Attachment 1

TRAVEL COSTA MESA

2020/21 ANNUAL REPORT

Just like moons and like su

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PRESIDENT'S MESSAGE

"TRAVEL DEFINES THE AMERICAN SPIRIT. It inspires our sense of adventure, brings forth our welcoming nature and fulfills our aspirations to connect with the world and each other."
-Roger Dow, U.S. Travel Association President and CEO at his annual state of the industry address earlier this year

The annual review and changes to Travel Costa Mesa's (TCM) emergency plan were relatively minuscule. That is, up until last year. A new tab was created that addressed pandemics. It is a section that has been added with first-hand experience and remains incomplete. Lessons continue to be learned. No one could have predicted the devastation of the pandemic, the lives lost, and the economic nightmare it has become.

On March 11, 2020, TCM received notice from our State destination marketing organization, Visit California, that our culinary and culture media tour for 13 international visitors was cancelled due to travel restrictions as a result of COVID-19. We remained hopeful this event would be rescheduled to later in the year, along with other marketing initiatives that TCM had planned. By the end of March, TCM had pivoted to a crisis communication plan. Creating COVID-19 information pages on the website, providing tourism and community-related business updates, actively participating on the city's Business Assistance Collaborative, and restoring Costa Mesa programs took precedence.

Advocacy for bringing relief to the travel and tourism industry also became a priority. Traveler sentiment surveys tracking consumer perceptions, attitudes, and behaviors during the COVID-19 crisis were and continue to be closely studied. Zoom meetings dominated staff calendars from organizations like U.S. Travel Association, Destination Analysts, Destination International, Cvent, and local destination marketing organizations all trying to assist us in navigating through the most difficult times we have ever experienced.

As summer approached, road trip messaging began to rise. Outside activities, hotels, restaurants, and shopping destinations were highlighted in video and online formats to inform the community and visitors of cleanliness protocols in and around Costa Mesa. Shopping local, providing media with evergreen content about the destination, and virtual vacation tours kept us connected with our market. Sharing stories of inspiration, like businesses doing good in our community by helping others in need, dominated our content. TCM leveraged influencer relationships to get additional coverage for Costa Mesa with prize giveaways. Public relations stories were eagerly sought after to inspire travel intenders.

In 1995, Travel Costa Mesa was formed as a non-profit corporation to market the city of Costa Mesa as a desirable, leisure overnight destination in Orange County.

When our new fiscal year began in July, Visit California created the acronym RESPECT that encouraged responsible travel, as well as respecting the state, its culture, and residents. Roam responsibly, Educate myself, Safety first, Preserve California, Embrace community, Celebrate culture, and Teach others. The creation of a co-op summer campaign, "Create Your Escape - Close to Home," launched with Visit California. Uncertainty remained as to when the pandemic would end as a record number of cases continued to be reported throughout the United States and around the world. October generated a glimpse of hope as we envisioned a more promising end to the year with the holidays approaching. The "Light Up Your Holiday" campaign that highlighted a South Coast Plaza gift card to those staying overnight in our partnering hotels was paused as a result of the surge in COVID-19 cases in Southern California. A redirect of efforts during the holiday included a spotlight back to supporting local businesses within the city.

The rollercoaster ride the pandemic created, with more dips than peaks, has left the national travel industry unemployment rate at 51 percent as of March 2021. It is predicted that it will take five years to recover. While the state of California is finalizing its unemployment rate, initial studies reveal the travel and hospitality workforce is down by as much as 48 percent.

As vaccinations continue and overall virus cases decrease, Americans are looking forward to leisure travel this spring and summer. However the lack of state guidelines for corporate meetings, events, and conventions are perpetuating the recovery for the industry. As TCM and its partners try to plan for the future regarding these segments of business, this task becomes fruitless without guidelines. Business continues to book outside our state and leaves us with a great economic disadvantage. Advocacy for the industry has never been more important. U.S. Travel and CalTravel associations are working tirelessly to work with lawmakers on protocols and safety guidelines for reopening.

The road ahead of us will be challenging and competitive. TCM will continue to rebuild with a team dedicated to promoting the destination brand experience for both leisure and corporate travel which benefits our community. We will need to do more with less. Collaboration and creativity will be important as we navigate recovery.

Paulette Lombardi-Fries
PRESIDENT, TRAVEL COSTA MESA

MISSION STATEMENT

Travel Costa Mesa enhances and promotes the destination brand experience, further increasing visitor spending for industry and community economic viability, sustainability, and quality of life.

VISION STATEMENT

Travel Costa Mesa is the engaged destination marketing leader, supporting, and selling the city's distinct visitor brand experiences and advocating community tourism benefits.

KEY OBJECTIVE

Increase brand awareness for the city of Costa Mesa as a desirable, overnight, leisure Orange County destination.

SALES OBJECTIVE

Increase brand awareness and new group room nights for the city of Costa Mesa – to make it the preferred Orange County destination ideal for small to mid-size business and boost the economic benefits throughout the city.

TCM FUNDING

Business Improvement
TCM Funding

TRAVEL COSTA MESA IS ENTIRELY FUNDED through a Business Improvement Assessment (BIA). Each of the 11 Costa Mesa partner hotels listed in this annual report collects a 3 percent levy from overnight hotel guests (2,375 total available rooms). All of the Transient Occupancy Tax (TOT) that the city of Costa Mesa collects goes into its general fund.

Business owners shall pay the assessment to the Costa Mesa City Finance Department on a monthly basis. A penalty and interest shall be assessed on late payments. New hotel and motel businesses that are interested in participating in the BIA should contact the city of Costa Mesa and Travel Costa Mesa. This is a voluntary program for hotel partners.

Swift Reaction

TCM partner hotels were impacted tremendously by COVID-19 in mid-March 2020 and continue to suffer great losses. While the hotel industry is struggling, state mandates against leisure and corporate travel create ongoing challenges.

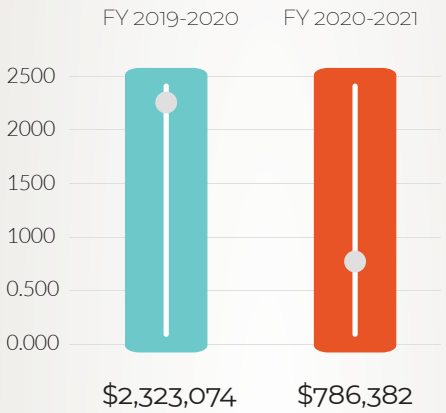
In March 2020, TCM recreated its April to June 2020 budgets based on significantly reduced occupancy and average daily rates from the funding partners. The organization pivoted quickly by cutting back on expenses, including a 40 percent decrease in staff salaries for seven months, terminating our ad agency contract, and suspending hotel marketing and city funds. TCM continues to set forth budgets every two months versus a 12-month approach prior to the beginning of the new fiscal year. This has been the new norm as the pandemic continues and the uncertainty of when travel will fully resume remains high.

As California's overall COVID-19 cases decrease, as vaccinations become more available, and as the state's tiered color system improves, the industry looks forward to welcoming back leisure and business travel. However, pre-COVID-19 revenues aren't expected to recover quickly. It will likely take over the next four to five years to regain what the market has lost.

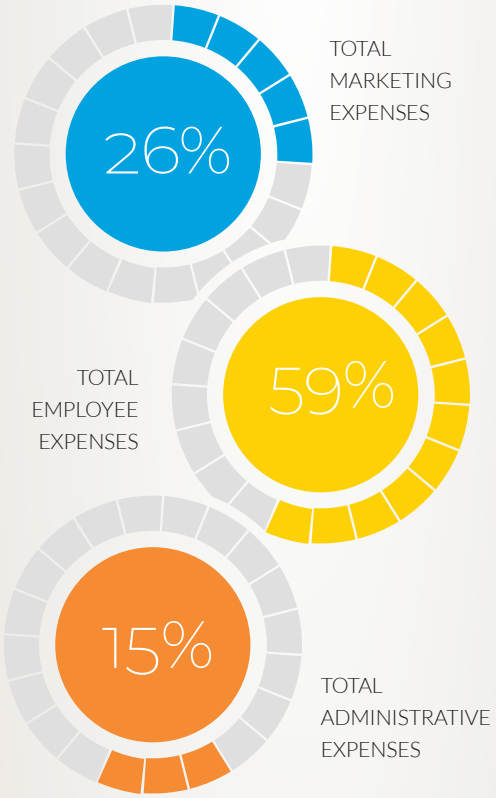
FISCAL YEAR 2020-2021

TCM is forecasting a budget of $786,382.00 for the current fiscal year (July 2020-June 2021). As of February 2021, BIA funds are at $639,968.58. TCM estimates a revenue loss of 66 percent from fiscal year 2019-2020 and a 71.5 percent decrease from fiscal year 2018-2019.

BIA REVENUE



PRIMARY EXPENSES (FY 2020-21)

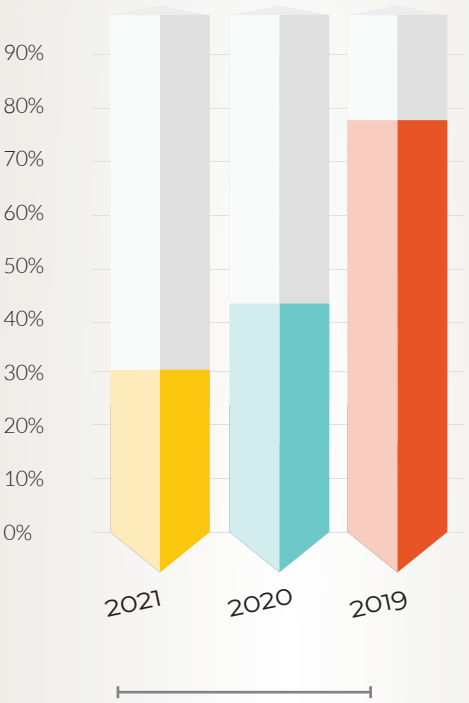


HOTEL PARTNERS

LODGING + ADDRESS	BUSINESS OWNER	PROPERTY OWNER
Avenue of the Arts Costa Mesa, A Tribute Portfolio Hotel 3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626
Ayres Hotel Costa Mesa 325 Bristol Street Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Ste. A Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Ste. A Costa Mesa, CA 92626
Best Western Plus Newport Mesa Inn 2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627
Hilton 3050 Bristol Street Costa Mesa, CA 92626	Ashford TRS CM LLC 14185 Dallas Pkwy, Ste. 1100 Dallas, TX 75254	Remington Lodging & Hospitality LP 14185 Dallas Pkwy, Ste. 1100 Dallas, TX 75254
Crowne Plaza 3131 Bristol Street Costa Mesa, CA 92626	Brighton Management 1901 Main Street, Ste. 150 Irvine, CA 92614	Bright Bristol Street, LLC 3131 Bristol Street Costa Mesa, CA 92626
Holiday Inn Express Hotel & Suites 2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627
Marriott 500 Anton Blvd. Costa Mesa, CA 92626	Starwood Capital Group 591 West Putnam Ave. Greenwich, CT 06830	HEI Hotels & Resorts 101 Merritt 7 Corporate Park, 1st Flr Norwalk, CT 06851
Ramada Inn & Suites 1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627
Residence Inn by Marriott 881 Baker Street Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	BRE Select Hotels & Resorts 6201 15th Ave. Brooklyn, NY 11219
The Westin South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr., Ste. 1500 Bethesda, MD 20817	CJ Segerstrom & Sons c/o South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626
BLVD Hotel 2430 Newport Blvd. Costa Mesa, CA 92627	Hollywood Corner Inc. 2430 Newport Blvd. Costa Mesa, CA 92627	Shyamal Patel 16609 Honeybee Dr. Tustin, CA 92782

