OCVB Mission Statement
To establish the Oxnard area as a recognized destination for tourism and business travel.

Vision
The vision of the Oxnard Convention & Visitors Bureau is to lead Oxnard’s travel and tourism industry in promoting and marketing Oxnard as a premier leisure and business travel destination, that brings significant economic and social benefits to our community.
OCVB BOARD OF DIRECTORS

Joe Cabral, Best Western Oxnard Inn, Chair
Steve Buenger, Marine Emporium Landing, Vice Chair
Christian Hellot, Embassy Suites Mandalay Beach, Secretary
Otto Kanny, River Ridge Golf Club, Treasurer
Kymberly Horner, City of Oxnard
Cynthia Azari, Oxnard College
Peter Crabbe, Channel Islands Maritime Museum
Tim Kilcoyne, Scratch Sandwich Counter
Lyn Krieger, Ventura County Harbor Department
Nancy Lindholm, Oxnard Chamber of Commerce
Bryan MacDonald, Council Member, Oxnard
Michael Pynn, The Collection
Kim Recharte, Gold Coast Insurance Agency, Inc.
Chelsea Reynolds, The Oxnard Performing Arts & Conference Center
Jorge Rubio, Department of Airports
Patty Tewes, Courtyard by Marriott

STAFF

Julie Mino, President & CEO
Alyce Bosacki, Vice President
Michelle Flippo, Office Manager
Kay Carter, California Welcome Center Manager
HOW WE DO IT

Multi-Channel Approach

• Print, online, and through social media to promote Oxnard in our primary markets – tourism, meetings market, and within the community.

• We work collaboratively with neighboring CVBs and Ventura County Coast to promote tourism across our region.

• We stay current on travel trends and markets.
Generated **61 stories** from Press Releases, generating **$155,780** in approximate advertising equivalency. Featured in newspapers, radio, TV and online sites

Featured in over 18 advertising publications, including the February 2018 issue of **Sunset Magazine as one of the “20-Game Changing Places to Live”**
VisitOxnard.com has had 245,175 sessions with 831,654 total page views

OCVB Facebook has 29,326 followers with 2,666,154 impressions

OCVB Instagram has 10,507 followers with 49,651 impressions.

Our monthly e-newsletter is sent to 5,350 households.
ADDITIONAL MARKETING STREAMS  Stats from July 1, 2017 – February 23, 2018

Attended 9 group meeting tradeshows & 5 leisure tradeshows, generating 36 meeting leads
Hosted 4 Press and Media visits
Promoted 287 events on our website for our partners
• Including 12 days of Giveaways, Restaurant Week, and Dallas Cowboys
18 themed blog posts and distribution aligning with seasons, attractions, festivals and things to do in Oxnard
881 Visitor Guide requests
Oxnard visitor guides/brochures will be located in 626 locations across California
The Only State designated CWC in Ventura County
Promoting Oxnard through “Hub and Spoke” Tourism for travelers and local residents
2017 Visitor walk-in Traffic to the CWC: 25,468
2017 Phone Calls: 1,781
2017 Welcome Bags for groups staying in Oxnard: 1,581
Total 2017 CWC Contact: 28,830
PLANNING

In 2017 OCVB developed a long-term strategic plan that will allow OCVB to be proactive in our growth, rather than reacting year after year.

Key Pillars will drive a consistent marketing strategy:
• Urban excitement
• Cultural attractions
• Outdoor beauty
• Culinary experiences
• Location and regional assets

Plan focuses on 7 identified strategic imperatives:
• Secure adequate and stable funding for all plan initiatives
• Reposition OCVB resources so that we can effectively sell, market and promote Oxnard in a highly competitive tourism market
• Increase brand awareness
• Maintain and build demand for mid-week “slow periods”
• Strengthen and grow our partnerships
• Strengthen our role in supporting economic vitality
• Establish strategies and commitment that ensures sound governance and long range organizational leadership stability
ECONOMIC IMPACT FROM TOURISM  It’s in the Numbers

- In 2016 total direct travel spending in California was $126.3 billion
- Travel industry supported over 1.1 million jobs
- Travel spending in 2016 generated 10.3 billion in state & local tax revenue

Ventura County Travel Impacts

Oxnard STR Report for 2017

- YTD occupancy: 78.1%, up 1.8% over last year
- YTD ADR: $143.90, the highest in Ventura County
- YTD RevPAR: 112.3, the highest in Ventura County & up 2.3% over last year
TOT & OCVB FUNDING

Oxnard Transient Occupancy Tax Totals

Oxnard Year End TOT Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>4,224,585</td>
<td></td>
<td></td>
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<tr>
<td>2014-2015</td>
<td>4,654,376</td>
<td>429,791</td>
<td>10.17%</td>
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<tr>
<td>2015-2016</td>
<td>5,041,658</td>
<td>387,282</td>
<td>8.32%</td>
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<tr>
<td>2016-2017</td>
<td>5,174,427</td>
<td>132,769</td>
<td>2.63%</td>
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</tbody>
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2018/19 Request: $731,095

*a 2.63% increase over last year, per the TOT growth

| Administrative      | $247,261 |
| Office Expenses     | $80,878  |
| Promotion, Marketing, Sales and Support | $217,316 |
| California Welcome Center | $185,640 |
| **Total**           | **$731,095** |
GOALS

Continue to Provide Connectivity Between Visitor Sectors

- Downtown Oxnard and Heritage Square
- The Collection – North Oxnard – River Ridge
- Channel Islands Harbor and Beaches

Gain City Support / Implement Long-Term Strategic Plan

- Secure stable and predictable funding that supports a long-term strategic plan
- Maintain and develop the needed resources to achieve organizational goals
- Ensure Oxnard remains as a viable destination of interest in the highly competitive tourism market
- Evaluate, measure and report success!
On Behalf of the Oxnard Convention & Visitors Bureau &
the California Welcome Center Team,

THANK YOU OXNARD CITY COUNCIL MEMBERS!