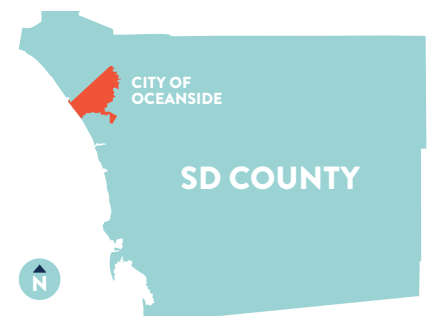
VISIT OCEANSIDE
BUDGET ALLOCATIONVISIT OCEANSIDE
BUDGET REVENUES

COLLABORATION FUELS OCEANSIDE'S TOURISM SUCCESS.

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. The current OTMD is valid through 2035.

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. Currently, hotels/motels within Oceanside city limits are assessed at 2.5 percent; vacation rentals at 1.5 percent.

OTMD Boundaries (in orange)





**PROJECTED
FY26 TMD
BUDGET
\$3.6 MILLION**

REVENUE	FY 2025
Public Sources	
Oceanside Tourism Marketing District	\$3,367,689
County of San Diego Grants	\$75,000
Private Sources	
Advertising Sales/Sponsorships	\$21,592
Retail Sales	\$32,153
In-kind Rental	\$28,638
Interest Income	14
Total Revenue	3,525,086

OPERATING COSTS & EXPENSES	FY 2025
Payroll and Benefits	\$1,074,698
Cost Goods (merchandise and tickets)	\$16,279
Advertising, Website and Sales Promotions	\$1,904,675
Tradeshows, Meetings and Conferences	\$93,987
Administrative and General Expenses	\$333,688
Professional Fees	\$135,993
Research and Data Collection	\$116,266
Sustainable Tourism Master Plan	\$7,028
Total Costs and Expenses	\$3,682,614
Change in Net Assets	(\$157,528)
Total Net Assets, End of Year	\$97,693

Note: Statement of Activities subject to change pending final audit.



1

MAKING WAVES FOR THE NEXT 10 YEARS

VIBRANCY MEETS AUTHENTICITY IN SOUTHERN CALIFORNIA'S MOST CREATIVE COASTAL DESTINATION

SUSTAINABLE TOURISM MASTER PLAN

With this STMP, Visit Oceanside will continue to drive O'side toward a sustainable future—for visitors and O'iginal O'siders alike.



WHEN YOU LOVE SOMETHING, IT LOVES YOU BACK. We're executing an engaging and collaborative campaign educating and incentivizing visitors to sustainably and respectfully enjoy Oceanside.



KEEPING UP WITH DOWNTOWN OCEANSIDE

We're teaming up with the local arts scene to envision and activate an O'iginally awesome downtown district—filled with green areas, event spaces, free Wi-Fi, and a food hall—along with consistent wayfinding and parking signage around town.



DOWNTOWN OCEANSIDE

CULTIVATING AGRITOURISM



Our abundant valley can provide more than just delicious agriculture. We're developing new agritourism experiences and events and advocating for acceleration of agri-tourism plan adoption and funding. This will prevent over development of residential, protecting rural landscape and character.





PROTECTING OCEANSIDE'S OCEANSIDE

Our beaches are the beating heart of O'side. We'll continue to cherish and preserve them through high prioritized funding and resourcing of beach erosion mitigation.



SHAPING THE FUTURE

The tourism industry holds tremendous potential as a force for social, cultural, and economic good.



FY2025 HIGHLIGHTS

Sustainable Tourism Master Plan Implementation

Established an implementation plan for the STMP, a 10 year action framework for responsible tourism growth. Initial goals for years 1-3 were determined with significant progress made in growing group travel and advancing sustainability efforts.

gO'side Shuttle

Continued partnership with the City of Oceanside and SANDAG to fund the gO'side shuttle, an eco-friendly, on-demand electric shuttle for locals and visitors.

RE:Beach pilot project and sand renourishment

Supported sand renourishment and coastal management efforts by lending support for a Coastal Commission RE:Beach grant, serving on the board of directors of Save Oceanside Sand, and launching a partnership with Kind Traveler's Every Stay Gives Back program to raise funds for renourishment projects.



CalTravel Executive Board Service

Joined the CalTravel Executive Board, ensuring Oceanside has a voice in advocacy efforts at the state, local and federal levels.

