

Jericho Moulder

From: Thomas Schmiderer
Sent: Monday, June 1, 2026 3:01 PM
To: City Clerk
Subject: FW: Letter of Support for TMD Modification
Attachments: SpringHill Oceanside Letter.docx.pdf

Please add to the record. Thank you.



Thomas Schmiderer
Assistant City Clerk
City of Oceanside

tschmiderer@oceansideca.org
[+1 \(760\) 435-3004](tel:+17604353004)
[300 N. Coast Highway](http://www.oceansideca.org)
Oceanside, CA 92054
www.oceansideca.org

From: Kevin Mansour <kevin@oramhotels.com>
Sent: Monday, June 1, 2026 2:38 PM
To: City Council <council@oceansideca.org>
Cc: Leslie Gaul <leslee@visitoceanside.org>
Subject: Letter of Support for TMD Modification

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Dear Oceanside City Council -

On behalf of Oram Hotels and the Mansour Family, owners of the SpringHill Suites downtown and members of the local business community for over 45 years, I am respectfully submitting the attached letter in support of the TMD modification.

Please do not hesitate to reach out if you have any questions.

Best regards,

Kevin Mansour

ORAM

HOTELS

June 1, 2026

Dear Mayor Sanchez, Deputy Mayor and City Councilmembers:

On behalf of SpringHill Suites by Marriott Downtown Oceanside, I respectfully express our strong support for the proposed modification to the Oceanside Tourism Marketing District (OTMD). We support establishing a uniform assessment structure by aligning the vacation rental assessment rate with that of Oceanside hotels.

This adjustment is both reasonable and necessary to ensure the long-term sustainability and competitiveness of Oceanside's tourism economy. Rising operational costs continue to impact all businesses, making this action critical to maintaining current sales and marketing investments while allowing for strategic expansion into new markets, seasonal campaigns, and year-round destination promotion. Additionally, a uniform assessment across all lodging businesses is a widely accepted best practice within the tourism industry.

As a result of these cost increases, the organization's budget has effectively plateaued, reducing the amount of sales and marketing dollars reaching the marketplace compared to just a few years ago. Without additional funding support, available investment dollars are projected to decline further in the coming years.

Visit Oceanside plays a vital role in driving the city's visitor economy and generating measurable economic impact for local businesses, employees, and tax revenues. According to an independent study conducted by SMARI, Visit Oceanside's efforts:

- Influenced nearly one-third of total visitor spending—approximately \$176 million of the \$622 million reported by Dean Runyan—which translated into approximately \$26 million in local tax revenues.
- Generated \$50 in visitor spending ROI for every \$1 invested by Visit Oceanside.
- Drove \$11 in paid lodging revenue for every \$1 invested through Visit Oceanside's programs and marketing efforts.

Tourism remains one of Oceanside's most important economic development opportunities. We appreciate your leadership and support in helping Oceanside remain competitive within the tourism marketplace.

Together, we have built tremendous momentum as a premier coastal destination, and continued investment will help ensure that momentum continues for years to come. The alternative would mean accepting reduced competitiveness and slower demand growth at a time when other destinations are increasing their investments at an accelerated rate. Especially within our comp set.

Thank you for your consideration and continued commitment to Oceanside's economic vitality.

Sincerely,



Co-Founder & Managing Partner



KEVIN MANSOUR
MANAGING DIRECTOR

M: 619-861-3426

THE GUILD
HOTEL

GRANGER HOTEL

SPRINGHILL SUITES
OCEANSIDE BEACH

Jericho Moulder

From: Thomas Schmiderer
Sent: Tuesday, June 2, 2026 4:27 PM
To: City Clerk
Subject: FW: VO TMD modification
Attachments: TMDwVR6.26.pdf

Please add to the record. Thank you.



Thomas Schmiderer
Assistant City Clerk
City of Oceanside

tschmiderer@oceansideca.org
+1 (760) 435-3004
300 N. Coast Highway
Oceanside, CA 92054
www.oceansideca.org

From: Leslee Gaul <leslee@visitoceanside.org>
Sent: Tuesday, June 2, 2026 4:09 PM
To: Leslie Gaul <leslee@visitoceanside.org>
Subject: VO TMD modification

EXTERNAL MESSAGE: Use caution when opening attachments, clicking links, or responding. When in doubt, please contact CustomerCare@oceansideca.org

Mayor Sanchez, Deputy Mayor and City Councilmembers,

On behalf of Visit Oceanside, thank you for your support to modify the Oceanside Tourism Marketing District. This adjustment is both reasonable and necessary to ensure the long-term sustainability and competitiveness of Oceanside's tourism economy. Rising operational costs continue to impact all businesses, making this action critical to maintaining current sales and marketing investments while allowing for strategic expansion into new markets, seasonal campaigns, and year-round destination promotion. Additionally, a uniform assessment across all lodging businesses is a widely accepted best practice within the tourism industry. Please find attached the districts that Civitas works with in California where they assess hotels and vacation rentals. There are 32 listed here and they all have a uniform rate except for four of them. One of them is South Lake Tahoe in which they assess the vacation rentals at a higher rate than hotels.

In 2025, visitor spend reached \$622M. According to SMARInsights, an independent study to determine awareness and ROI, determined that Visit Oceanside influences about one-third of visitor spend, generating a \$50 return for every \$1 invested. We would not be able to achieve these successes without your partnership.

If you have any questions, please let me know.

Sincerely,

[Join us for the Oceanside Tourism Summit, June 9th!](#)

Leslee Gaul
President/CEO

Visit Oceanside®
Oceanside's Tourism Authority
Direct: 858.355.9081
www.visitoceanside.org



CA TMDs that include VRs

Amador County
Big Bear Lake
Bishop
Carlsbad
Humboldt County
Huntington Beach
Lake County
Lodi
Madera County
Mammoth Lakes
Mariposa County
→ Morro Bay
Napa Valley
North Lake Tahoe
Oceanside
Olympic Valley | Alpine Meadows Microtransit District
Ontario
→ Palm Springs (Greater)
Pasadena
Paso Robles
Plumas County
Redding City
Sacramento TMD
San Francisco
San Luis Obispo County
Santa Barbara South Coast
→ Santa Cruz County
Siskiyou County
Sonoma City
→ South Lake Tahoe
Temecula Wine Country
Truckee