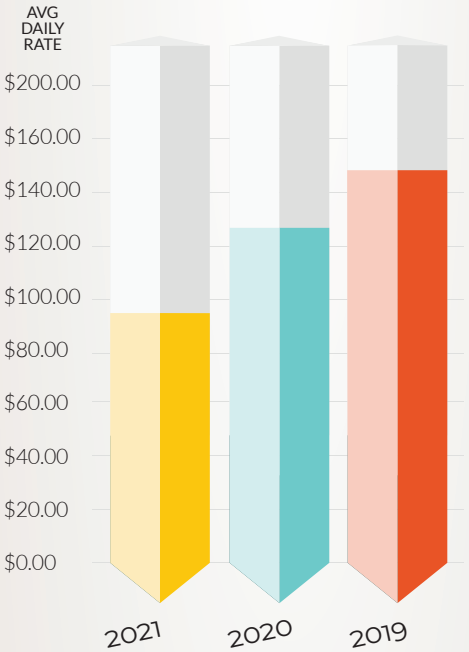
OCCUPANCY OF HOTEL PARTNERS

(Full year 2019 & 2020;
January and February 2021)



AVERAGE DAILY RATE OF HOTEL PARTNERS

(Full year 2019 & 2020;
January and February 2021)

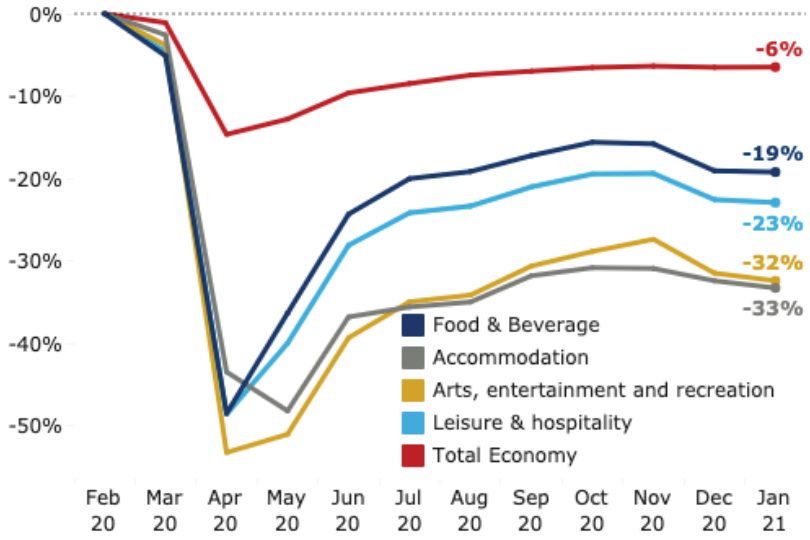


U.S. TRAVEL

Impact of COVID-19

THE HOSPITALITY INDUSTRY has been devastated as a result of the pandemic. According to the United States Travel Association (USTA), the national, non-profit organization representing all components of the travel industry, this sector lost the most jobs at just under 4 million in 2020. That's 39 percent of the total jobs lost in the country.

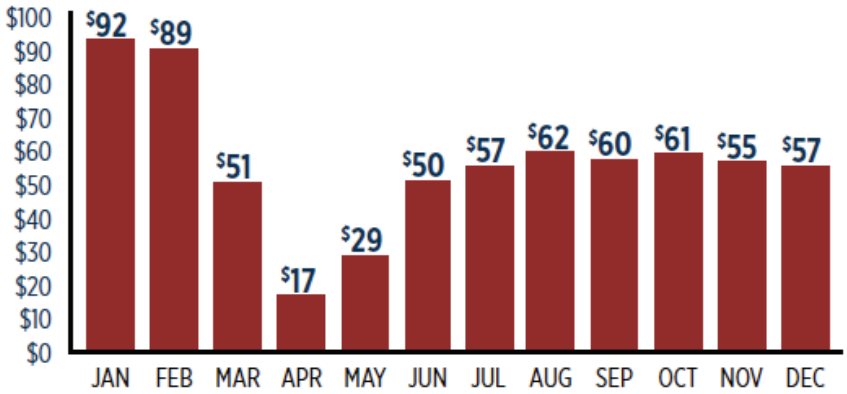
NATIONAL JOBS LOST IN LEISURE & HOSPITALITY
(% OF JOBS LOST, FEB-20 TO JAN-21, SEASONALLY ADJUSTED)



U.S. Travel Spending

In 2020 travel spending losses equated to more than $528 billion, which represents a 40 percent decrease year over year. Largest losses were noted for the months of April and May. The best month since the beginning of the pandemic was September. Travel-generated taxes in 2020 equated to $112 billion, down 34 percent from the previous year.

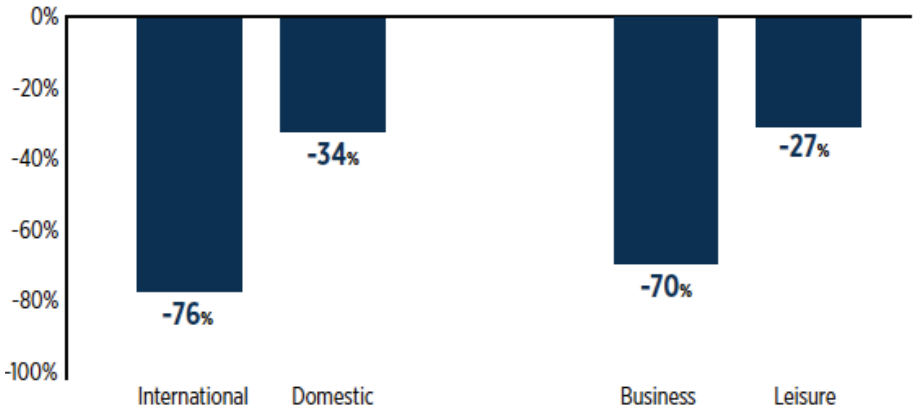
NATIONAL TRAVEL SPENDING - MONTHLY
($ BILLIONS)



Source: Tourism Economics

Most notably international travel spending decreased by 76 percent while domestic travel spending decreased by 34 percent. Leisure travel spending declined by 27 percent and the business segment decreased by 70 percent. Leisure travel will rebound quicker than business travel in the months to come. However the USTA expects the travel industry in general will take four to five years to recover from the 2020 losses.

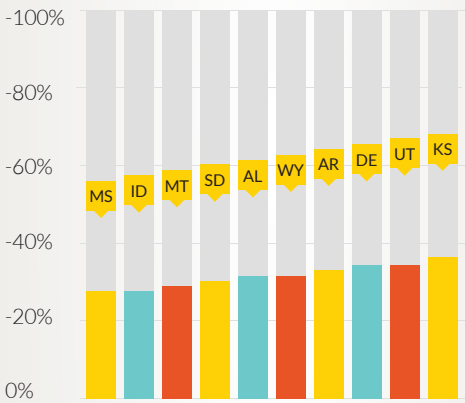
NATIONAL TRAVEL SPENDING - BY SEGMENT
(2020, YEAR-OVER-YEAR % CHANGE)



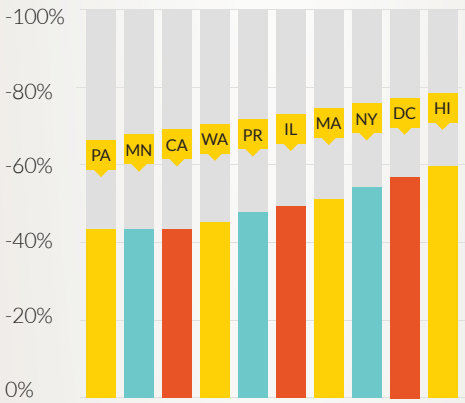
Source: Tourism Economics

Markets hardest hit by the pandemic related to travel spending and year-over-year change include Hawaii, DC, New York, Massachusetts, Illinois, Washington, and California. Markets that saw a decrease year over year, but were not as drastic, include Mississippi, Idaho, Montana, South Dakota, and Alabama.

NATIONAL TRAVEL SPENDING
ANNUALLY BY MARKET
(2020 VS. 2019, YEAR-OVER-YEAR % CHANGE)



BEST 10 MARKETS



WORST 10 MARKETS

518,000

Number of leisure and hospitality jobs eliminated

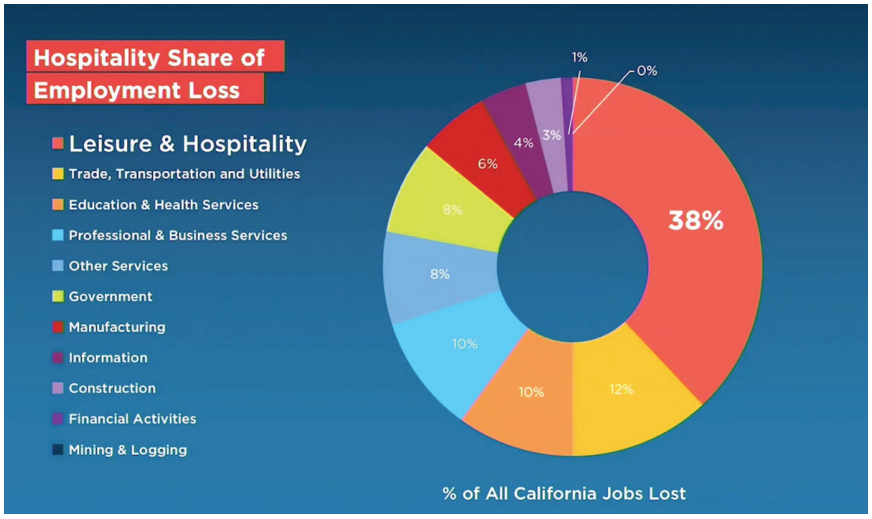
$85.9billion

Travel-related spending lost

$6.3billion

State and local tax revenue lost

CALIFORNIA TRAVEL



California Airports

Airport traffic for the state of California decreased 67 percent in 2020 compared to the prior year. Domestic traffic was down 65 percent and international flights decreased by almost 76 percent. Los Angeles (LAX) and San Francisco (SFO) airports had the highest number of passengers in 2020. LAX serviced 28.77 million passengers (down 64 percent to 2019) and SFO had 16.43 million (down 71 percent to 2019).