Investing in Accountability

Conducted brand and baseline marketing awareness studies as well as engaged new research partners to provide the organization and stakeholders with real time insight into travel behavior, patterns and performance.



LOOKING FORWARD



Support and Advocacy

- ★ Ongoing outreach to local, regional, and state legislators to highlight topics important to tourism industry
- ★ Conduct an ROI Study to understand reach and impact of VO's efforts
- ★ Continue service on local boards and committees to ensure tourism perspective is represented including Economic Development Commission, Oceanside Cultural District, Downtown Advisory Committee, MainStreet Oceanside, Oceanside Chamber of Commerce
- ★ Participation on industry boards for CalTravel and Visit California
- ★ Continued focus on implementation of initiatives highlighted in STMP including:
 - ▶ RE:Beach pilot project and sand renourishment opportunities
 - ▶ Pier & Amphitheater improvements
 - ▶ Agritourism master plan & implementation
 - ▶ Downtown community vision plan
 - ▶ Downtown wayfinding & gateway signage
 - ▶ Coast Highway Vision Plan
 - ▶ El Corazon Master Plan
 - ▶ Ocean Kamp Development
 - ▶ Oceanside Cultural District advancement
 - ▶ Harbor community vision plan



SHARING CALIFORNIA'S WARMTH

Visit Oceanside operates one of the State's official California Welcome Centers (CWC), which attracts nearly 20,000 visitors each year. Staffed by a knowledgeable team of volunteers, the center assists visitors and residents with recommendations and information on how best to explore Oceanside and surrounding region. At CWC, visitors can find local, regional and state maps, discount tickets to major local attractions, and a selection of locally crafted keepsakes. CWC also assists visitors via satellite information booths at city-wide events.

The Welcome Center is located at 928 North Coast Highway, Oceanside.



LOOKING FORWARD

- ★ Host a CWC Managers meeting in Fall 2025.
- ★ Participate in Visit California's CWC coalition to review best practices and ensure that the network of welcome centers is adapting for modern day travel preferences and patterns.
- ★ Generate increased awareness for CWC services through social media.
- ★ Increase retail sales through seasonal promotions and incentives for the local community.

WHERE ARE VISITORS COMING FROM?



48%

FROM CALIFORNIA



39%

DOMESTIC OUT-OF-STATE



13%

INTERNATIONAL TRAVELERS



FY2025 HIGHLIGHTS

Volunteer FAMS resumed

Reestablished regular familiarization trip opportunities for CWC volunteers to ensure they are current on the best of what to do, see, eat and experience in Oceanside. Outings included places such as Frontwave Arena, Star Theater, HomeState, Oceanside Museum of Art, and the Oceanside Beach Resorts.



Satellite Visitor Booths

Staffed satellite visitor information booths at important citywide events such as Ironman, Race Across America, Bike the Coast, and Super Girl Surf Pro to help better service visitors with information on dining and activities during their stay in Oceanside.

Locally Crafted Products

Continued to focus on curating CWC retail offerings with locally crafted products to help spotlight area businesses and artisans.



California Surfing Day Commemorative T-Shirt

Continued the tradition of producing a limited edition California Surfing Day T-shirt to celebrate Oceanside surf culture and raise funds for the California Surf Museum Oceanside. In FY25, \$2,500 was donated to CSM.





THE O'ORIGINAL MEETING PLACE



Visit Oceanside's business development team helps attract group business and citywide events with the goal of generating new room night demand during midweek and off season. The department also oversees the Oceanside Sports Commission, which aims to attract high profile sporting events and associated group business that drive room night demand.





FY2025 HIGHLIGHTS

O’centives

Despite a reduced budget, the team leveraged its group incentive program, Oceanside O’centives, to directly influence more than 6,900 room nights into Oceanside hotels.

New Brand Platform: The O’riginal Meeting Place

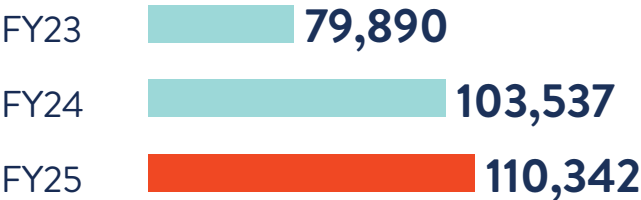
Launched a new meetings campaign, “The O’riginal Meeting Place,” that’s an extension of the core VO brand. The campaign highlights Oceanside’s unique appeal as a non-traditional meeting destination, promoting its relaxed, non-corporate atmosphere and distinctive venues to attract qualified corporate group business.

