

STAFF REPORT



ITEM NO. 8

CITY OF OCEANSIDE

DATE: July 2, 2008

TO: Honorable Mayor and City Council Members

FROM: Economic and Community Development Department

SUBJECT: **APPROVAL OF A TWO-YEAR PROFESSIONAL SERVICES AGREEMENT WITH THE OCEANSIDE CHAMBER OF COMMERCE FOR FY 2008-09 AND 2009-10 IN THE ANNUAL AMOUNT OF \$276,000 PLUS A CONSUMER PRICE INDEX INCREASE FOR YEAR TWO FOR SERVICES AND OPERATION OF THE CALIFORNIA WELCOME CENTER–OCEANSIDE**

SYNOPSIS

Staff recommends that the City Council approve a two-year professional services agreement with the Oceanside Chamber of Commerce for fiscal years 2008-09 and 2009-10 in the annual amount of \$276,000 plus a Consumer Price Index increase for year two for services and operation of the California Welcome Center–Oceanside; and authorization for the City Manager to execute the agreement.

BACKGROUND

Since 1983 the Chamber of Commerce (the “Chamber”) has maintained and operated the Oceanside Visitors Information Center, currently known as the California Welcome Center–Oceanside (the “Welcome Center”). The primary purpose of the Welcome Center is to increase the commerce and economic trade of the City, with particular emphasis on tourism.

Historically, the City and Chamber have shared in the costs to operate the Welcome Center. The activities and services required of the Chamber include, but are not limited to, providing adequate staff to operate the Welcome Center seven days a week, attendance and participation in tourism expositions and trade shows, advertising and promotions in local and regional trade publications, and supporting the beach train and shuttle bus program.

The Chamber of Commerce has been an “official” California Welcome Center since 1999. In 2007 the Welcome Center served over 112,000 visitors, up 15 percent from the prior fiscal year.

ANALYSIS

As a requirement of the proposed contract, the Chamber will prepare a written report to the City Council twice a year detailing the activities of the prior six months. A verbal presentation will also be made to the City Council, the Economic Development Commission and the Redevelopment Advisory Committee twice a year.

The California Welcome Center–Oceanside has been a leader statewide in their visitor contacts. This agreement will be performance-based. New requirements for the agreement would include:

- Increase advertising in order to generate awareness of and qualified leads for the database.
- Conduct sales calls in the top two feeder markets, Los Angeles and Phoenix, Arizona, to generate group business and travel trade and meet with top media outlets in each area.
- Contract for an economic impact study to track visitor spending.
- Invest in a media resource program to generate and maximize media coverage of Oceanside including broadcast, print, trade and consumer press as well as over 360,000 reporters, editors, and freelance writers.
- Invest in Website development for a visitor-friendly Website and maximize word-search for the Website.

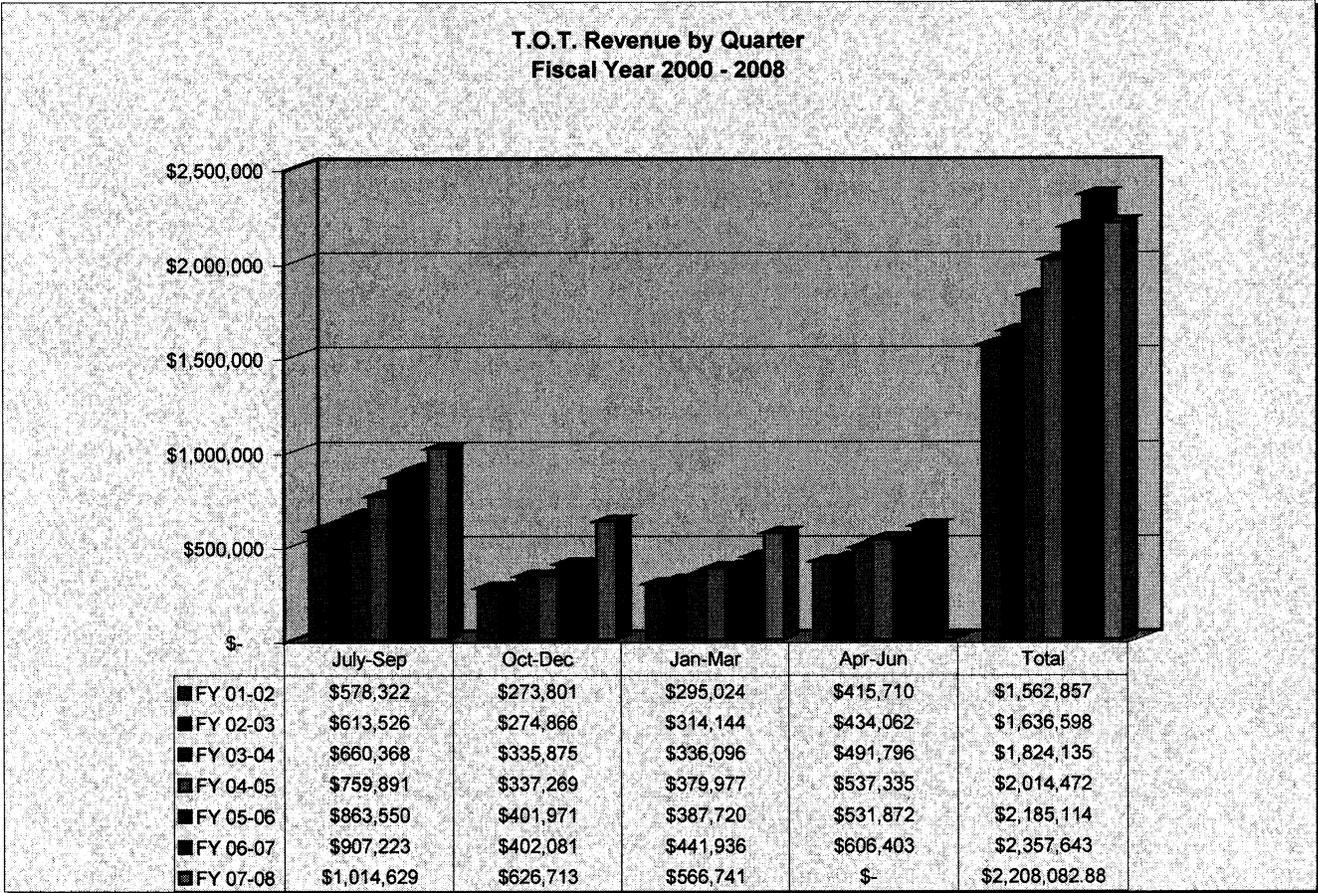
In fiscal year 2005-06 the City contributed \$200,000 towards the operation of the Welcome Center. In fiscal year 2006-07 the annual contribution was \$207,600 and for 2007-08 the annual contribution was \$215,488. The cost of running the Welcome Center as reported by the California Welcome Center-Oceanside is \$502,566. Of that amount the City would contribute \$276,000 or about 55 percent. The requested increase is due to increased advertising that is shown in Attachment #4, the Media Plan.