John Wayne Airport, Orange County (SNA)

U.S. carriers lost an estimated $35 billion in 2020 according to analyst estimates provided by FactSet. Our local airport experienced great loss as it served 5.3 million less passengers in 2020 compared to 2019.

	December 2020	December 2019	% Change	Year-To-Date 2020	Year-To-Date 2019	% Change
Total passengers	231,033	891,492	-74.1%	3,794,850	10,656,986	-64.4%
Enplaned passengers	115,738	440,669	-73.7%	1,893,027	5,318,287	-64.4%
Deplaned passengers	115,295	450,823	-74.4%	1,901,823	5,338,699	-64.4%
Total Aircraft Operations	18,061	20,718	-12.8%	238,340	301,098	-20.8%
General Aviation	13,745	12,731	8.0%	186,189	204,680	-9.0%
Commercial	3,837	7,544	-49.1%	46,370	90,074	-48.5%
Commuter[1]	464	411	12.9%	5,250	5,360	-2.1%
Military	15	32	-53.1%	531	984	-46.0%
Air Cargo Tons[2]	1,435	1,474	-2.6%	18,203	17,825	2.1%

International Statistics[3] (included in totals above)

	December 2020	December 2019	% Change	Year-To-Date 2020	Year-To-Date 2019	% Change
Total Passengers	0	12,837	-100.0%	17,246	174,267	-90.1%
Enplaned passengers	0	6,454	-100.0%	8,703	88,066	-90.1%
Deplaned passengers	0	6,383	-100.0%	8,543	86,201	-90.1%
Total Aircraft Operations	0	119	-100.0%	172	1,652	-89.6%

1 Aircraft used for regularly scheduled air service, configured with not more than seventy (70) seats, and operating at weights not more than ninety thousand (90,000) pounds.

2 All-Cargo Carriers: 1,320 tons
Passenger Carriers (incidental belly cargo): 115 tons
(Current cargo tonnage figures in this report are for November 2020)

3 Includes all Canada and Mexico Commercial passengers and operations.

John Wayne Airport - Airport Statistics (December 2020)

Some relief is expected in the second half of 2021 as COVID-19 vaccinations continue to be administered. Additionally, John Wayne Airport - Orange County added several non-stop destinations:

- Allegiant Air added Boise, Idaho; Grand Junction, Colorado; Medford, Oregon; Missoula, Montana; Provo, Utah; Las Vegas and Reno, Nevada; and Spokane, Washington.
- Southwest Airlines resumed flights to Cabo San Lucas and Puerto Vallarta.
- United Airlines will fly directly to Honolulu, Hawaii starting in May.
- Sun Country Airlines will provide service to Dallas, Texas and Minneapolis, Minnesota

In spring 2021, Hoag will operate an 850-square-foot Fly Well Clinic for travelers and employees of the airport. Offerings onsite include a licensed health care provider, general health and wellness information, rapid COVID-19 testing, vaccinations including flu shots, on site office visits, blood pressure, and other vital screenings.

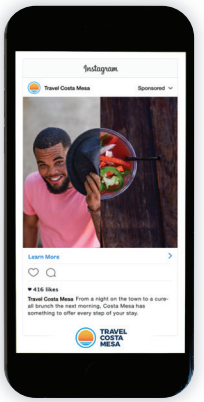
CALIFORNIA AIRPORTS - PASSENGER STATISTICS (2020 VS. 2019, % CHANGE)

Totals	2020	2019	% Chg
January	17,927,298	17,509,241	2.4%
February	16,150,142	16,048,966	0.6%
March	8,520,466	19,545,437	-56.4%
April	739,133	19,652,201	-96.2%
May	1,591,004	20,696,477	-92.3%
June	3,198,022	21,814,825	-85.3%
July	4,482,725	22,755,030	-80.3%
August	4,855,769	22,378,689	-78.3%
September	4,929,772	19,257,968	-74.4%
October	5,708,888	20,079,531	-71.6%
November	5,555,678	18,697,443	-70.3%
December	5,058,307	20,283,913	-75.1%
YTD *	78,717,204	238,719,721	-67.0%

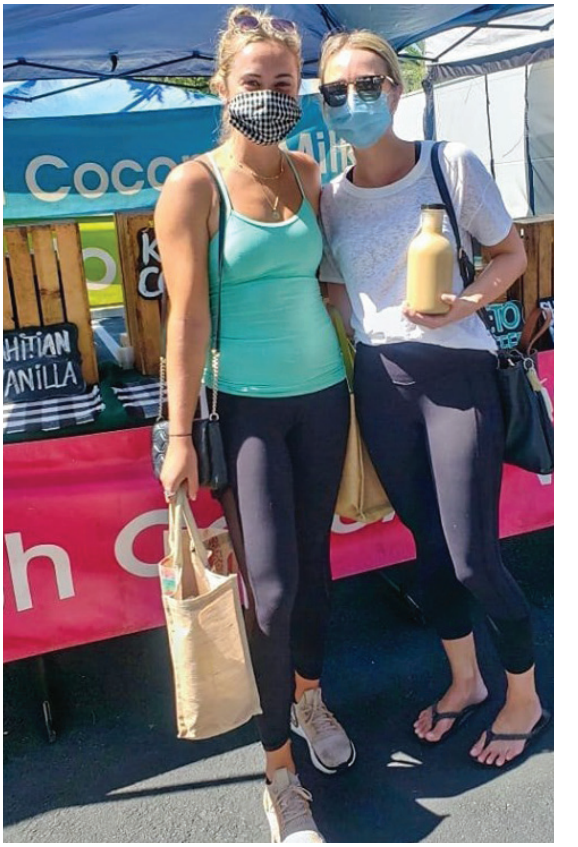
Domestic	2020	2019	% Chg
January	14,409,007	14,014,502	2.8%
February	13,509,201	13,100,720	3.1%
March	7,052,175	16,082,812	-56.2%
April	654,059	16,033,953	-95.9%
May	1,507,544	16,854,310	-91.1%
June	3,011,044	17,633,938	-82.9%
July	4,172,590	18,344,723	-77.3%
August	4,476,438	18,126,708	-75.3%
September	4,529,101	15,609,239	-71.0%
October	5,226,134	16,475,684	-68.3%
November	5,013,762	15,425,279	-67.5%
December	4,454,177	16,590,213	-73.2%
YTD*	68,015,232	194,292,081	-65.0%

International	2020	2019	% Chg
January	3,518,291	3,494,739	0.7%
February	2,640,941	2,948,246	-10.4%
March	1,468,291	3,462,625	-57.6%
April	85,074	3,618,248	-97.6%
May	83,460	3,842,167	-97.8%
June	186,978	4,180,887	-95.5%
July	310,135	4,410,307	-93.0%
August	379,331	4,251,981	-91.1%
September	400,671	3,648,729	-89.0%
October	482,754	3,603,847	-86.6%
November	541,916	3,272,164	-83.4%
December	604,130	3,693,700	-83.6%
YTD*	10,701,972	44,427,640	-75.9%

Notes: Sourced from individual airports as of February 9, 2021; includes airports in Los Angeles, Burbank, Long Beach, Ontario, Orange County, Oakland, Sacramento, San Diego, San Jose, and San Francisco; monthly figures may not sum to YTD due to data revisions



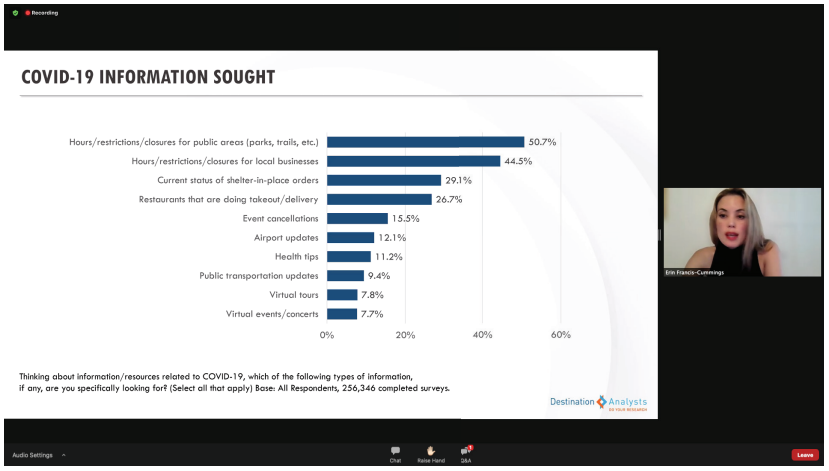
MARKETING COSTA MESA



WITH LAST YEAR BEING AN incredibly difficult year for travel, Travel Costa Mesa walked a tightrope on what was appropriate to market about the destination. Since March 2020, our general strategy converted to an evergreen "info-only" program. Besides a couple of small campaigns, we did not promote travel to Costa Mesa in much of 2020. We realized our two most important goals were:

1. To continue to keep prospective visitors and media informed of Costa Mesa's story until travel returns.

2. To support the city and local businesses through the pandemic by sharing crisis communications and promotional offers.