CalTravel Summit

Hosted over 400 California tourism industry leaders who gathered in Oceanside for three days of networking, insightful speakers and meaningful discussions at the beach resorts. Memorable highlights included a kickoff event at the Mission Pacific Rooftop, drum circle by the San Luis Rey Band of Mission Indians, dinner beneath the stars at Mission San Luis Rey, a beach clean-up, and a bike tour of Camp Pendleton. Local businesses benefited too, with many restaurants experiencing a noticeable midweek bump.

Continued on page 18

OCEANSIDE GROUP ROOM NIGHT GROWTH



FY25 Major Citywide Events

- Heiva
Oceanside Longboard Club Contest
World Bodysurfing Championships
San Diego Senior Games – Pickleball
Super Girl Pro Surf Championships
US Open Adaptive Surfing Championships
Dia De Los Muertos
Bike the Coast
O’side Turkey Trot
Valley Arts Festival
USA Surfing Prime Series Event
Oceanside International Film Festival
Ironman 70.3 Oceanside
SoCal API Festival
Beach Soccer Championships
Filipino Cultural Celebration
Intertribal Powwow
Pride by the Beach
Race Across America/Race Across the West
USA Surfing Championship

FY25 Major SoCal Sports Complex Events

- Albion Cup National Soccer Showcase
Surf Cup Olders
Surf Cup Youngers
Oceanside Soccer SoCal Cup
Attack Soccer Summer Classic
SoCal Blues Soccer Tournament
Surf College Cup
Legends Winter Cup
Sockers Cup
Adrenaline Challenge Lacrosse
Cal South Cup
SoCal Showcase
Express Cup
Rebels Cup
USYS National League Pro
Legends Lacrosse
Copa Del Mar

Frontwave Arena Professional Sports Leagues

- San Diego Sockers
San Diego Clippers
San Diego Strikeforce

Experience Camp Pendleton

Worked with Urban Kitchen Hospitality and military liaisons to develop an exclusive group offering that takes participants behind the gates of Camp Pendleton for a fun experience that blends history, honor and hospitality. The tour includes unique on-base highlights such as the Sergeant Reckless Statue, the historic Santa Margarita Ranch House and the Mechanized Museum.

Giant Beach Chair Installation

Partnered with SoCal Sports Complex to install an interactive, beach-inspired photo feature—a giant Adirondack chair that invites fun photo ops while linking guests to dining, attractions, and event tips via the VO website. It's a playful way to connect hundreds of athletes and their families with all that Oceanside has to offer.

Building Awareness in Emerging Markets

Continued a partnership with Rocket Travel Marketing to increase awareness among influential UK travel and meeting planners. Partnership activities included an in-market FAM trip, UK based networking, and digital storytelling.

LOOKING FORWARD

- ★ Marketing visibility and brand elevation through implementation of The O'iginal Meeting Place campaign, embedding the brand story across direct sales, PR and owned channels.
- ★ Grow travel trade and third-party planner relationships through outreach, revamped newsletter, and FAM opportunities to build a strong referral pipeline.
- ★ Continue to leverage O'centives program to attract new business to Oceanside, particularly in the shoulder seasons.
- ★ Planning and execution of the One West Tech Summit.
- ★ Differentiate Oceanside by curating access to Oceanside's unique and authentic culture and localized experiences such as Camp Pendleton tour, block parties, and Oceanside Museum of Art tiny art workshops.
- ★ Explore opportunities to leverage the lead up to the LA28 Olympics through team training opportunities and sport association conferences.

“The O’iginal Meeting Place,”
sharing Oceanside’s
history as a gathering
place for kindred
spirits since 1888.





GOALS AND METRICS



33

Groups Booked*



6,493

Room Nights Contracted*



20+

Citywide Events



81

Sales & Services Meetings



19

Site Inspections



21

O'centives Booked*

*Visit Oceanside Sourced

ADVERTISING, MARKETING, SOCIAL, AND PR TOGETHER AS ONE.



VO's Marketing Team deploys a fully integrated approach that includes paid, earned, shared/social and owned tactics to break through the clutter and help drive occupancy and revenue.