The time period covered by this agreement shall be from July 1, 2008, terminating on June 30, 2010. The Chamber may request a one-year extension to the agreement at the end of the term. Any approval of an extended term shall be subject to an annual increase based upon the increase in the San Diego Consumer Price Index for the prior one-year period.

The Chamber primarily runs the Welcome Center, keeping it open 7 days a week (closing on Christmas, New Year's, Thanksgiving and Easter). The Welcome Center distributes Oceanside–specific collateral materials and the web site and telephone system are portals for information regarding Oceanside. Over the past year the Welcome Center has unified travel related businesses in Oceanside by creating the Oceanside Tourism Council (OTC). This council is made up of active professionals in Oceanside who are working cooperatively to unite tourism related businesses in order to generate visitor spending and to put Oceanside on the visitor map.

Tourism marketing is a collaborative effort so that a critical mass of positive experiences can be touted. This grouping of reasons to come to San Diego North County and Oceanside results in a higher level of awareness, an extended stay and more business in the off-season.

Oceanside’s tourism market is highly seasonal as is depicted in the following chart. Enhanced marketing will bring in visitors for the off-season when area hotels have far lower occupancies.



FISCAL IMPACT

The Oceanside Chamber of Commerce agreement runs from July 1, 2008 through June 30, 2010. Funding in the amount of \$276,000 for FY 2008-09 and \$276,000 for FY 2009-10 is included in the 2008-2010 biennial budget. For FY 2008-09 the Redevelopment Fund 591.309406.5241 will support \$138,000 and the General Fund 101.604820.5252 will support the remaining \$138,000.

INSURANCE REQUIREMENTS

Through the term of the agreement, the Chamber will maintain the City's normal insurance coverage requirements.

COMMISSION OR COMMITTEE REPORT

The Economic Development Commission reviewed this request at its July 1, 2008, meeting and supports the proposed professional services agreement.

The Redevelopment Advisory Committee reviewed this request at its June 11, 2008, meeting and supports the proposed professional services agreement.

CITY ATTORNEY'S ANALYSIS

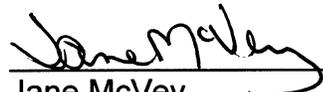
The referenced documents have been reviewed by the City Attorney and approved as to form.

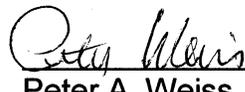
RECOMMENDATION

Staff recommends that the City Council approve a two-year professional services agreement with the Oceanside Chamber of Commerce in the annual amount of \$276,000 plus a Consumer Price Index increase for year two for services and operation of the California Welcome Center–Oceanside; and authorization for the City Manager to execute the agreement.

