ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA MODIFYING ORDINANCE NO. 95-9, RELATING TO THE ESTABLISHMENT OF A BUSINESS IMPROVEMENT AREA FOR COSTA MESA HOTELS AND MOTELS, SUCH THAT AN ADDITIONAL BUSINESS IS SUBJECT TO SUCH BUSINESS IMPROVEMENT AREA.

WHEREAS, on July 5, 1995, by Ordinance No. 95-9, the City Council adopted a business improvement area, commonly known as the Costa Mesa Tourism & Promotion Business Improvement Area (“BIA”), the purpose of which is to promote tourism to the City and to fund programs and activities that benefit the hotel and motel businesses within the City of Costa Mesa; and

WHEREAS, as of July 1, 2014, the BIA assessment levied against businesses subject thereto is three percent (3%) where the three percent (3%) assessment is based on the sale of overnight room stays; and

WHEREAS, the method and basis of levying the assessment to allow each business owner to estimate the amount of the assessment to be levied against his or her business is set forth in the Annual Report for the Costa Mesa Tourism & Promotion Council Business Improvement Area, which is on file with the City Clerk’s office; and

WHEREAS, the type or types of activities funded by and through the levy of assessments on the businesses, as discussed above, are specified in the Annual Report for the Costa Mesa Tourism & Promotion Council Business Improvement Area, which is on file with the City Clerk’s office, and as Exhibit B, attached hereto and incorporated by this reference; and

WHEREAS, the City Council appointed the general managers of the hotels and motels subject to the assessment area, to serve as the advisory board as required by California Streets and Highways Code Section 36530; and

WHEREAS, new hotel and motel businesses commenced after the effective date of Ordinance No. 95-9 are exempt from the levy of assessment, pursuant to Streets & Highways Code § 36531 and § 36535; and

WHEREAS, the BLVD Hotel, located at 2430 Newport Blvd Costa Mesa, CA 92627, has expressed a desire to also be included in the BIA and be subject to the BIA Assessment; and

WHEREAS, Streets and Highways Code Sections 36540 and 36541 permit the City Council to modify the BIA by adopting this Ordinance; and

WHEREAS, the Advisory Board for the BIA has recommended that the BLVD Hotel be included with the BIA and subject to the BIA Assessment; and

WHEREAS, on November 18, 2014, the City Council adopted Resolution No. 14-72, declaring its intention pursuant to Streets & Highways Code Section 36541 to modify the BIA, as discussed above; and

WHEREAS, on January 6, 2015, the City Council held a duly noticed public meeting pursuant to Government Code Section 54954.6 to hear public testimony on the modification; and

WHEREAS, on January 20, 2015, has held a duly noticed public hearing pursuant to Streets & Highways Code Section 36541 and Government Code Section 54954.6 to consider any protests against the modification discussed above from businesses which would be subject to the BIA Assessment; and

WHEREAS, on January 20, 2015, the City Council has held a duly noticed public hearing to consider any protests against the modification discussed above from businesses which would be subject to the BIA Assessment in its Chambers located at City Hall, 77 Fair Drive, Costa Mesa, CA 92626; and

WHEREAS, as a result of both the public meeting and public hearing discussed above, no majority protest against the modification discussed above was received; and

WHEREAS, the time and manner of collecting the assessments is set forth in Exhibit B of the Resolution of Intent, No. 14-72 adopted by the City Council on November 18, 2014; and

WHEREAS, the City Council finds that the businesses within the BIA will be benefitted by the improvements and activities funded by the BIA assessment.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. The recitals set forth above are true and correct and are incorporated herein by reference.

Section 2. Ordinance 95-9, and its subsequent resolutions, is hereby modified such that the businesses that are subject to the BIA Assessment shall include those listed in Exhibit A of this Ordinance. These businesses shall be subject to any amendments to this Ordinance, Ordinance 95-9, and their subsequent amendments and resolutions.

Section 3. Except as provided by this Ordinance, Ordinance 95-9, their amendments and their associated resolutions, including, but not limited to, the BIA Assessment to be levied upon businesses subject thereto remain unchanged.