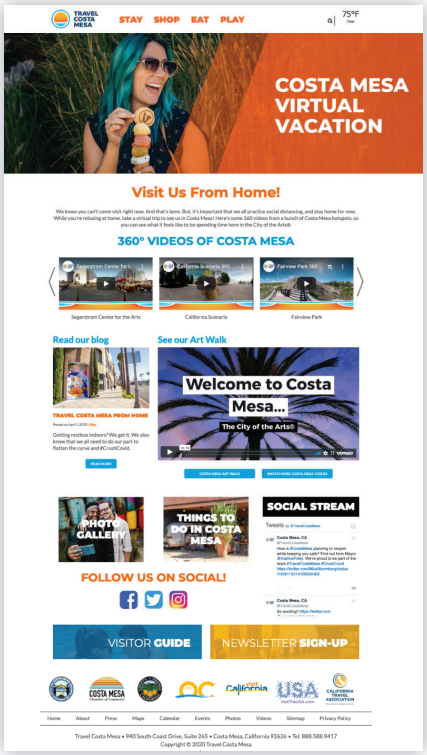


TCM marketed only to nearby drive markets in Los Angeles, San Diego, Inland Empire, and even communities within Orange County for "staycations." As budgets were drastically cut, much of our big ad campaigns were paused in 2020.

A New Kind of Content

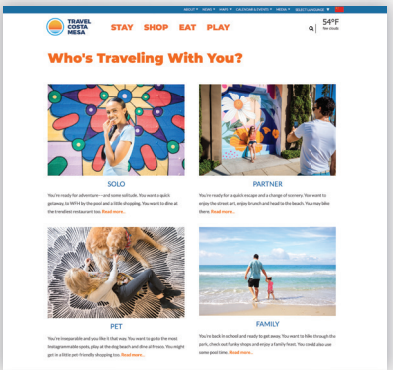
What we learned from the pandemic was that our communications strategy needed to evolve, and quickly. We began functioning as another communications arm for Costa Mesa to provide emergency information, updated business hours and restrictions, messages from state, county and city government, coronavirus news updates, and later, standards of health and safety provided by our hotels and businesses.

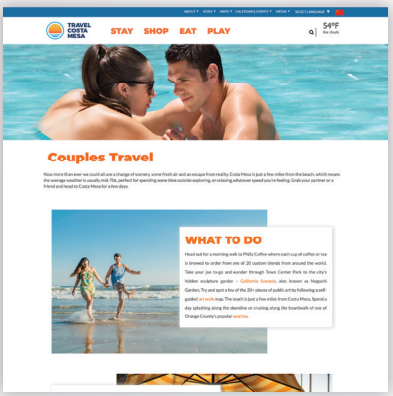
We also wanted to keep some of the content light and keep our visitors thinking about travel. To that end we created our "Costa Mesa Virtual Vacation" page, which contained 360-degree videos of various attractions of the city, a virtual art walk tour, a photo gallery, social stream, and more. With 10,743 views, this was one of our most visited pages of 2020.

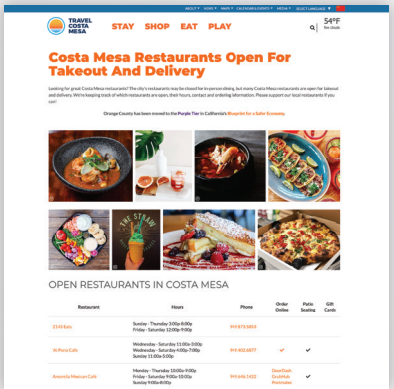


Due to vendor cutbacks, TCM's Social Media and Content Manager took over aspects of web development – new pages were coded in-house along with page updates and redesigns. TCM created socially-distanced itineraries for solo, couple, family, and pet-friendly travel.

TCM kept website visitors informed of the latest news on the pandemic. Our COVID-19 information page, support Costa Mesa restaurants and Costa Mesa business updates pages were refreshed weekly.







MARKETING COSTA MESA

Art Walk Audio Tour

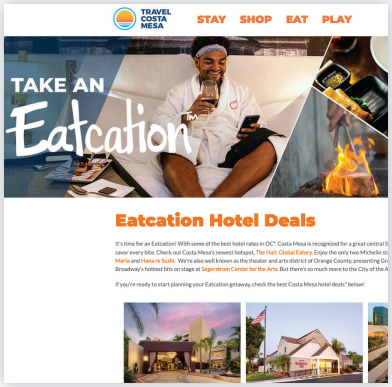
After months of planning, writing scripts and creating website content, TCM launched the Costa Mesa Art Walk Audio Tour in November 2020. This was an exciting venture and a long time passion project for the team, and to see it come to fruition was definitely a highlight of 2020. For 20 of Costa Mesa's top public art pieces, visitors can simply hit "play" on their mobile device to hear highlights of each piece and the artist who created it.

Eatcation® Campaign

We launched Eatcation® in March 2020 to promote Costa Mesa as a foodie destination.

Promotion included a video, display ads, a hotel deals page, a social program, and a planned media food tour. The campaign ran for just a few days before we had to postpone it due to the COVID-19 lockdown. We hope to re-launch this evergreen campaign in fall 2021 or spring 2022.

Our Eatcation® video that we created won a Platinum MarCom Award for Excellence in October 2020, an honor for excellence in marketing and communication. Each year about 6,000 print and digital entries are submitted from dozens of countries.

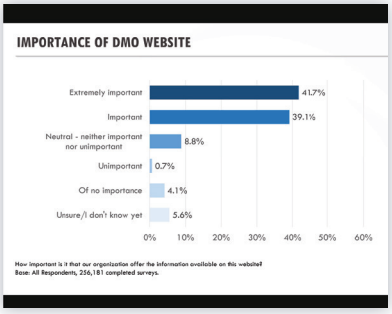


"Create Your Escape Close to Home" Summer Campaign

Other marketing efforts included launching a "Create Your Escape Close to Home" campaign in June 2020 for Southern California locals interested in a "staycation" or a quick trip away from home quarantine. The campaign garnered 900 hotel leads and approximately 65,000 site visits. We ran ads on Uber and Lyft cars in the Los Angeles area which covered over 1,600 miles and received over 1.5M impressions.

"Light Up Your Holiday" Campaign
We created a holiday campaign that included a $100 gift card to South Coast Plaza for any guests that stayed at our hotels for two or more nights. While we launched the campaign in November 2020, we paused it shortly afterwards due to increased COVID-19 shutdowns.

Importance of the DMO
There's no question people continue to look to DMOs to get information about planning a trip, and even while visiting a city. While it has been a tough year, we remain optimistic about our role in returning travel and tourism to Costa Mesa.



"Make a Clean Break" Campaign
"Make a Clean Break" was a smaller, social-only campaign that we started in late-summer 2020. We asked local businesses to provide videos of what their businesses were doing to keep guests safe. We featured 12 local businesses including hotels, restaurants, and retail stores. Our video has 7,500 views on Facebook.

Visit California Co-Op Campaign
In a unique opportunity from Visit California (VCA), partner destination marketing organizations (DMOs) in the state were invited to participate in a co-op whereby those DMOs would get a discount on advertising spend with five vendor partners. TCM joined this initiative in September and October 2020. The campaign received 411 hotel leads and 15,100 visits to our page.

Due to the stoppage of international travel, VCA's international team pivoted to work more closely with regional and state DMOs. TCM's Vice President of Marketing partnered with VCA's web team to implement content that could drive more traffic to travelcostamesa.com. Costa Mesa was featured in two pieces of visitcalifornia.com content, and we are continuing to see traffic increases from the site.

Website Traffic

For the first two months of 2020 (January 1 - February 29), our website traffic was excellent. Website users increased by 64.52 percent (100,751 vs. 61,239) and sessions increased by 71.68 percent (118,897 vs. 69,255) year over year, and we were expecting those numbers to continue to grow. As we went into March, the pandemic crashed traffic numbers for travel and tourism sites as a whole. Not only that, because we had to curb our pay-per-click and other advertising spend driving traffic to the site, we were mostly dependent on organic traffic.

We ended calendar year 2020 down in website users by 37.46 percent (300,616 vs. 480,661) and down in sessions 37.85 percent (349,539 vs. 562,448) over the previous year. Clearly the pandemic was the sole cause of our downturn in traffic.

TRAVEL COSTAMESA.COM

ages 25-34

2.2% increase in sessions in 2020
(24.9% to 27.1%)

ages 35-44

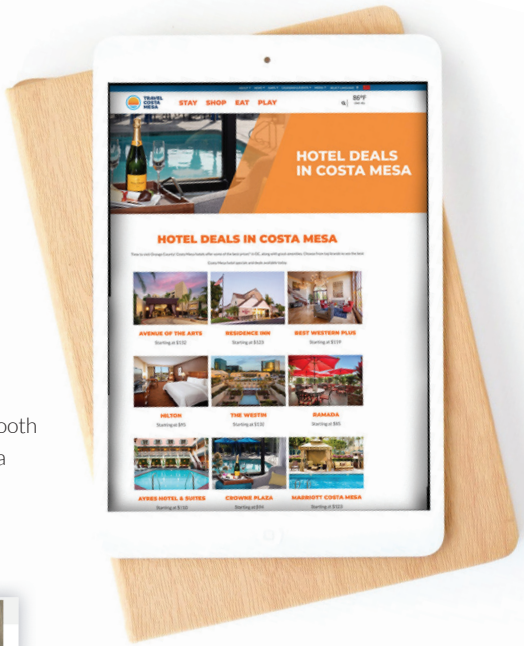
3% increase in sessions in 2020
(18.13% to 21.13%)

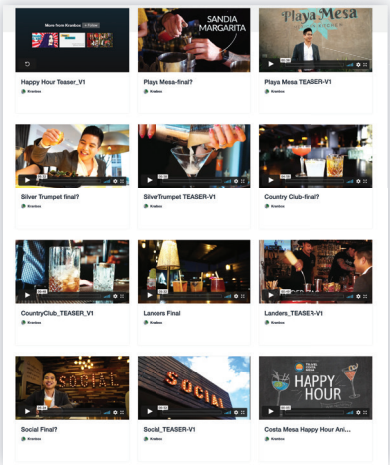
Male vs. Female

2.2% increase female visitors in 2020
(46.4% to 48.6%)

Top 10 Webpages Visited

1. Summer Hotel Deals
2. Things to Do in OC
3. Holiday Hotel Deals
4. April 2020 Blog: Travel Costa Mesa From Home
5. Travel Costa Mesa Home Page
6. December 2019 Blog: An Active Getaway in Costa Mesa
7. March 2020 Blog: March Madness in Costa Mesa
8. March 2019 Blog: Satisfy Your Sweet Tooth with These 5 Desserts from Costa Mesa
9. Costa Mesa Virtual Vacation
10. Hotel Specials and Discounts





Videos

On our Vimeo channel, our 40 various videos received 38,000 views. We saw our "Make a Clean Break" series receive 7,500 views on Facebook. We also counted on media influencers like "Mike's Road Trip" with over 3,000,000 followers on YouTube to share our story via video.