PREPARED BY:

SUBMITTED BY:



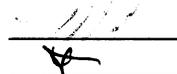


Jane McVey
Economic & Community Development
Director

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs-Lawrence, Deputy City Manager
Teri Ferro, Financial Services Director



ATTACHMENTS/EXHIBITS:

1. Professional Services Agreement
2. California Welcome Center–Oceanside Workplan
3. California Welcome Center–Oceanside FY 2008-10 Budget
4. Scheduled Media Plan

CITY OF OCEANSIDE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into this 2nd day of July, 2008, by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and the OCEANSIDE CHAMBER OF COMMERCE, hereinafter designated as "CHAMBER".

RECITALS

WHEREAS, since 1983 the Chamber of Commerce has operated the Oceanside Visitor and Tourism Information Center, which has received the designation as an official California Welcome Center (hereinafter referred to as the "Welcome Center");

WHEREAS, the City desires to advertise and develop the resources of the City of Oceanside for the purposes of increasing the commerce and economic trade of the City, with particular reference to commercial and industrial enterprises, recreational facilities and tourism opportunities;

WHEREAS, the Chamber has the primary objective of and is organized for the purpose of maintaining and carrying on such promotional activities in furtherance of the economic development and tourism in Oceanside for, on behalf and to the benefit of the City and its citizens; and

WHEREAS, the Chamber has submitted a proposal to continue to provide commerce and tourism promotion services for the City during Fiscal Year 2008-2010 and the City desires to support the Welcome Center's efforts in providing such services in accordance with the conditions, obligations and provisions set forth herein.

NOW THEREFORE, in consideration of the mutual covenants hereinafter contained and for other valuable consideration, the parties hereto agree as follows:

1. **SCOPE OF WORK.** The services to be performed are more particularly described in the remainder of Section 1 and in Attachment A, which is incorporated herein by reference.

1.1. **PROFESSIONAL SERVICES PROVIDED BY CHAMBER.** The professional services to be performed and provided by the Chamber shall consist of, but not be limited, to the following:

1.1.1. The Chamber shall endeavor to promote the City of Oceanside with the goal of promoting commercial, industrial and economic enterprise opportunities, increasing travel and tourism to the City. The Chamber shall utilize City funding to partially offset the cost of operating the Welcome Center. Services provided by the Welcome Center

shall include managing the Welcome Center and marketing Oceanside attractions, lodging and hospitality facilities by providing information and assistance to visitors and tourists. The Chamber shall also market the City of Oceanside and the business opportunities within Oceanside at national and regional trade and marketing events.

1.1.2. The Chamber shall prepare a written report to the City Council twice a year detailing the activities of the prior six months. The report shall be submitted no later than 30 days after the end of the calendar year (December 31st) and at the half-year point (June 30th) in a format acceptable to the City. A verbal presentation will also be made to the City Council, the Economic Development Commission and the Redevelopment Advisory Committee twice a year.

2. TIMING REQUIREMENTS. Time is of the essence in the performance of work under this Agreement. When called upon by the City for specific performance of any provision or obligation herein contained, the Chamber shall respond in the most expedient and appropriate manner under the circumstances by means of telephone, fax, hand delivery, electronic mail or regular mail.

3. CRITERIA AND STANDARDS. All work shall be performed in accordance with applicable City, State and Federal codes and criteria. In the performance of professional services, the Welcome Center shall use the degree of care and skill ordinarily exercised by a Chamber or similar organization under similar conditions.

4. INDEPENDENT CONTRACTOR. The Chamber's relationship to the City shall be that of an independent contractor. The Chamber shall have no authority, expressed or implied, to act on behalf of the City as an agent, or to bind the City to any obligation whatsoever, unless specifically authorized in writing by the City. The Chamber shall be solely responsible for the performance of any of its employees and agents under this Agreement.

5. WORKER'S COMPENSATION. Pursuant to Labor Code Section 1861, the Chamber hereby certifies that the Chamber is aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code, and the Chamber will comply with such provisions, and provide certification of such compliance as a part of this Agreement.

6. LIABILITY INSURANCE.

6.1. The Chamber shall, throughout the duration of this Agreement maintain comprehensive general liability and property damage insurance, or commercial general liability insurance, covering all operations of Chamber, its agents and employees, performed in connection with this Agreement including but not limited to premises.

6.2. The Chamber shall maintain the following minimum limits:

Comprehensive General Liability Insurance
(bodily injury and property damage)

Combined Single Limit Per Occurrence	\$ 1,000,000
General Aggregate	\$ 2,000,000*

Commercial General Liability Insurance
(bodily injury and property damage)

General limit per occurrence	\$ 1,000,000
General limit project specific	\$ 2,000,000

<u>Automobile Liability Insurance</u>	\$ 1,000,000
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*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

6.3. All insurance companies affording coverage to the Chamber shall be required to name the City of Oceanside as “additional insured” under the insurance policy for all work performed in accordance with this Agreement.

6.4. All insurance companies affording coverage to the Chamber pursuant to this agreement shall be insurance organizations admitted by the Insurance Commissioner of the State of California to transact business of insurance in the state or be rated as A-X or higher by A.M. Best.

