



May 5, 2026

Honorable Mayor, Deputy Mayor and Councilmembers
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054

Re: Oceanside Tourism Marketing District

Honorable Mayor Sanchez, Deputy Mayor and Councilmembers:

As the Oceanside Tourism Marketing District (OTMD) Owners' Association, Visit Oceanside hereby requests modification of the OTMD Management District Plan (Plan), pursuant to Streets and Highways Code §36635. Please accept this letter as a required part of the modification process that will begin with the resolution of intention at your June 3, 2026 meeting.

We specifically request that the assessment rate within the boundaries of the OTMD be modified to a uniform rate of two- and one-half percent (2.5%) of gross short-term sleeping room rental revenue for all lodging businesses, increased from one- and one-half percent (1.5%) for vacation rental businesses. The proposed increase shall begin on October 1, 2026. The modification is projected to result in an assessment budget of approximately \$4,000,000 for the transition year, Fiscal Year 2026–2027, during which the first three (3) months will be assessed at the current rate and the remaining nine (9) months at the modified rate. The budget for the first full year of operation at the modified rate, Fiscal Year 2027–2028, is projected to be approximately \$4,400,000.

Due to significant increases in marketing and operational costs across the board, marketing dollars invested in our target markets are continuing to experience year-over-year budget decreases. A modification that brings the rate to an equal and uniform amount allows Oceanside to remain competitive in the marketplace. Visit Oceanside's marketing program of work provides important incremental business to our stakeholders as well as the city. Per an independent study, the city receives a \$51:1 return on investment, influencing nearly one-third of visitor spending.

Thank you for considering a resolution of intention on this item at the June meeting. If you have any questions regarding the OTMD or the requested modification, please contact me at (858) 355-9081.

Best Regards,

A handwritten signature in cursive script that reads "Leslee Gaul".

Leslee Gaul
President & CEO
Visit Oceanside