HIGHLIGHTS:

Annual Seasonal Spring/Summer Campaign

VO's primary advertising campaign is deployed each spring. The digital channel focused campaign uses a multi-funnel marketing approach targeting travelers in top tier geographic markets. Anchored around The O'riginals brand campaign, the ad creative highlights Oceanside's brand pillars and its originality.

Swell Plates Series

A new culinary campaign, Swell Plates Series, celebrates Oceanside's vibrant culinary scene. Executed in January, the program aims to boost awareness of the destination's award-winning culinary scene through storytelling, signature dishes, and community connection while helping drive visitation during the off-season.

Season of Swellness

Introduced the Season of Swellness off-season campaign that serves as an umbrella vehicle for the collection of events and promotions occurring in fall and winter (September – February). Core messages highlight the value and perks from great weather, fewer crowds, unique events and epic waves during this time period.

O'side O'riginals

Expanded the O'side O'riginal storytelling platform through new spotlights on hometown originals featured in owned and earned channels to help build brand loyalty and connection rooted in local pride. Featured originals included Olympian and World Champion surfer Caity Simmers, San Luis Rey Band of Mission Indians Captain Mel Vernon and Diania Caudell, and Michelle Castellano Keeler of Mellano Farms.





Social Media

A robust social media program focused on growing audiences organically through inspiring content, strategic partnerships and engaging Oceanside experience giveaways. The channels outperformed expectations reaching travelers through a combination of tactics to inspire, inform and surprise.

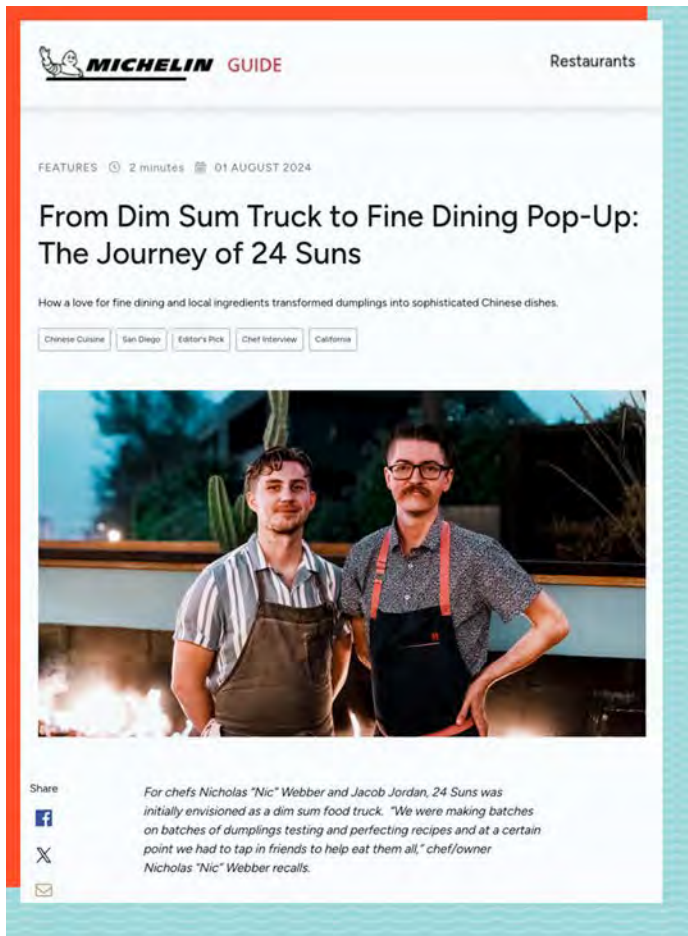
VO expanded audience reach with strategic social partnerships and a proactive media pitching program.



@SDFoodies
@OceansideDateNight
@SuziOnTheMove
@KatyandRyanRoam
@SoCalNation

Influencers and Content Creators

Strategically worked with content creators to help amplify the destination story, obtain new assets, and expand Oceanside's reach to new audiences through authentic, engaging content.



Editorial

Through networking events, hosted site visits and a proactive media pitching program, VO tells Oceanside's unique story and generates valuable third-party endorsement. This year, earned placements included outlets such as Vogue, Lonely Planet, Ventana Monthly, Westways, Good Day LA, CBS LA, House Beautiful and Sunset Magazine.



