



SAN DIEGO'S NORTH SHORE.

"The things we fear most in organizations--fluctuations, disturbances, imbalances--are the primary source of creativity." - Margaret J. Wheatley

As the Visit Oceanside Board of Directors recently wrapped up our annual board retreat, I'm reminded that we are so lucky to live and work in Oceanside. We have a myriad of wonderful resources and attributes that make Oceanside such a vibrant destination, yet we are small enough that we have the ability to be creative and innovative.

Although consumer sentiment is positive, currently, we are faced with some unknowns within state and federal governments. Economists predict that we will experience slow growth through 2015, and unemployment is expected to remain at current levels. In Oceanside, we have the ability to react faster than larger businesses by leveraging opportunities and being creative. In fact, innovation is going to be one of Visit Oceanside's priorities over the next couple of years. It is a key ingredient that will distinguish our beach community from others, allowing us to compete.

According to our board facilitator last month, Carl Ribaldo with Strategic Marketing Group, "Some people fear what comes next---others are excited about it."

The staff and Board of Directors at Visit Oceanside are excited about the future. We are looking forward to defining and capturing Oceanside's "vibe," while not being afraid to try new ideas and implement new strategies. We will continue to develop new marketing partnerships, as well as work with the community to help make positive infrastructure improvements that will enhance Oceanside for locals as well as visitors.

Generating over \$4 million in hotel tax alone, tourism is an important economic engine for the City of Oceanside. We would not be successful without our partnerships with the City Officials, City Staff and the Oceanside Police Department.

If you would like more information about Visit Oceanside or local events, please call 760.721.1101 or visit [www.visitoceanside.org](http://www.visitoceanside.org).

Leslee Gaul  
President/CEO  
Visit Oceanside Conference & Visitors Bureau  
928 N. Coast Highway, Suite A  
Oceanside, CA 92054  
O: 760-721-1101