Section 4. Any provision of the Costa Mesa Municipal Code or appendices thereto inconsistent with the provisions of this Ordinance, to the extent of such inconsistencies and no further, is hereby repealed or modified to that extent necessary to effect the provisions of this Ordinance.

Section 5. If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council of the City of Costa Mesa hereby declares that it would have adopted this Ordinance and each section, subsection, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases or portions be declared invalid or unconstitutional.

Section 6. The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same to be published and posted pursuant to the provisions of law in that regard and this Ordinance shall take effect 30 days after its final passage.

PASSED AND ADOPTED this _____ day of _____, 2015.

_____
Stephen M. Mensinger, Mayor

APPROVED AS TO FORM:

_____
Thomas P. Duarte, City Attorney

ATTEST:

_____
Brenda Green, City Clerk of the City of Costa Mesa

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss
CITY OF COSTA MESA)

I, Brenda Green, City Clerk and ex-officio clerk of the City Council of the City of Costa Mesa, hereby certify that the above and foregoing Ordinance No. _____was introduced and considered section by section at a regular meeting of said City Council held on the _____ day of _____, 2014, and thereafter passed and adopted as a whole at a regular meeting of said City Council held on the _____ day of _____, 2014, by the following roll call vote:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of the City of Costa Mesa this _____ day of _____, 2014.

_____
City Clerk and ex-officio
Clerk of the City Council of the
City of Costa Mesa

EXHIBIT A

The Business Improvement Area ("BIA") benefit zone encompasses the entire City of Costa Mesa boundaries. It is anticipated that the entire City, including businesses and residents, will benefit from increased revenues generated by the activities financed by the BIA assessment.

The following businesses will be included in the BIA that is established pursuant to Streets & Highways Code § 36500 *et seq.,* the businesses commonly known as:

Ayres Country Inn & Suites

Property Address: 325 and 345 Bristol Street, Costa Mesa

Business Owner: Newport Country Inn & Suites, Inc.
355 Bristol Street, Suite A
Costa Mesa, CA 92626

Property Owner: Newport Country Inn & Suites, Inc.
355 Bristol Street, Suite A
Costa Mesa, CA 92626

Best Western Plus Newport Mesa Inn

Property Address: 2642 Newport Boulevard, Costa Mesa

Business Owner: James Hsuen
Shang-Pu Lee
2642 Newport Boulevard,
Costa Mesa, CA 92627

Property Owner: James Hsuen
Shang-Pu Lee
2642 Newport Boulevard,
Costa Mesa, CA 92627

BLVD Hotel

Property Address: 2430 Newport Blvd., Costa Mesa, CA 92627

Business Owner: Shayamal Patel
2450 Newport BLVD
Costa Mesa, CA 92627

Property Owner: Shayamal Patel

2450 Newport BLVD
Costa Mesa, CA 92627

Hilton Costa Mesa

Property Address: 3050 Bristol Street, Costa Mesa

Business Owner: Ashford Hospitality Trust
14185 Dallas Parkway, Suite 1100
Dallas, TX 75254

Property Owner: Remington Lodging & Hospitality LP
14185 Dallas Parkway, Suite 1100
Dallas, Texas 75254

Crowne Plaza

Property Address: 3131 Bristol Street, Costa Mesa

Business Owner: Brighton Management
1901 Main Street, Suite 150
Irvine, CA 92614

Property Owner: 3131 Bristol Property UC, LLC
2711 Centerville Road, Suite 400
Wilmington, DE 19808

Holiday Inn Express Hotel & Suites

Property Address: 2070 Newport Blvd., Costa Mesa

Business Owner: Narendra B. Patel
2070 Newport Blvd.
Costa Mesa, CA 92667

Property Owner: Narendra B. Patel
2070 Newport Blvd.
Costa Mesa, CA 92667

Costa Mesa Marriott

Property Address: 500 Anton Boulevard, Costa Mesa

Business Owner: Marriott International
10400 Fernwood Rd.
Bethesda, MD 20817

Property Owner: Host Hotels & Resorts

6903 Rockledge Dr., Suite 1500
Bethesda, MD 20817

Ramada Inn & Suites Costa Mesa

Property Address: 1680 Superior Ave., Costa Mesa

Business Owner: B.D. Inns Inc./Ramada Ltd.
1680 Superior Ave.
Costa Mesa, CA 92627