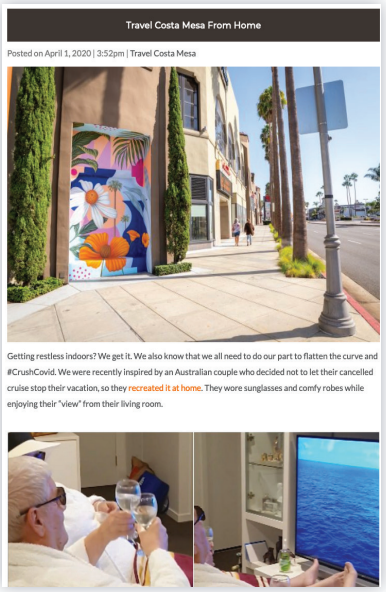
In preparation for the launch of Eatcation®, TCM produced five new videos to show the personality and diversity of Costa Mesa's bars and restaurants. The series was set to premiere over Memorial Day weekend 2020 but has been postponed until 2021.

We added to our social media videos through the Lumen5 platform. In summer 2020 we created a video showcasing Costa Mesa as the City of the Arts® with a virtual art walk. Video production was limited due to a strict 24-hour week for TCM's Social Media and Content Manager from April to November 2020.

Content Marketing

In 2020 TCM continued to use Taboola for content marketing, one of our top traffic drivers. The strategy changed as Costa Mesa moved through stages of shutdown. Evergreen content, socially-distanced events, and outdoor activities were the focus for the majority of the year. We posted content marketing pieces to the TCM blog, which were syndicated through Taboola's advertising platform.

Our top blog for 2020 was the April piece, "Travel Costa Mesa from Home," which received 23,086 sessions (the third most visited page of the year). This shows the continued hunger for travel through the pandemic and hopefully an interest in visiting Costa Mesa in the near future.



WEBSITE VISITORS BY DEVICE

79.49% **MOBILE**

15.88% **DESKTOP**

4.64% **DESKTOP**

WEBSITE TRAFFIC DRIVERS

39.17% **CONTENT MARKETING**

19.40% **DISPLAY ADS**

13.28% **ORGANIC SEARCH**

10.56% **PAID SEARCH**

9.67% **SOCIAL**

TOP WEBSITE VISITORS BY STATE

38.95% **CALIFORNIA**

5.62% **TEXAS**

5.51% **NEW YORK**

4.42% **FLORIDA**

TOP WEBSITE VISITORS BY CITY (OUTSIDE OF OC)

22.60% **LOS ANGELES**

6.63% **SAN DIEGO**

2.66% **SAN FRANCISCO**

2.28% **ONTARIO**

1.39% **LONG BEACH**

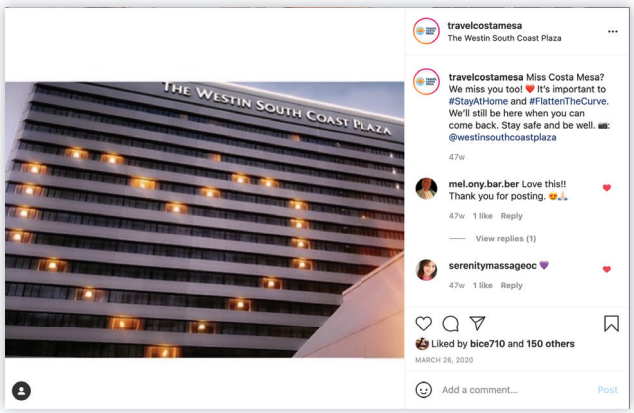
SOCIAL MEDIA

6,242
FOLLOWERS

12,911
FOLLOWERS

5,669
FOLLOWERS

DUE TO THE PANDEMIC, social media growth slowed significantly from mid-March through the end of 2020. Instagram, however, increased by 20.9 percent throughout the year and Travel Costa Mesa reached over 1.2 million people on Facebook.



As with our website content, the pandemic shifted much of our focus of social media from strictly marketing and brand awareness to three main areas:

- Crisis communication
- Support for local restaurants and businesses
- Inspiring travelers to put Costa Mesa on their post-COVID destination list

Top media Tweet earned 3,254 impressions

In the mood for some delicious pizza? 🍕 Choose local takeout from a local restaurant instead of a large chain to help support your community. Folks is open Wednesday-Sunday from 3pm (until they run out) at @TheCampOC.

@VisitCA #CATakeoutTuesday

📷: Folks pic.twitter.com/mjJ54QmwIO

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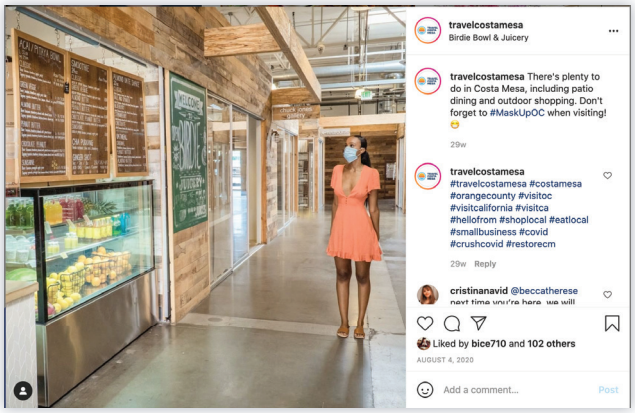
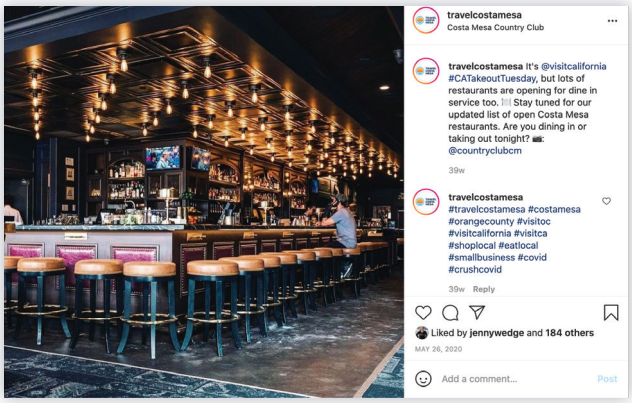


TCM followed Visit California's lead for social media during the pandemic. We participated in campaigns related to COVID, including #MaskUpOC and #CATakeoutTuesday



Top media Tweet earned 4,456 impressions

Join @MenWhoBlog and @TravelCostaMesa for a Virtual Happy Hour at 1:30pm PT! We're celebrating #CincoDeMayo at @OldVineCafe! #CostaMesa

Head over to the @MenWhoBlog profile.

📷: @OldVineCafe
pic.twitter.com/dMCgoKAepu

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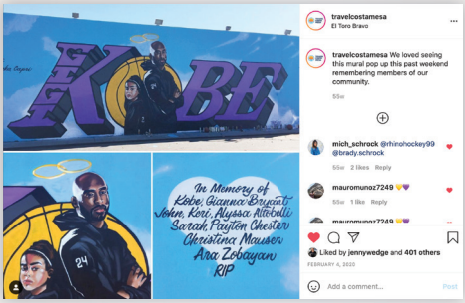
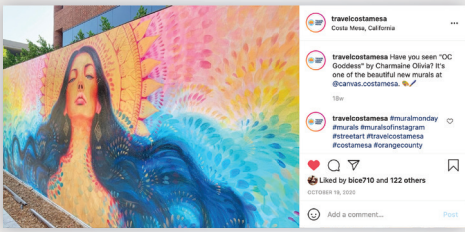




User-Generated Content

Travel Costa Mesa continued to collect and store user-generated content (UGC) through the CrowdRiff platform. In 2020 CrowdRiff added new features such as social media scheduling. TCM expanded the use of galleries on our website, including the Costa Mesa Art Walk, murals and street art, and the open restaurants pages. UGC remains a large part of our social media strategy as research shows its effectiveness.

UGC STATS

60%
OF CONSUMERS FIND UGC THE MOST AUTHENTIC CONTENT

79%
OF INTERNET USERS SAY UGC INFLUENCES THEIR DECISIONS WHEN PURCHASING

(Source: "Why Marketers Should Implement User-Generated Content: 23 Stats to Know" HubSpot, June 2020)

As part of brand awareness and travel inspiration, we asked followers to tag us in photos specifically with murals and began featuring them in #MuralMonday posts. Mural photos have been some of the most popular images in 2020.

PUBLIC & COMMUNITY RELATIONS

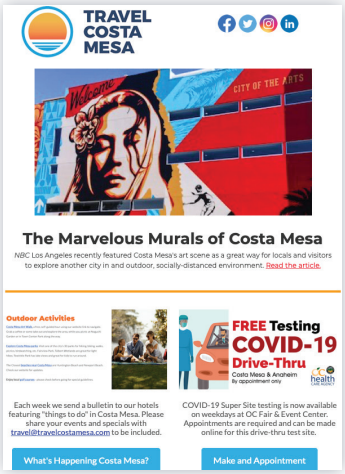
IN 2020, TCM REFOCUSED its attention toward the local community, supporting Costa Mesa businesses and finding inspiring stories to share. Prior to the pandemic, communication with Costa Mesa stakeholders – local businesses, elected officials, and community organizations – occurred quarterly via an electronic Partner Newsletter and during in-person community familiarization tours (FAMs).

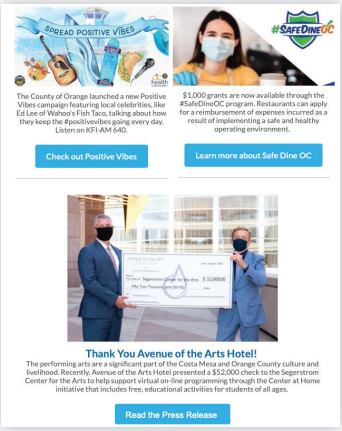
Content in the e-newsletter traditionally focused on what TCM campaigns were underway to draw tourists to the city, information about tourism industry events and programs, and the status of the industry, in general. In-person FAMs were also a successful way to engage and educate frontline hotel staff and various community partners about new and existing businesses and attractions to share with visiting guests.