6.5. The Chamber shall provide evidence of compliance with the insurance requirements listed above by providing a certificate of insurance, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.

6.6. Chamber shall provide, upon request of the City, a true and correct copy of all applicable insurance policies.

6.7. The Chamber shall insure that a substitute certificate of insurance be provided no later than thirty (30) days prior to the policy expiration date. Failure by the Chamber to provide such a substitution and extend the policy expiration date shall be considered a default by the Chamber and may subject the Chamber to a suspension or termination of work under the Agreement.

6.8. Maintenance of insurance by the Chamber as specified in this Agreement shall in no way be interpreted as relieving the Chamber of any responsibility whatever and the Chamber may carry, at its own expense, such additional insurance as it deems necessary.

7. CHAMBER'S INDEMNIFICATION OF CITY. The Chamber shall indemnify and hold harmless the City and its officers, agents and employees against all claims for damages to persons or property arising out of or relating to the conduct of the Chamber or its employees, agents, subcontractors, or others in connection with or related to the execution of the work covered by this Agreement, except only for those claims arising from the sole negligence or sole willful conduct of the City, its officers, agents, or employees. The Chamber's indemnification shall include any and all costs, expenses, attorneys' fees and liability incurred by the City, its officers, agents, or employees in defending against such claims, whether the same proceed to judgment or not.

Further, the Chamber at its own expense shall, upon written request by the City, defend any such suit or action brought against the City, its officers, agents, or employees resulting related to this particular Agreement.

The Chamber's indemnification of City shall not be limited by any prior or subsequent declaration by the Chamber.

8. COMPENSATION.

8.1. The Chamber's compensation for all work performed in accordance with this Agreement for Fiscal Year 2008-09 shall not exceed the total contract price of **Two Hundred and Seventy-six Thousand and ⁰⁰/₁₀₀ Dollars (\$276,000.00).**

The Chamber's compensation for all work performed in accordance with this Agreement for Fiscal Year 2009-10 shall not exceed the total contract price of **Two Hundred and Seventy-six Thousand and ⁰⁰/₁₀₀ Dollars (\$276,000.00)** plus an annual Consumer Price Index increase.

The parties recognize that the funds provided pursuant to this Agreement are from City general funds, and that the amount of funds available to the City's General Fund is subject to the finalization of the State budget and other City funding resources. Thus, notwithstanding the preceding paragraph, the amount of funds provided pursuant to this section may be subject to reduction as set forth in Section 12.

9. TERMINATION OF AGREEMENT. Either party may terminate this Agreement by providing thirty (30) days written notice to the other party.

If any portion of the work is terminated or abandoned by the CITY, then the CITY shall pay Chamber for any work completed up to and including the date of termination or abandonment of this Agreement, in accordance with Section 8. The CITY shall be required to compensate Chamber only for work performed in accordance with the Agreement up to and including the date of termination.

10. ASSIGNMENT AND DELEGATION. This Agreement and any portion thereof shall not be assigned or transferred, nor shall any of the Chamber's duties be delegated, without the express written consent of the City. Any attempt to assign or delegate this

Agreement without the express written consent of the City shall be void and of no force or effect. A consent by the City to one assignment shall not be deemed to be consent to any subsequent assignment.

This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

11. DURATION OF AGREEMENT. The time period covered by this agreement shall be from July 1, 2008 and terminating on June 30, 2010. The Chamber may request a one-year extension of the term. The Chamber shall make a written request for extension of the term to the City Manager no later than 60 days prior to the expiration of the term of the Agreement. Within 30 days of the expiration of the Agreement, the City Manager shall notify the Chamber if the extension will be recommended to the City Council for approval. Any approval of an extended term shall be based upon the compensation set forth herein and shall be subject to an annual increase based upon the increase in the San Diego Consumer Price Index for the prior one year period. Any extension of the Agreement shall be within the sole discretion of the City Council.

12. RE-OPENER. This Agreement shall be subject to re-opener by the City as set forth herein.

- A. Based on changes in federal and state law impacting the CITY's continued ability to provide the funds set forth in this Agreement.
- B. Events that subject the CITY to a "significant reduction" in the funding available to its general fund. A significant reduction in General Fund revenues is defined as any loss of revenue sufficient to require a reduction in CITY services.
- C. The CITY shall not re-open this Agreement more than once per year for the purposes set forth in Subsection B above. Should this Agreement be re-opened by the CITY, not less than ninety (90) days notice shall be provided to CONTRACTOR advising them that the CITY has or expects to suffer a significant revenue loss and indicating how much the City Manager proposes to reduce payments to CONTRACTOR. During the ninety (90) days prior to the implementation of the decrease in payments to CONTRACTOR, the parties shall negotiate in good faith to arrive at a new agreement regarding the particular services that may be reduced in accordance with the proposed reduction in payments. The parties agree that any reduction in funding to CHAMBER may result in a commensurate reduction in CHAMBER's obligations under this Agreement.
- D. The City Manager may delegate to the Economic and Community Development Director the authority to re-open this Agreement for the purposes set forth in this Section and to effectuate any

funding reductions or changes required in accordance with the terms of this Agreement.