Property Owner: B.D. Inns Inc./Ramada Ltd.
1680 Superior Ave.
Costa Mesa, CA 92627

Residence Inn by Marriott

Property Address: 881 Baker Street, Costa Mesa

Business Owner: Marriott International
10400 Fernwood Rd.
Bethesda, MD 20817

Property Owner: ING Clarion Partners
2650 Cedar Springs Road, Suite 850
Dallas, TX 75201-1491

The Westin South Coast Plaza Hotel

Property Address: 686 Anton Boulevard, Costa Mesa

Business Owner: Host Hotels & Resorts
6903 Rockledge Dr., Suite 1500
Bethesda, JD 20817

Property Owner: CJ Segerstrom & Sons
c/o South Coast Plaza
686 Anton Boulevard
Costa Mesa, CA 92626

Avenue of the Arts Wyndham Hotel

Property Address: 3350 Avenue of the Arts, Costa Mesa

Business Owner:	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92627
Property Owner:	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92627

Exhibit B
BIA Annual Report

Exhibit B

COSTA MESA
CITY OF THE ARTS™

575 Anton Blvd., Suite 880
Costa Mesa, CA 92626

COSTA MESA
Conference and Visitor Bureau

ANNUAL REPORT
Fiscal Year Ending June 2014

COSTA MESA
CITY OF THE ARTS™

THE OC
A Part of THE OC Experience

EXECUTIVE COMMITTEE

Mike Hall Chairman of the Board, General Manager, The Westin South Coast Plaza
Susan O'Brien Moore Vice President, General Manager, Ayres Hotel & Suites
Sue Cooke Treasurer, General Manager, Residence Inn by Marriott Costa Mesa
Charles Haber Secretary, General Manager, Crowne Plaza

DIRECTORS

Naj Ekhlas General Manager, Best Western Plus, Newport Mesa Inn
Kandee Anderson General Manager, Costa Mesa Marriott
Rob Gauthier General Manager, Hilton Orange County/Costa Mesa
Ross Stibor General Manager, Ramada Inn and Suites
Tom Hatch CEO, City of Costa Mesa
Gary Monahan Council Member, City of Costa Mesa
Stephanie Escamilla General Manager, Holiday Inn Express
Paul Sanford General Manager, Avenue of the Arts Wyndham Hotel

ADVISORS

Terry Dwyer President, Segerstrom Center for the Arts
Werner Escher Executive Director of Domestic and International Markets, South Coast Plaza
Peter Papagelis General Manager, Mastro's Steakhouse

STAFF

Paulette Lombardi-Fries President
Lisa Janulewicz Operations Manager
Linda Ta Marketing Manager
Nathan Wheadon Marketing Coordinator