Sunsets, Surfing, and West Coast Charm

BY KATIE KIEFNER
February 1, 2025



Photo: Getty Images



MEDIA PERFORMANCE



PAID

Digital Ad Campaign Impressions	54M
VO Paid Social Impressions	23M
Paid Search Impressions	362K+

EARNED

Hosted Media Site Visits	27
Pieces of Coverage	290
Estimated Audience Reach	1.8B



OWNED



779K+

Website
Users



50K+

Email
Subscribers



147K+

Visitor Guide
Digital Views



40K

Visitor Guides
Published

SOCIAL      @VisitOceanside

209K

Followers All Channels

91K

Instagram

1.2M

Engagements

38M

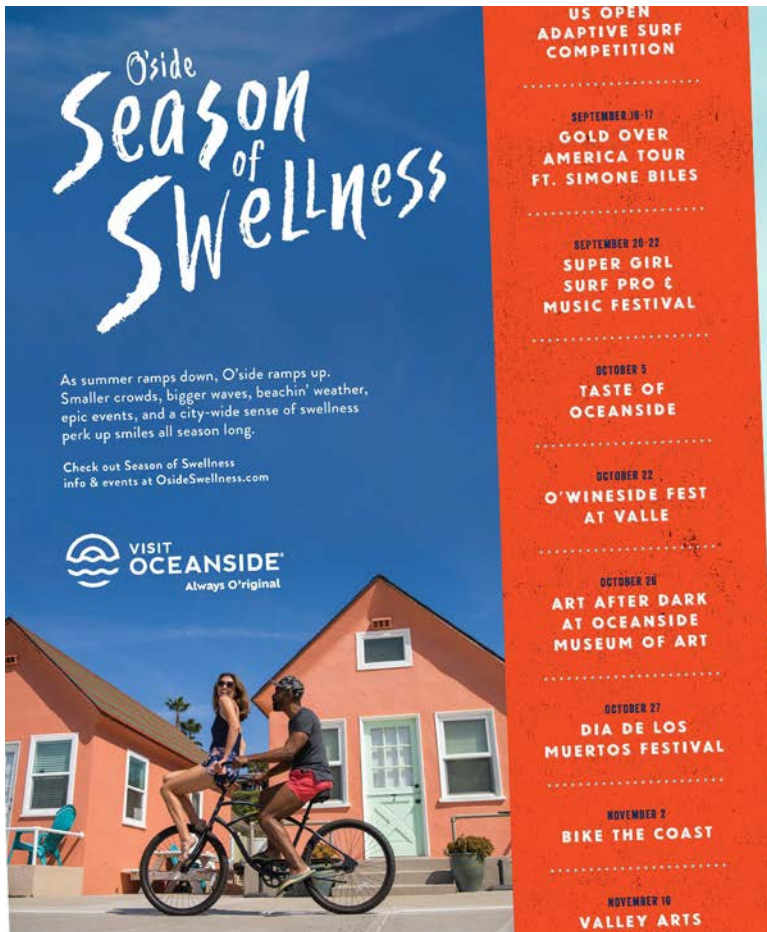
Impressions





LOOKING FORWARD

- ★ Continue to place majority of budget in key season digital campaign using a full funnel approach.
- ★ Expand Season of Swellness off-season campaign developing strategies and content around key themes and events including Surftember, ArtRX, and Swell Plates Series.
- ★ Execute on co-op and activation opportunities to help expand reach and enrich destination storytelling.
- ★ Leverage Always On opportunities by refining tools and channels for visitor planning and exploration, content curation, and paid media.
- ★ Ensure marketing channels stay current with focus on AI optimization, responsible travel and accessible travel.



EDUCATION AND RESPONSIBLE TRAVEL

Every Stay Gives Back

Visit Oceanside launched a partnership with Kind Traveler's Every Stay Gives Back program to ensure tourism positively impacts the local community. Unique to Oceanside, the program extends beyond traditional hotels to include vacation rental partners Marbella, Beachfront Only Vacation Rentals, and Stay Coastal Vacations. A portion of each stay supports local nonprofits WildCoast and Berry Good Food Foundation—advancing coastal renourishment in the city and promoting healthy food access through community gardens and nutrition education.

Osider Magazine Column

A dedicated column in Osider Magazine serves as a vehicle to connect residents and businesses with the city's evolving identity as a vibrant, visitor-friendly destination. Articles highlight the positive economic and community impacts of tourism as well as the work of VO.

Annual Tourism Summit & Fall Tourism Mixer

Each year, VO hosts opportunities for industry stakeholders to connect and engage through themed mixers and an annual Tourism Summit. A fall mixer at OMA provided a platform for attendees to learn how to leverage VO marketing platforms. Held at Frontwave Arena, the annual tourism summit showcased VO's annual program of work and highlighted tourism's contributions to the city.