13. ENTIRE AGREEMENT. This Agreement comprises the entire integrated understanding between City and the Chamber concerning the work to be performed under this Agreement and supersedes all prior negotiations, representations, or agreements.

14. INTERPRETATION OF THE AGREEMENT. The interpretation, validity and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. The Agreement does not limit any other rights or remedies available to City.

The Chamber shall be responsible for complying with all Local, State, and Federal laws whether or not said laws are expressly stated or referred to herein.

Should any provision herein be found or deemed to be invalid, the Agreement shall be construed as not containing such provision, and all other provisions which are otherwise lawful shall remain in full force and effect, and to this end the provisions of this Agreement are severable.

15. AGREEMENT MODIFICATION. This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by the parties hereto.

16. NOTICES. All notices, demand, request, consents or other communications which this Agreement contemplates or authorizes, or requires or permits either party to give to the other, shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To City:

Peter Weiss, City Manager
City of Oceanside
300 N. Coast Highway
Oceanside, CA 92054-2885

To Chamber:

Chief Executive Officer
Oceanside Chamber of Commerce
928 N. Coast Highway
Oceanside, CA 92054

Either party may change its address by notice to the other party as provided herein.

Communications shall be deemed to have been given and received on the first to occur of (i) actual receipt at the offices of the party to whom the communication is to be sent, as designated above, or (ii) three working days following the deposit in the United States Mail of registered or certified mail, postage prepaid, return receipt requested, addressed to the offices of the party to whom the communication is to be sent, as designated above.

17. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity and authority to enter into and to execute this Agreement on behalf of the respective legal entities of the Chamber and the City.

IN WITNESS WHEREOF the parties hereto for themselves, their heirs, executors, administrators, successors, and assigns do hereby agree to the full performance of the covenants herein contained and have caused this Professional Services Agreement to be executed by setting hereunto their signatures on the day and year respectfully written herein below.

OCEANSIDE CHAMBER OF COMMERCE

CITY OF OCEANSIDE



President

Peter A. Weiss
City Manager

Dated: 6-17-08

Dated: _____



Chief Financial Officer

Approved as to form:
Office of the City Attorney

Dated: 6/17/08



City Attorney

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of SAN DIEGO

On June 17, 2008 before me, HOLLY J. TROBAUGH, Notary

personally appeared DAVID Nydegger

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature Holly J. Trobaugh
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Professional Services Agreement

Document Date: July 2, 2008 Number of Pages: 7

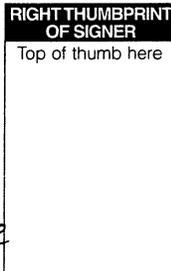
Signer(s) Other Than Named Above: Marva Bledsoe

Capacity(ies) Claimed by Signer(s)

Signer's Name: David Nydegger

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: President

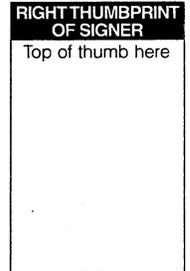
Signer Is Representing: Chamber of Commerce



Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____



CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of SAN DIEGO

On June 17, 2008 before me, HOLLY J. TROBAUGH, NOTARY
Date Here Insert Name and Title of the Officer

personally appeared Marva Bledsoe
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Holly J. Trobaugh
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Professional Services Agreement

Document Date: July 2, 2008 Number of Pages: 7

Signer(s) Other Than Named Above: David Nydegger

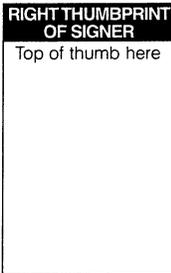
Capacity(ies) Claimed by Signer(s)

Signer's Name: Marva Bledsoe

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator

Other: Chief Financial officer

Signer Is Representing: Chamber of Commerce

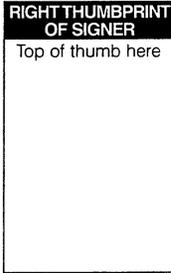


Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator

Other: _____

Signer Is Representing: _____





California Welcome Center Oceanside 2008-09 Business Plan

GOAL

Market Oceanside as a visitor destination through enhanced public relations, a brand strategy, collateral development, advertising and special promotions in order to increase visitor spending to the benefit of the community.