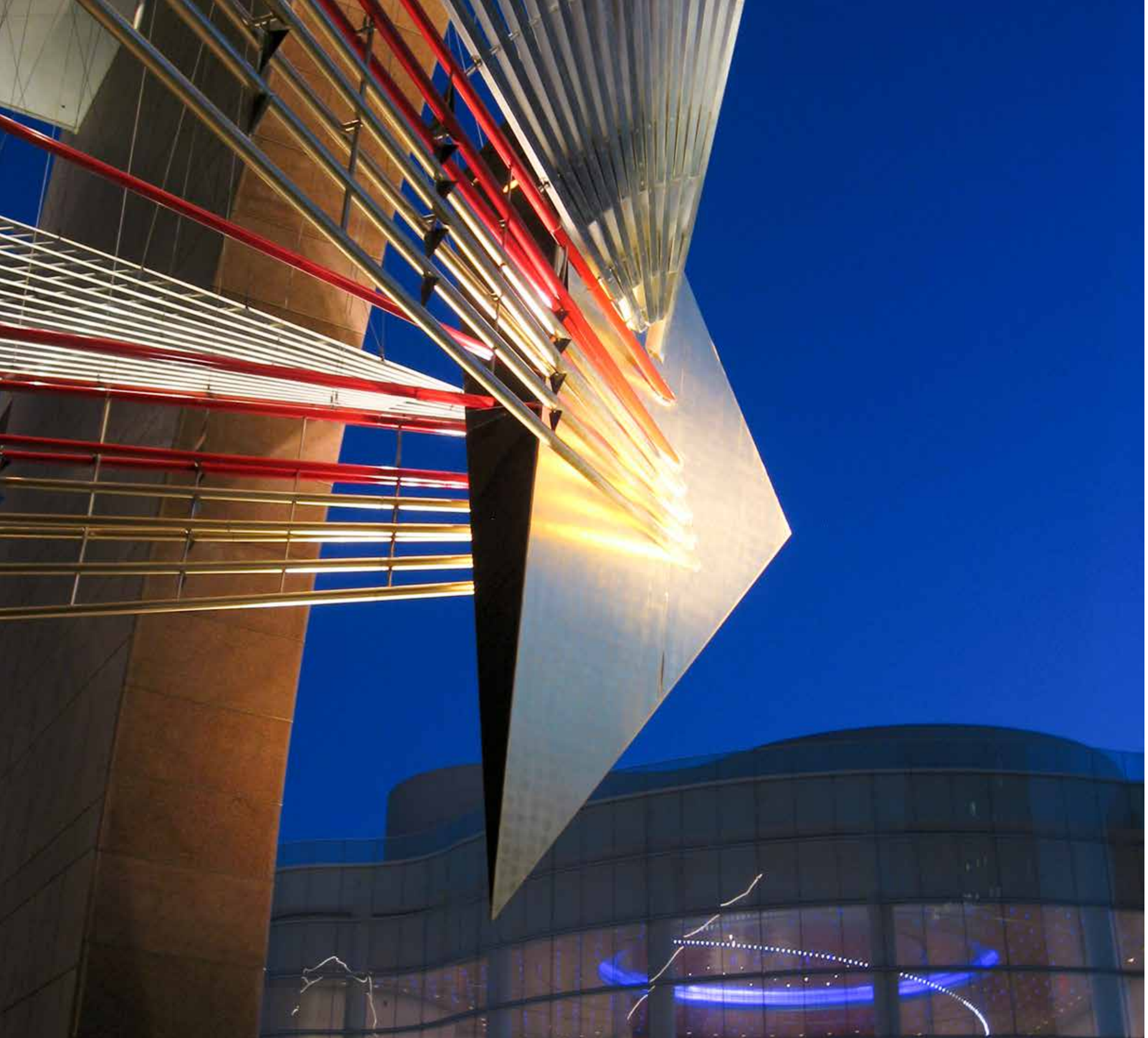

TABLE OF CONTENTS

About Costa Mesa Conference and Visitor Bureau 1

Fiscal Overview 3
Abundant Opportunities 5
BIA 6
Tourism Matters 8
Domestic Travel 10
Building International Momentum 12
Better Together – Partnerships 18
Orange County Visitors Association 21
Financial Summary: Fiscal Year 2013/2014 22
Expense Projections: Fiscal Year 2014/2015 23

Marketing Overview 25
Marketing Overview: Fiscal Year 2013/2014 26
Website Traffic 27
Social Media 34
Travel Costa Mesa Calendar 36
Travel Costa Mesa Blog 37
Costa Mesa Monthly Email Newsletter 39
Print Campaign 40
50 Reasons to Stay Campaign 43
IPW 2013 Results 46
Canada Sweepstakes Co-Op Campaign 47
OC Marathon 53
Costa Mesa Restaurant Week™ 55
TripAdvisor Sponsorship Page & Banner Ads 56
SEO: Google AdWords & Bing/Yahoo Ads 57
Public Relations / Media Highlights 58

The Costa Mesa Conference and Visitor Bureau is a nonprofit corporation formed in 1995 to market the city of Costa Mesa as a desirable, leisure overnight destination in Orange County.

Mission Statement

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

Vision Statement

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

FISCAL OVERVIEW

ABUNDANT OPPORTUNITIES

Privileged to be the home of the best shopping, top restaurants and award-winning performances, the City of the Arts™ is establishing itself as a desirable overnight destination in Orange County. The Costa Mesa Conference and Visitor Bureau (Bureau) has worked diligently to promote the city's beautiful attributes as a premier destination when visiting Southern California. We are proud of the work we have accomplished. Focusing on the consistent brand messaging using the Art of Fashion, Art of the Stage, and Art of Dining, the Bureau continues to put Costa Mesa on the map both domestically and now internationally.