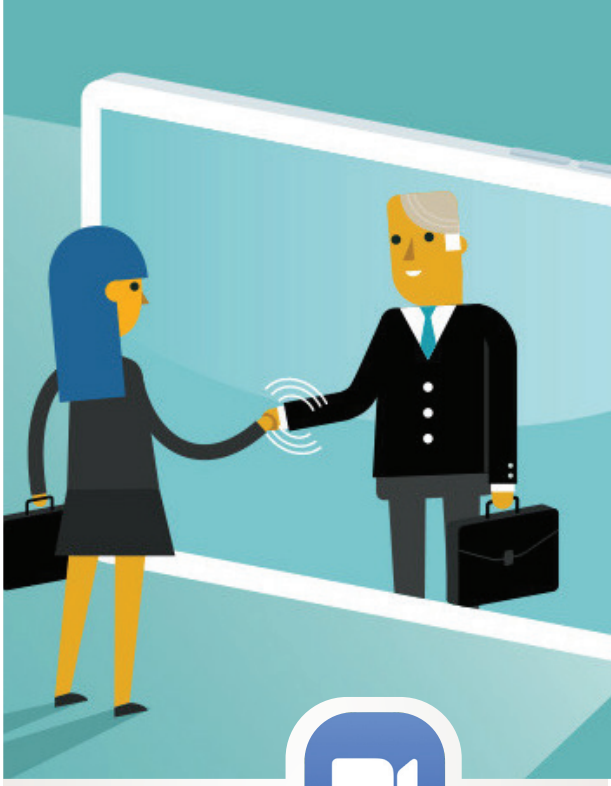
Partner Newsletters

Partner Newsletters have become a key conduit to staying connected with the Costa Mesa community during the pandemic and will continue to be a valuable mechanism to share information and support local business. The e-newsletter provides regular updates and information about COVID-19 and guidelines from the state, county, and city. Additionally, it features local businesses that are supporting each other and giving back to the community during this challenging time.

TCM doubled the size of its e-newsletter contact list by including sales leads brought on by its new Destination Sales Executive. We also increased frequency from quarterly to monthly, providing more timely information and reaching nearly 400 partners and potential Costa Mesa meeting planners.







Virtual Meetings

Being unable to meet in person made it more challenging to stay connected. In addition to the more frequent newsletter communication, the TCM team conducted three partner presentations via Zoom:

During National Travel & Tourism Week in May, a timely update about the state of the tourism industry

Following the summer stay-at-home order, an update on traveler sentiment leading into the fall months and beyond

An update just ahead of the winter stay-at-home order included special guests from John Wayne Airport and Segerstrom Center for the Arts

Virtual meetings are a welcome opportunity for participants to reconnect with each other as well as the TCM team.

PUBLIC & COMMUNITY RELATIONS

Partner Bulletins

Prior to the July 4 holiday in 2020, TCM implemented a weekly bulletin to distribute to partner hotels to communicate what businesses and activities were open and closed within the city for the coming weekend. This was intended to provide the most up-to-date information for any visiting guests and was easily accessible by being displayed at the hotel front desk area. What started as a static flyer transitioned into a new website landing page on travelcostamesa.com that could be accessed by a QR code. The hotels displayed the QR code, making it easy for guests to scan and access on their mobile devices.

Love Costa Mesa Day

As in previous years, a key metric for engaging with the local Costa Mesa community is to participate in community events, often sponsored by the city, chamber of commerce, or local non-profits. One event that continued in 2020 was "Love Costa Mesa Day," a citywide project organized by Trellis.

TCM and its partner hotels came together to supply, package, and donate more than 100 kits (toiletries, socks, and more) to Trellis, a Costa Mesa non-profit organization, who distributes thousands of kits to the homeless each week.

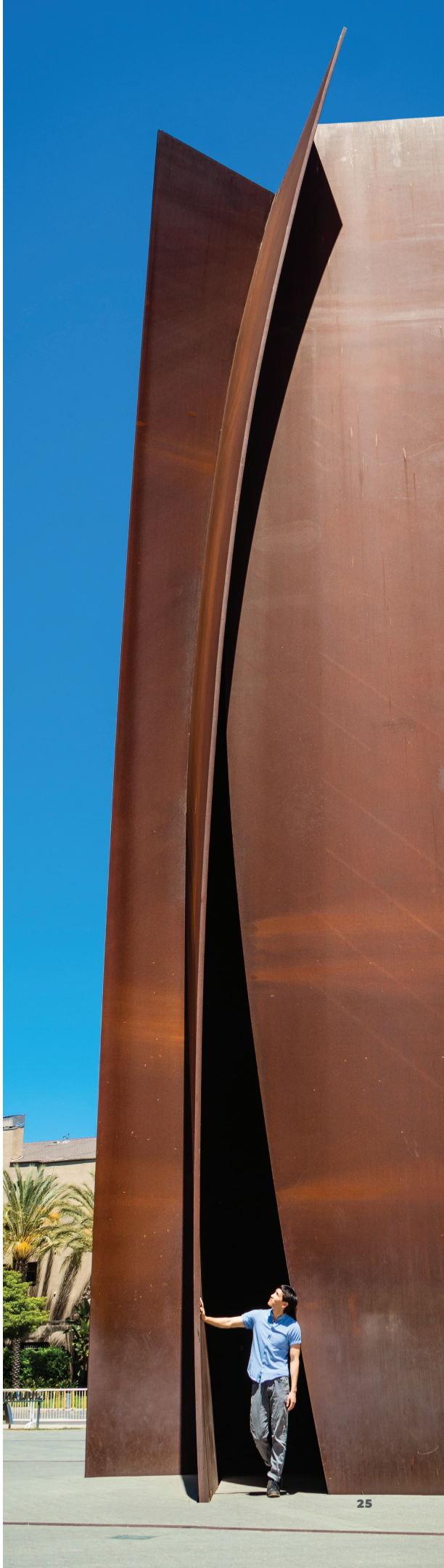
reStore Costa Mesa

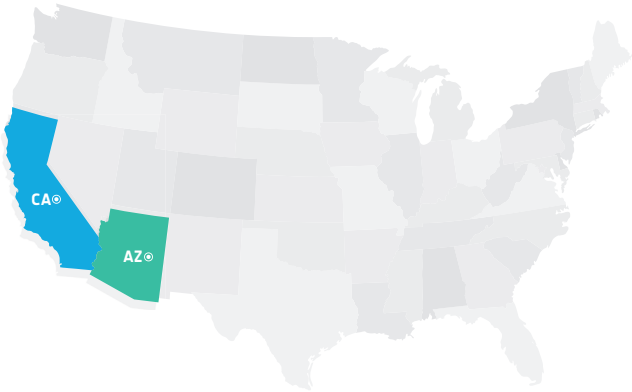
In May 2020, TCM's president was called up to join Mayor Katrina Foley along with other community leaders in Costa Mesa to be a part of a "reStore Costa Mesa" recovery team. The team is made up of representatives from the hospitality, tourism, personal care and fitness, and community services sectors. Faith-based, education, and parks and recreation industries are also represented on the team.

"We have recruited a star-studded team of professionals to guide us and allow us to move quickly once we are able to and move into a recovery period." -Mayor Katrina Foley

A subset of the Restore Costa Mesa effort was the creation of the Business Assistance Collaborative (BAC), an effort between the City of Costa Mesa, the Costa Mesa Chamber of Commerce, Travel Costa Mesa, and South Coast Metro Alliance.

The TCM team supported the BAC by spreading the word about resources available to local businesses, such as small business loans and grant funding. The team sent emails and made phone calls to connect with business owners and understand how their business had been economically impacted by the pandemic. This website and the resources continue to be available at costamesabac.com.





TO REACH AND INSPIRE media in Travel Costa Mesa's target markets (Southern California, Northern California and Arizona), the Director of Public Relations schedules regular meetings with various bloggers, journalists, and influencers in these regions to introduce them to Costa Mesa and what the city offers for visitors.

MEDIA RELATIONS

"I don't see travel going away. Travel, to me, is essential. It's going to change without a doubt, but I'm cautiously optimistic we're going to learn a lot from this — and we'll be OK."

-Paulette Lombardi-Fries, President, Travel Costa Mesa

Getting Ahead of the Story

In March 2020, just ahead of the announcement that COVID-19 would require a stay-at-home order in California, six meetings were scheduled in Arizona with the media. Three were completed in person with Arizona Foothills Magazine, Skewed & Reviewed, and a freelancer focused on family road trips.

Along with providing tourism and business updates to partners throughout the pandemic, TCM reached out to the local media during National Travel and Tourism Week in May 2020 to shed some light on how the pandemic was also affecting tourism, an economically significant business sector. While every sector has struggled during this trying time, tourism remains an important segment for a thriving local economy.

Daily Pilot

THURSDAY, MAY 7, 2020 // Now including Coastline Pilot and Huntington Beach Independent // dailypilot.com

Newport man on the verge of death set free

Brian Lauschack, convicted in 1984 of 33-month sentence for killing a community ski instructor, was granted compassionate release last Tuesday.

STANDING

The Daily Pilot, a daily newspaper published by the Los Angeles Times, highlighted tourism's challenges as a result of the pandemic in its May 7, 2020 article, "Record-low hotel occupancy threatens the survival of Costa Mesa's tourism boosters."

Another opportunity to meet with media is U.S. Travel Association's IPW travel trade show, originally scheduled for June 2020 in Las Vegas but cancelled due to the pandemic. TCM used this opportunity to schedule virtual meetings with journalists, bloggers, and influencers to tell Costa Mesa's story.

As a member of the International Food, Wine and Travel Writers Association (IFWTWA), TCM has access to hundreds of writers that are focused on food, wine and travel. Membership in this organization includes hosting a webinar for the writers with a presentation by Costa Mesa, plus an interview on Big Blend Radio, which reaches more than three million listeners. TCM's Director of Public and Community Relations presented to 20 IFWTWA members during an hour-long webinar.

In fall 2020, the Women in Travel Summit (WITS) offered TCM a seat at their virtual meetings conference. This allowed for an efficient set of 15-minute meetings to be scheduled with 12 freelancers, bloggers, and influencers, many of whom live within driving distance of Costa Mesa. As a result, many of these contacts are now on the list to make future visits to Costa Mesa when they can safely travel and experience the city.

Blogger and Influencer Partnerships

Relying on past media partnerships became very valuable in navigating the media landscape and determining appropriate messaging during the pandemic. With TCM marketing only to nearby drive markets in Los Angeles, San Diego, Inland Empire, and communities within Orange County, having already established relationships with influencers in these regions made it easy to create some inspirational online content that kept Costa Mesa top of mind even while people were unable to travel.