Oceanside Leadership Academy

VO supported community education and leadership development by leading the tourism session of the Oceanside Chamber of Commerce's Leadership Academy.



Love O'side is VO's stewardship and sustainability platform.



VO BOARD

Visit Oceanside Board of Directors

Executive Committee

Tim Obert, Vice Chairman, Mission Pacific/Seabird Resort
 Nayan Patel, Secretary, Days Inn at the Coast
 Kevin Mansour, SpringHill Suites Oceanside
 Mark Warr, On the Sand Vacations

Board Members

Sage Anderson, Privateer/Buccaneer Beach
 Chasen Eddow, Frontwave Arena
 Adam Fischbach, Beachfront Only
 Roxana Pavel, AllMine
 Ernie Prieto, Oceanside SEA Center
 Darcy Santiago, Club Wyndham Pier Resort
 Jim Schroder, Oceanside EDC
 Michael Tsai, Holiday Inn Oceanside Marina
 An Vu, Residence Inn/Courtyard by Marriott

Board Liaisons

Scott Ashton, Oceanside Chamber of Commerce
 Louise Balma, South Morro Hills
 Jeremy Cohen, SD Malkin Properties
 CJ Di Mento, Oceanside Cultural District
 Blake Dorse, Oceanside Fire Department
 Angie Leonard, MainStreet Oceanside
 Amy Forsythe, Camp Pendleton
 Michelle Geller, City of Oceanside (Economic Development)
 Colonel John Medeiros, Camp Pendleton
 Kristopher Martinez, City of Oceanside (Transportation)
 Kim Murray, Beach House Winery
 Captain Justin Pecchia, Oceanside Police Department
 Joe Ravitch, City of Oceanside (Harbor)
 Amy Walker-Pinneo, MiraCosta College
 Retired Colonel Daniel Whitley, Camp Pendleton
 Patrick Young, City of Oceanside (Events)

Contracted Partners

Greenhaus Brand Agency
 Katlayst PR
 Susan Noble, Bookkeeper

THANK YOU
TO OUT-GOING BOARD MEMBERS SCOTT HAUSKNECHT,
HOWARD LAGRANGE, AND CAPTAIN JOHN MCKEAN.

VO TEAM



LESLEE GAUL
 PRESIDENT & CEO



TYLER GARCIA
 VP OF BUSINESS AND
 BRAND DEVELOPMENT



SHAE GEARY
 DIRECTOR OF PR AND
 CORPORATE COMMUNICATIONS



MICHELLE MARTINI-BROWN
 DIRECTOR OF BUSINESS
 INTELLIGENCE



TANNER YATES
 DIRECTOR OF MARKETING
 & COMMUNICATIONS



VIRI MARTINEZ
 BUSINESS DEVELOPMENT
 MANAGER



JENNY ROBERTS
 CREATIVE MARKETING
 MANAGER



VERONICA VORHEES
 MARKETING OPERATIONS
 MANAGER



MANLAI TAM
 OPERATIONS MANAGER



LYDIA PETROFF
 CWC VISITOR
 SERVICES MANAGER



LYDIA MCJILTON
 VISITOR SERVICES AND
 VOLUNTEER COORDINATOR





RACE ACROSS AMERICA

\$2M

RACES RAISE OVER
\$2 MILLION A YEAR
FOR RIDERS
CHARITIES OF CHOICE



FRONTWAVE FOUNDATION

\$2,000

TO OCEANSIDE POLICE
OFFICERS ASSOCIATION
FOR OFFICER WELLNESS

O'SIDE TURKEY TROT \$25,000

Raised for San Diego
Food Bank and organizations
that serve the Oceanside
community including schools
and nonprofits.



GOOD VIBES GREATER GOOD

HOW OCEANSIDE'S
TOURISM PARTNERS
GIVE BACK



CALIFORNIA SURFING DAY T-SHIRT

\$2,500

FOR CALIFORNIA SURF MUSEUM



IRONKIDS

\$3,000

FOR OCEANSIDE YOUTH
RECREATION SCHOLARSHIPS



EVERY STAY GIVES BACK

\$18,000

FOR COASTAL RENOURISHMENT
& COMMUNITY
GARDENS/FOOD EDUCATION

GIVING BACK





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