OBJECTIVES

- Operate the California Welcome Center and assist visitors with information about Oceanside and the surrounding area.
- Generate \$500,000 worth of editorial in travel, leisure, and lifestyle publications and electronic outlets.
- Develop and implement a media plan, including advertisements and co-op opportunities in publications such as the *California State Official Visitors Guide*, *Sunset* and other regional publications in order to increase visitor inquiries by 15 percent.
- Develop a new visitor friendly website as a strong marketing tool to increase visitor spending and length of stay.
- Produce and distribute 75,000 copies of the *Official Oceanside Visitors Guide*
- Develop a new Oceanside Brand in order to create the desire for consumers to visit Oceanside.
- Implement a sales program, generating 60 corporate and event leads within the first year.
- Maintain strong partnership with the Oceanside Tourism Council in order to work cooperatively to generate visitor spending in the City of Oceanside
- Maintain a strong communications network to inform public officials and community leaders of CWC Oceanside's accomplishments.
- Enhance current and develop new tracking mechanisms to measure the effectiveness of the CWC's marketing programs and monitor general tourism indicators of Oceanside.

STRATEGIES

CALIFORNIA WELCOME CENTER

- Maintain a visible, welcoming and informative center. The Center will act as a concierge service helping visitors plan their trip, purchase tickets to attractions and book hotel reservations.
- The Center will remain open 7 days a week, every week except the four major holidays.
- Retain and train volunteer staff; duties will include the collection, tracking and reporting of tourist-related data and fulfilling mail inquiries in a timely manner.
- Organize site visits for volunteers and staff so they can experience local attractions and hotels.
- Represent all of Oceanside's tourism related businesses and attractions in a professional manner.

PROFESSIONAL STAFF DEVELOPMENT AND GROWTH

- Maintain membership to California Travel Industry Association
- Attend the annual California Conference on Tourism
- Attend four quarterly California Welcome Center Manager's meetings.
- Join the Western Association of Convention and Visitors Bureaus (WACVB)
- Attend the annual meeting for the WACVB

MEDIA RELATIONS

- Produce news releases highlighting unique tourism angles as well as CWC accomplishments, including: Oceanside seasonal events to be sent quarterly and a "What's New" press release to be sent bi-annually.
- Respond to media inquiries and provide quality photos as needed.
- Conduct 2 press/sales trips to Los Angeles and Phoenix.
- Update the Oceanside Press Kit bi-annually.
- Continue to revise and update tour book and free visitor information listings, such as *Fodors*, *AAA Tour Book*, *MobileTravel Guide* and *Frommers*.

- Continue development and organization of Oceanside's photo library through year-round photography and outside contracts.
- Invest in a media resource program such as Cision, in order to generate and maximize media coverage for Oceanside.

ADVERTISING

- Increase advertising by 13% in order to generate awareness and qualified leads for our database so that we can email market back to them, creating a sense of urgency to visit Oceanside. Develop a media plan and maintain current media kits for publications such as *Sunset*, *Westways*, *Budget Travel*, *Good Housekeeping*, and the *California Visitors Guide*.
- Develop a cooperative advertising plan that will leverage the CWC's advertising budget by 50%.
- Attend the Los Angeles Consumer Travel Show

WEBSITE

- Co-op with the Hotel Lodging Association to implement an internet marketing program that includes maximizing word search optimization, Google Adwords, Overature and banner ads with key portals.
- Further develop dynamic areas to include an RFP for meeting planners, opt-in for visitors guide and email marketing campaigns, online reservations featuring hot deals and hotel packages and a visitor blog.
- Launch new navigational features and new graphic layout of web site with new URLs that include www.visitoceanside.org, www.californiawelcomecenter.org, www.cwcoceanside.com.
- Create quarterly email marketing postcards to consumers that have opted-in for more information on Oceanside.
- Develop email marketing post-cards for Hot Leads generated from the quarterly email campaigns to drive a sense of urgency to visit Oceanside.

COLLATERAL DEVELOPMENT

- Publish 75,000 *Official Oceanside Visitor Guides* to distribute through the Welcome Center, Certified Folder Display, all thirteen CWCs, visitor inquiries, press kits, Camp Pendleton welcome packets and tradeshow.
- Produce additional *102 Things to Do* brochures to be utilized as an in-market referral piece.

- Develop a sales kit that promotes Oceanside as a destination for small meetings and events.
- Develop a coupon booklet to be used as an in-market piece to generate sales for Oceanside businesses.

BRANDING

- Develop and launch a brand initiative for Oceanside.
- Introduce the brand strategy to key audiences through public relations, advertising, web site, trade show booth, etc.
- Develop research in order to measure effectiveness of brand identity.

SALES

- Target viable group markets for Oceanside that include small corporate meetings and SMERF business.
- Implement the “Local Champion” program more aggressively to include mailings to local business to encourage them to utilize their own backyard.
- Conduct sales calls to Orange County, Los Angeles and Riverside Counties.
- Host two meeting planner fam tours for Oceanside.

OCEANSIDE TOURISM COUNCIL (OTC)

- Implement Oceanside Tourism Council Action Plan that includes coop advertising opportunities, group sales lead generation, networking and community service. Please note strategies developed by the OTC are incorporate throughout this business plan as well.
- Facilitate 11 monthly meetings for OTC that provide a forum for networking and business development.