Emily Kaufman, a worldwide traveler, started Travel Talk with The Travel Mom from her home in the Los Angeles area. TCM worked with her to schedule interviews and short "how-to" segments with a few Costa Mesa chefs. In addition, Emily hosted a Costa Mesa giveaway on Facebook.

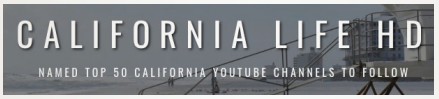
#Men Who Blog is an online broadcast created by men who travel to destinations for experiences and activities, usually involving bars and restaurants. In one episode, TCM was joined by Old Vine Kitchen & Bar's owner Mark McDonald and their bar manager to demonstrate how to mix a few types of cocktails for Cinco de Mayo. The broadcast reached 780 viewers on menwhoblog.com and the additional post on its partner's website PubClub.com reached a potential audience of *65K readers*.

Blogger Nabila of doseoftravel.co took the opportunity in "California's City of Arts and Major Eats" to explore Orange County and stay in Costa Mesa, then followed that with a social media giveaway.

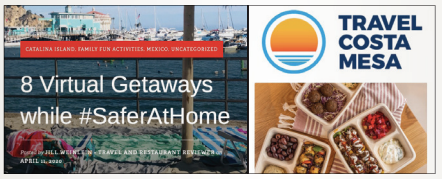
@doseoftravel (10.7k followers)

Virtual Vacation Coverage

Travel media rely on the opportunity to visit destinations to create content, or at least gather information from DMOs like TCM to talk about seasonal travel and events. In the "safer-at-home" climate, many writers were seeking any type of content that could be shared, including virtual experiences from home.



California Life with Heather Dawson, a syndicated lifestyle newsmagazine show, published "Costa Mesa Brings Experiences into Your Home" on its site californialifehd.com. The article provided inspiration to readers about how to experience the destination through a DIY de-stress blog, virtual vacation video, imagery of the Costa Mesa Art Walk, as well as recent podcasts and streaming entertainment from performing arts venues in the city.

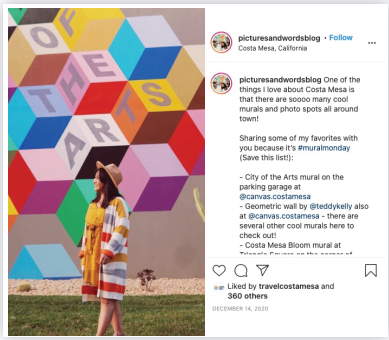


Blogger Jill Weinlein of dineandtravel.me included Costa Mesa Art Walk in her "8 Virtual Getaways."

In its weekly "Travel Fun Guide," Chinese-language streaming news channel Phoenix Television highlighted Costa Mesa's art and culinary scene and drive-thru events at the OC Fair & Event Center.

Visit California featured OC Fair & Event Center's "Pig Cam" from Centennial Farm in its web article "Awesome Webcams and Virtual Experiences."

MEDIA RELATIONS



Blogger Caroline Ikeji of picturesandwordsblog.com (22K monthly readers) is a San Francisco native who recently relocated to Orange County. She has been spending time exploring different cities and has taken a great liking to Costa Mesa's art scene.

@picturesandwordsblog (17.4k followers)

The San Diego Food Girl blogger headed to California's central coast in her article "The Road Trip You Need to Take Right Now" with an overnight stop in Costa Mesa.

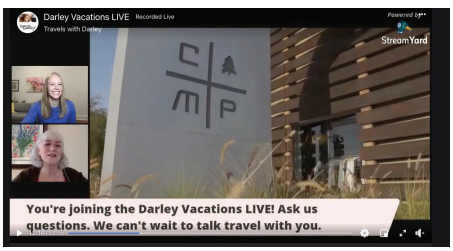
@sandiegofoodgirl (24.6K followers)

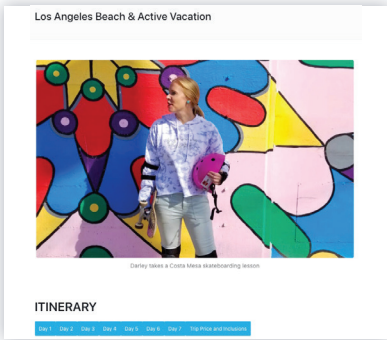
Mariah of pickingdaisesblog.com (100K monthly readers) made a road trip from central California for a girl's weekend with her mother and daughter in "Weekend in Costa Mesa," followed by a social media giveaway.

@pickingdaisiesblog (42.5k followers)

Video Content Created with Media Partners

Darley Vacations, created by television host Darley Newman, is a takeoff of her travel experiences on the PBS series Travels with Darley. TCM worked with Darley in 2020 to create a "Los Angeles & Beyond" episode for exploring Southern California. In 2021, she launched Darley Vacations, giving her viewers an opportunity to experience her travels, such as learning to skateboard in Costa Mesa. Darley has begun promotion of these vacation packages on her website and via Facebook livestream videos.





Now more than ever, the road trip is a popular way for people to experience new destinations by traveling in the comfort and safety of their own vehicles. Video blogger Mike Shubic of Mike's Road Trip demonstrated exactly what that road trip would be like in one episode of his You Tube Channel *(three million viewers)* highlighting Costa Mesa arts, culture, and culinary scene.

Mike's ROAD TRIP

45
Number of articles/podcasts

275,011,570
Media impressions*

*Potential audience based on reach
(from March 1, 2020 – February 28, 2021)

Media Coverage

TCM published six press releases this fiscal year. Despite a tumultuous year for so many industries, the media continued to curate travel content – from highlighting how to stay safe while traveling, how to experience a destination virtually, taking staycations, as well as creating ideas and inspiration for planning a future trip to Costa Mesa.

MeetingsToday.com featured Costa Mesa's Social Kitchen & Craft Bar and Café Sevilla in "Inspiring Stories from the Meetings Industry," highlighting their efforts to help feed out-of-work restaurant workers and donate thousands of pounds of food to local pantries *(39.5K monthly readers)*

Costa Mesa Restaurants Feed Frontline Workers in Hospitality Industry

This week, Social Kitchen & Craft Bar launched an initiative to Serve those Who Serve us and will be feeding to-go meals daily to frontline workers in the hospitality industry who have lost their job or been furloughed. They've also set up a Go Fund Me page to help collect donations to continue to support this effort until the crisis is over, and so the restaurant can reopen.

After opening their doors for the first time in Orange County on March 17, Café Sevilla closed temporarily to get through the Coronovirus crisis and help support other local businesses. They donated more than 2,000 pounds of food to local non-profit food banks including Someone Cares Soup Kitchen in Costa Mesa.

meetings TODAY

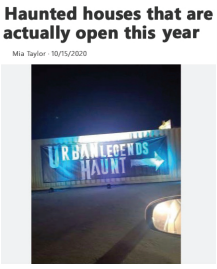
Strut Bar & Club has a distinctly different vibe—think 1980s neon. Strut Bar is open daily with a menu of craft cocktails and small bites. Strut Club opens Friday and Saturday night with DJs, dancing and exciting entertainment. Strut Bar & Club is all-inclusive and creates a safe space for everyone.

LGBTQ travel site PrideJourneys.com provided inspiration to its audience when planning a future trip in "Costa Mesa Should Be Your Next LGBTQ Destination" *(400K monthly readers)*.

PRIDE JOURNEYS

MSN.com highlighted the Urban Legends Haunt at OC Fair & Event Center, one of 20 haunted events in the U.S., in its "Haunted Houses that are Actually Open This Year" article *(69.4M monthly readers)*.

msn


Haunted houses that are actually open this year

Mia Taylor · 10/15/2020

NBCLosAngeles.com featured TCM's street and mural webpage about artwork throughout the region in "Marvelous Murals of Southern California" *(1.67M monthly readers)*.

Women's lifestyle magazine CHIC featured Costa Mesa's performing arts scene in "California Dream" as part of its Spanish edition to Mexico *(45K monthly readers)*.

CHIC MAGAZINE

CALIFORNIA DREAM

Mucho hemos escuchado de la costa oeste de Cali, pero tienes que estar ahí para probar su variedad de atracciones que encanta a chicos y grandes. Recorremos Los Ángeles para admirar su arquitectura, arte y diseño, involucrando puntos clave como Anaheim y Costa Mesa.

Accolades

Costa Mesa continues to be a popular destination for foodies and its arts and culture scene. During this past year, the city has earned several accolades of recognition from the news media.

ORANGE COUNTY'S FAVORITE TimesOC READERS' CHOICE 2020

ORANGE COUNTY REGISTER

Gayot.com (gah-yō)

Los Angeles Times

Golden Foodie AWARDS

FOOD&WINE

PETA

OrangeCoast THE MAGAZINE OF ORANGE COUNTY

yelp

KCRW 89.9 www.kcrw.com

EAT · TRAVEL · BLOG Foodie FLASHPACKER

The New York Times

JAMES BEARD FOUNDATION

USA TODAY

GROUP SALES

THE DESTINATION SALES EXECUTIVE for Travel Costa Mesa handles all segments of group business (at least 10 or more overnight room bookings) including corporate, sports, association, and government business. In this role, Debbie Megna works daily to build a strong foundation of relationships with TCM's 11 hotel partners and other community hospitality venues. She strives to reach annual goals through direct sales activities and networking with meeting professionals at major industry events and trade shows, direct marketing, and personal outreach.

During the pandemic, Debbie reached out to her client base and attended several Zoom meetings designed to introduce her contacts to Costa Mesa. In fiscal year 2020-2021, TCM generated 40 leads representing 160,000 potential room nights. This resulted in eight bookings with over 29,000 room nights. Hotel room nights not only bring in revenue to our hotel partners but they also bring ancillary revenue to other segments including restaurants, shopping, transportation, attractions, and so much more.

By The Numbers

29,000 Room Nights Booked	3 In-Person Site Visits	40 Leads Generated
160,000 Lead Room Nights	1,537 Current Accounts	6,162 Solicitations

(From March 2020- February 2021)

New CRM

In April 2020, TCM joined more than 170 destinations around the world in choosing to power their organization with iDSS, a cloud-based Customer Relationship Management (CRM) tool built for the travel and tourism industry.

With the help of Tempest, staff members were quickly trained on this new platform from sales and service to marketing and finance. Two training sessions soon followed for our hotel partners so that they could answer leads directly. Since inception, 1,537 accounts have been loaded into the iDSS system resulting in 6,162 client connections.