California remains the number one travel destination in the United States, and the positive momentum we have felt over the last fiscal year in the tourism industry has been exciting. The state of California set a record of more than $106 billion in tourism spending in 2012. Orange County travel impacts were at $9.4 billion in direct spending, which contributed to $232 million in local taxes and $358 million in state taxes (according to Dean Runyan and Associates, 2013).

According to Star Data Research, hotel occupancy in the state grew 2.8% to 70.7%, and the average daily rate (ADR) was $130.45 – up 5.6% compared to 2012. Closer to home, Orange County occupancy grew 2.5% to 77.5%, and the ADR was $121.61 – an increase of 8.4% (as reported by PKF Consulting). Participating hotels within the Bureau achieved an increase of 9.9% in occupancy, reaching 79.3% occupancy, and grew ADR to $122.60, an increase of 2.4%.

Maximizing the Bureau's budget and audience reach, we will continue to partner with Visit California (also known as the California Travel and Tourism Commission), the Orange County Visitors Association and John Wayne Airport, Orange County. Leveraging our marketing funds in co-op programs with these partners will enable us more opportunities to enhance our destination marketing efforts and increase the number of visitors to Costa Mesa.

Investments into renovations of our hotels continue to enhance our portfolio of lodging choices. The Hilton has completed a renovation of its ballroom space, added a new Executive Lounge Club, and created a sophisticated tech lounge in the lobby of the hotel and a Grab-n-Go pantry. The Holiday Inn Express (HIE) is completing upgrades to its guest rooms, lobby and Sunshine breakfast room. Added amenities to the HIE include the addition of a fitness center, pool and meeting room. The Costa Mesa Marriott remodeled its fitness center, and the Crowne Plaza launched the opening of the Fireside Tavern as well as created a welcoming porte-cochere entrance for guests. The city also welcomed fantastic new restaurants such as Taco Maria and Greenleaf Gourmet Chopshop at the OC Mix, Seabirds Kitchen at The LAB, Fluff Ice and Jerry's Wood-Fired Dogs at Marquee CM, and H2O Sushi, Saddle Ranch Chop House and El Corazon de Costa Mesa at the Triangle.

The future holds many enticing opportunities to introduce Costa Mesa to both domestic and international travelers. The Bureau remains a creative and driven staff of four, full-time associates dedicated to highlighting the City of the Arts™ as a "must-see" destination when visiting Orange County.

Paulette Lombardi-Fries
President, Costa Mesa Conference and Visitor Bureau

BIA

Method and Basis of Levy

The proposed method and basis of levying the assessment to allow each business owner to estimate the amount of the assessment to be levied against his or her business are set forth according to City of Costa Mesa Ordinance 95-9, and as follows:

The BIA assessment will be used to fund the Costa Mesa Conference & Visitor Bureau. The Bureau will fund marketing efforts to promote tourism in Costa Mesa and will sponsor related tourist events that benefit the hotel and motel businesses within the City.

The improvements and marketing to be funded by this assessment are outlined in the annual report.

Revenue

A three-percent (3%) levy will be assessed against each of the 10 hotels listed in the annual report, based on the net revenue from the sale of overnight room stays.

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 commenced after the effective date of the resolution of intention will be considered to join prior to the new fiscal year when the Bureau is up for renewal with the City Council.

Hotel Name	Property Address	Business Owner	Property Owner
Avenue of the Arts Wyndham 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
Ayers Hotel & Suites	325 Bristol Street Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite 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 St. Costa Mesa, CA 92626	Ashford TRS CM LLC 14185 Dallas Parkway Suite 1100 Dallas, TX 75254	Remington Lodging & Hospitality LP 14185 Dallas Parkway Suite 1100 Dallas, TX 75254
Crowne Plaza	3131 Bristol St. Costa Mesa, CA 92626	Brighton Management 1901 Main Street Suite 150 Irvine, CA 92614	3131 Bristol Property UC, LLC 2711 Centerville Rd. Suite 400 Wilmington, DE 19808
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	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817
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Residence Inn by Marriott	881 Baker St. Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	ING Clarion Partners 2650 Cedar Springs Rd. Suite 850 Dallas, TX 75201-1491
The Westin South Coast Plaza	686 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817	CJ Segerstrom & Sons c/o South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626

TOURISM MATTERS

The tourism industry continues to be a strong economic driver for the state of California. Visitors spend more than $106 billion annually in travel-related spending. State and local taxes accounted for $6.6 billion. According to Visit California, between June 2012 and June 2013, the leisure and hospitality industry added 69,200 jobs, a 4.3% increase. In 2012, there were 917,000 tourism-related jobs in California.