COMMUNITY RELATIONS

- Inform City Council about the CWC Oceanside’s successes through detailed bi-annual reports as well as provide press releases and clippings that highlight the Center’s successes.
- Present bi-annual reports to the Economic Development Commission.

- Invite community leaders and public officials to attend the CWC Oceanside's events, including the Oceanside Tourism Council meetings and the annual Oceanside Tourism Summit.
- Attend community and industry events that increase exposure to the California Welcome Center Oceanside

RESEARCH

- Conduct inquiry conversion study to determine demographic and economic impact of independent leisure visitors.
- Develop monthly report stating number of inquiries generated through advertising.
- Develop monthly report stating number of walk-in visitors at the Center.
- Develop reports showing on-line bookings.
- Develop report showing editorial generated along with dollar values.
- Track visitor center referrals, including phone-ins, walk-ins, and write-ins.
- Generate reports for group sales, including room nights and event attendees.

Revenue	Total	Chamber	City
City Contract	\$276,000		\$276,000
County Contract	\$20,000	\$20,000	
OCC Contribution	\$125,689	\$125,689	
CWC Advertising	\$37,677	\$37,677	
CWC Maps	\$5,000	\$5,000	
Certified Rack	\$12,600	\$12,600	
Cal. Market Place	\$5,500	\$5,500	
On-line Reservations	\$1,600	\$1,600	
Tickets & Tours	\$2,500	\$2,500	
Oceanside Lodging Contribution	\$16,000	\$16,000	
Total Revenue	\$502,566	\$226,566	\$276,000

Expenditures	Total	Chamber	City
Description	Total		
Staff Expenses	\$3,000	\$2,000	\$1,000
Volunteer Fund Exp.	\$6,000		\$6,000
Gross Wages	\$182,000	\$115,560	\$66,440
Payroll Taxes	\$14,500	\$7,900	\$6,600
Insurance	\$29,246	\$4,065	\$25,181
Health Ins.	\$15,000		
W/Comp Ins.	\$7,000		
Liability Ins.	\$7,246		
Pensions	\$5,000	\$5,000	
Commissions	\$15,000	\$15,000	
Contributions	\$1,000	\$1,000	
Other Taxes & Lic.	\$17,320	\$8,720	\$8,600
Computer Services	\$2,500	\$2,000	\$500
Equipment Leases	\$11,000	\$11,000	
Depreciation	\$3,000	\$3,000	
Repairs & Maint.	\$10,000	\$10,000	
Utilities	\$11,000	\$4,493	\$6,507
Security	\$400	\$400	
Storage	\$2,000	\$2,000	
Dues & Subscript.	\$7,700	\$720	\$6,980
CWC Franchise	\$5,000		
S.D. North ConVis	\$350		
S.D. ConVis	\$525		
WACVB	\$650		
CALTIA	\$525		
Other	\$720		
Supplies	\$6,000	\$1,700	\$4,300
Office Supplies	\$4,000		
Other Supplies	\$2,000		
Postage	\$16,000	\$10,000	\$6,000
Printing & Photography	\$1,000	\$1,000	

May 29, 2008

**California Welcome Center
2008-09 Budget**

Professional Fees	\$4,200	\$4,200	
Telephone/1-800#	\$7,000	\$3,500	\$3,500
Travel/Trade Shows	\$9,500		\$9,500
<i>LA Times (Sept)</i>	<i>\$2,500</i>		
<i>Rural/Cultural Tourism</i>	<i>\$1,000</i>		
<i>WACVB</i>	<i>\$1,000</i>		
<i>Cal Tia (Jan)</i>	<i>\$5,000</i>		
Advertising/Promo.	\$90,000	\$13,308	\$76,692
<i>Good Housekeeping (March)</i>	<i>\$6,000</i>		
<i>Oprah (Feb)</i>	<i>\$7,000</i>		
<i>Hotel Recommends (Annual)</i>	<i>\$6,000</i>		
<i>Ca. Vis Guide (Dec)</i>	<i>\$9,500</i>		
<i>S.D. Vis Guide (Dec)</i>	<i>\$8,000</i>		
<i>S.D. North Vis Guide (Dec)</i>	<i>\$3,500</i>		
<i>OLA Matching Funds</i>	<i>\$37,000</i>		
<i>Custom Publishing Ad Campaign</i>	<i>\$12,000</i>		
<i>Fearn's Travel Guide</i>	<i>\$1,000</i>		
Tourism Kick-Off (April)	\$1,000		\$1,000
Sales Calls (Los Angeles and Phoenix)	\$1,500		\$1,500
Economic Impact Study	\$35,000		\$35,000
Public Relations-Bacon's Media	\$7,200		\$7,200
Web Site Development	\$2,500		\$2,500
Miscellaneous	\$1,000		\$1,000
Total Expenses	\$502,566	\$226,566	\$276,000
Net Operating Profit	\$0	\$0	\$0