Revised Playbook

The COVID-19 pandemic has had devastating impacts on the local tourism and hospitality industry as we witnessed dramatic losses in revenue and jobs. The need for response and recovery efforts shifted our role from being consultants for meeting planners and hotel partners to becoming a primary resource for the most updated city, county, and state guidelines pertaining to gatherings and safety.

Group sales continued to concentrate on strengthening relationships with planners while strategies were adjusted to be sensitive to the current environment. The revised tactics included a Resource & Recovery Playbook, quarterly hotel partner meetings, educational webinars, and networking with local destination marketing organizations (DMOs).

Tradeshows & Memberships

Each year TCM actively participates in a variety of associations for business development, marketing, and educational opportunities. In 2020 staff members attended the following tradeshows (virtually):

- Luxury Meetings presents Virtual Meetings Showcase: California's Premier Hotels, Resorts and CVB's (August 25, 2020) - virtual; 13 planners in attendance; five 1:1 appointments
- Cvent CONNECT US (August 25-26, 2020) - virtual; educational
- Teams (October 19-21, 2020) - virtual; over 1,000 attendees; 15 1:1 appointments
- Seasonal Spectacular (December 15-16, 2020); virtual; 335 association professionals; 15 1:1 appointments

Meeting Trends as the Pandemic Wanes

① **Road to Recovery:** Nationwide optimism for the latter half of 2021 is growing as vaccinations are administered.

② **Road Trip Meetings:** Regional drive-to markets for the first half of the year are expected to progress towards fly-in markets.

③ **Technology Driver:** Bandwidth is the most important for meetings, followed by virtual meeting capacity, and a dedicated tech support team.

④ **Year of the SMERF:** Social, military, education, religious and fraternal (SMERF) business reign as the most important industry segments in 2021.

⑤ **Don't Touch:** Contactless technology is rapidly becoming the new standard in hospitality from arrival to entering guest rooms to ordering food.

⑥ **Dinner Reimagined:** Meal service has changed dramatically with contactless menus, individually packaged menu selections (in eco-friendly containers), and attended buffets.

⑦ **Creative, Local & Sustainable—Some Things Never Change:** Creativity, taste, and eco-appeal are important priorities to planners and guests when it comes to culinary choices.

⑧ **Size Matters:** Event sizes range from 10-15 people to larger groups of 50-100 guests with an emphasis on social distancing. Shorter booking time of events is anticipated.

⑨ **A Fresh Perspective:** Outdoor spaces are necessities for meetings: lawns, pool decks, outdoor pavilions, and tented rooms.

⑩ **Partners in Planning:** Properties must have flexibility with cancellations, attrition, rebooking clauses and commission.

⑪ **The Importance of a Destination:** Top priorities include transportation accessibility, local cultural amenities, and wellness programs.

⑫ **Spirit through Team Bonding:** There is a yearning to come together to rebuild teams and reconnect colleagues.

Source: meetingstoday.com/articles/142638/benchmark-meetings-trends (March 2, 2021)

GROUP SALES

Along with Visit Anaheim, Visit Huntington Beach, Destination Irvine, Visit Laguna Beach, and other local attractions, TCM works closely with the Orange County Sports Commission (OCSC) to promote Costa Mesa fields and facilities that encourage overnight group hotel room nights. To date the OCSC has provided TCM with four leads representing 4,086 potential room nights.

TCM is also a member of the California Society of Association Executives (CalSAE) and the Meeting Planners International (MPI).

Target Markets

While weekend business was always Costa Mesa's year-round opportunity for growth, COVID-19 has shifted needs to include weekday business. With smaller, drive-to meetings expected to be the first to rebound, a strong concentration is being put on companies doing well during COVID-19 including DIY companies, telecommunications, medical devices, and other essential businesses. TCM sales actively solicits group, corporate, and small to mid-size meetings from the following markets:

- Associations (State, Regional, and National)
- Corporate
- Educational
- Fraternal and Ethnic
- Government and Military
- Pharmaceutical and Medical
- Religious and Faith-Based
- Social and Special Interest
- Sports

The lack of state guidelines for meetings and events has made doing business in the Golden State difficult. As California rolled out its "Blueprint for a Safer Economy," state officials omitted guidelines for the hospitality industry. Destination marketing organizations, convention and visitor bureaus, and hotels are losing business to neighboring states such as Nevada and Arizona, which have stipulated guidelines for meetings and events. Cal Travel Association is working on behalf of the industry with the state governor's office to address this issue.

Group Business Goals

The following are our goals for fiscal year 2021-2022:

- Create key marketing collateral for group business encompassing all segments
- Develop an incentive plan in an effort to compete with local DMOs for small to mid-size group bookings based on contracted room night business through the end of 2021
- Ongoing search to identify key markets that will emerge as a result of the COVID-19 shutdown and to effectively reach out to these potential customers
- January-June 2021 goal is to book 1,500 new overnight group room nights for our 11 partnering hotels.

TRAVEL COSTA MESA LEADERSHIP

EXECUTIVE COMMITTEE

Ronnie Dalgado, Chairperson/General Manager/VP Operations, S3 Hotel Group, Holiday Inn Express & Suites Costa Mesa

Hector Santa Cruz, VP/General Manager, Costa Mesa Marriott

Sue Cooke, Treasurer/General Manager, Residence Inn by Marriott Costa Mesa

Paul Sanford, Secretary/General Manager/Asset Manager, Avenue of the Arts, a Tribute Portfolio Hotel

DIRECTORS

Benito Benitez, General Manager, Hilton Orange County/Costa Mesa

Dane Bora, Public Affairs Manager, City of Costa Mesa

Naj Ekhlas, General Manager, Best Western Plus Newport Mesa Inn

Katrina Foley, Mayor, City of Costa Mesa

Mike Hall, General Manager, The Westin South Coast Plaza, Costa Mesa

Timothy Hilario, General Manager, OC Hotel Costa Mesa

Mitchell Hirschman, General Manager, Ramada by Wyndham Costa Mesa/Newport Beach

Susan O'Brien Moore, General Manager, Ayres Hotel Costa Mesa

OPEN, General Manager, Crowne Plaza Costa Mesa Orange County

ADVISORS

Carla Valenzuela, President/CEO, Costa Mesa Chamber of Commerce

Brian Chuan, Senior Director of International & Domestic Markets, South Coast Plaza

STAFF

Paulette Lombardi-Fries, President

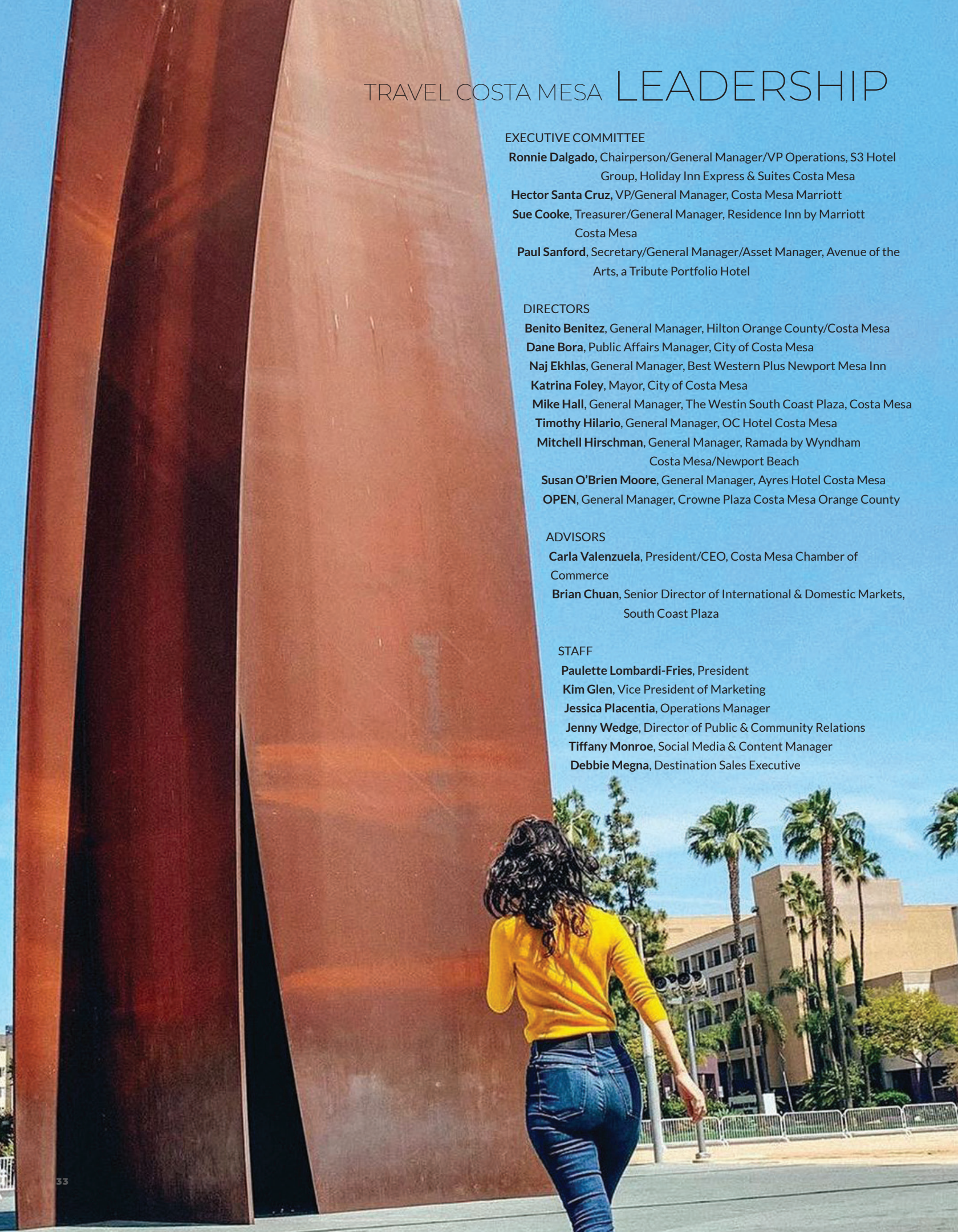
Kim Glen, Vice President of Marketing

Jessica Placentia, Operations Manager

Jenny Wedge, Director of Public & Community Relations

Tiffany Monroe, Social Media & Content Manager

Debbie Megna, Destination Sales Executive



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