Revenue	Total	Chamber	City
City Contract	\$282,900		\$282,900
County Contract	\$20,000	\$20,000	
OCC Contribution	\$127,429	\$127,429	
CWC Advertising	\$37,677	\$37,677	
CWC Maps	\$5,000	\$5,000	
Certified Rack	\$12,600	\$12,600	
Cal. Market Place	\$5,500	\$5,500	
On-line Reservations	\$1,600	\$1,600	
Tickets & Tours	\$2,500	\$2,500	
Oceanside Lodging Contribution	\$16,000	\$16,000	
Total Revenue	\$511,206	\$228,306	\$282,900

Expenditures	Total	Chamber	City
Description	Total		
Staff Expenses	\$3,000	\$2,000	\$1,000
Volunteer Fund Exp.	\$6,000		\$6,000
Gross Wages	\$187,460	\$117,300	\$70,160
Payroll Taxes	\$14,500	\$7,900	\$6,600
Insurance	\$29,246	\$4,065	\$25,181
Health Ins.	\$15,000		
W/Comp Ins.	\$7,000		
Liability Ins.	\$7,246		
Pensions	\$5,000	\$5,000	
Commissions	\$15,000	\$15,000	
Contributions	\$1,000	\$1,000	
Other Taxes & Lic.	\$17,320	\$8,720	\$8,600
Computer Services	\$2,500	\$2,000	\$500
Equipment Leases	\$11,000	\$11,000	
Depreciation	\$3,000	\$3,000	
Repairs & Maint.	\$10,000	\$10,000	
Utilities	\$11,000	\$4,493	\$6,507
Security	\$400	\$400	
Storage	\$2,000	\$2,000	
Dues & Subscript.	\$7,700	\$720	\$6,980
CWC Franchise	\$5,000		
S.D. North ConVis	\$350		
S.D. ConVis	\$525		
WACVB	\$650		
CALTIA	\$525		
Other	\$720		
Supplies	\$6,000	\$1,700	\$4,300
Office Supplies	\$4,000		
Other Supplies	\$2,000		
Postage	\$16,480	\$10,000	\$6,480
Printing & Photography	\$1,000	\$1,000	

May 29, 2008

**California Welcome Center
2009-2010 Budget**

Professional Fees		\$4,200	\$4,200	
Telephone/1-800#		\$7,000	\$3,500	\$3,500
Travel/Trade Shows		\$9,500		\$9,500
<i>LA Times (Sept)</i>	\$2,500			
<i>Rural/Cultural Tourism</i>	\$1,000			
WACVB	\$1,000			
<i>Cal Tia (Jan)</i>	\$5,000			
Advertising/Promo.		\$92,700	\$13,308	\$79,392
<i>Good Housekeeping (March)</i>	\$6,000			
<i>Oprah (Feb)</i>	\$7,000			
<i>Hotel Recommends (Annual)</i>	\$6,000			
<i>Ca. Vis Guide (Dec)</i>	\$9,500			
<i>S.D. Vis Guide (Dec)</i>	\$8,000			
<i>S.D. North Vis Guide (Dec)</i>	\$3,500			
OLA Matching Funds	\$39,700			
<i>Custom Publishing Ad Campaign</i>	\$12,000			
<i>Fearn's Travle Guide</i>	\$1,000			
Tourism Kick-Off (April)		\$1,000		\$1,000
3/Sales Calls (Los Angeles and Phoenix)		\$1,500		\$1,500
Economic Impact Study		\$35,000		\$35,000
Public Relations-Bacon's Media		\$7,200		\$7,200
Web Site Development		\$2,500		\$2,500
Miscellaneous		\$1,000		\$1,000
				<hr/>
				\$282,900
 Total Expenses		 \$511,206	 \$228,306	 \$282,900
		<hr/>	<hr/>	<hr/>
 Net Operating Profit		 \$0	 \$0	 \$0

The California Welcome Center Oceanside
2008-2009 Scheduled Media Plan

	July 08	Aug-08	Sept-08	Oct-08	Nov-08	Dec.-08	Jan-09	Feb-09	March-09	April-09	May-09	June-09	GRAND TOTAL
CA State VG Oceanside Tourism Council (OTC) Coop Circulation: 500,00							Full Page Coop: \$32,000 (\$9359.52- CWC part)						
San Diego Visitors Guide Circulation: 500,00							¼ page \$8000						
San Diego North Visitors Guide Circulation: 40,000							½ Page \$3,500						
Hotel and Travel Index Oceanside Lodging Assn.(OLA) Total Coop Circulation: 60,000							Full page Coop OLA						
Fern's Travel Guide Circulation: 100,00		\$1,000											
Las Vegas Review OTC coop									San Diego Banner \$2200	San Diego Banner \$2200			
Sunset OTC Coop			1/6 Directory \$2300 Circulation: 375,000	1/6 Directory \$2300 Circulation: 375,000						SD Coop \$6,000 Circulation: 375,000			
Phoenix Magazine												SD Coop 1/3 page \$1425.00	