According to preliminary numbers, 44.3 million visitors came to Orange County in 2013, spending $9.5 billion. The county employs 188,000 total hospitality workers. That number will continue to grow, especially since the Anaheim/Orange County Visitors Bureau announced they will receive a 200,000-square-foot upgrade and expansion to their convention center.

The city of Costa Mesa collected over $7.2 million in transient occupancy tax in fiscal year 2012-2013. It was the fourth largest tax generator of the city's general revenues. The Bureau's partner hotels employ over 925 associates.

$106.4 billion spent annually

$292 million spent daily

$12.1 million spent every hour

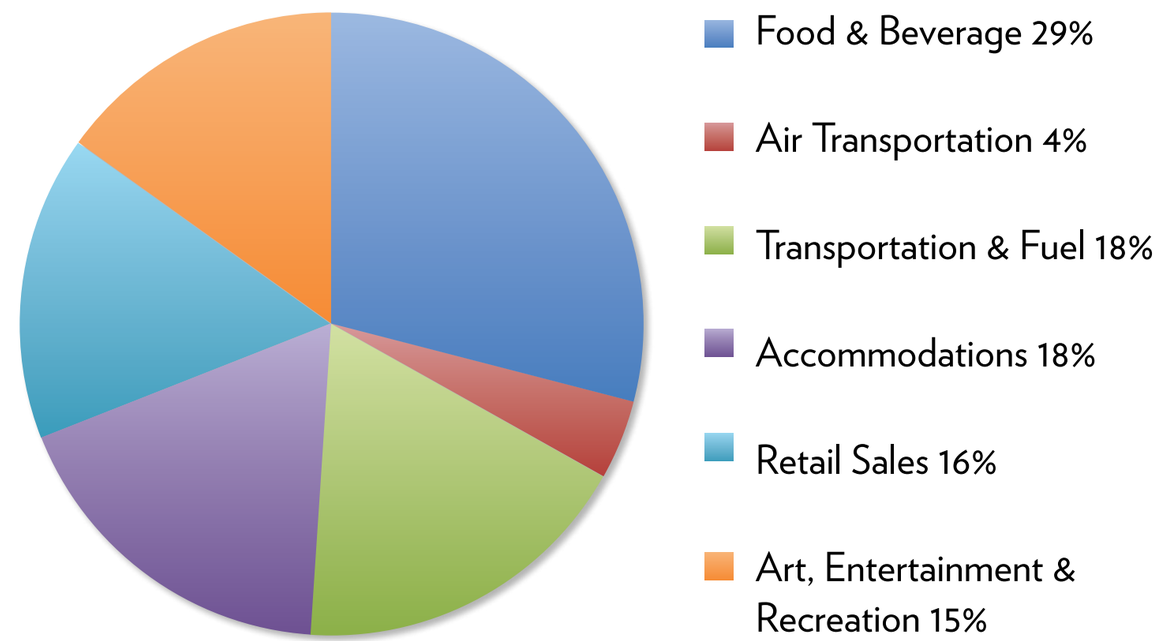
$202,000 spent every minute

917,000 tourism-related jobs in California

$6.6 billion in state and local taxes

Sources: Tourism Economics, Dean Runyan Associates

CALIFORNIA VISITOR SPENDING BY INDUSTRY SEGMENT



Source: Visit California

DOMESTIC TRAVEL

California remains the number one travel destination in the United States. Domestic leisure travel to California will outpace business travel, according to the Tourism Economics 2013 report. Over the past three years, the Bureau has been focused on leisure, transient business. The feeder markets the Bureau targeted over the past year include Los Angeles, Phoenix, Las Vegas, San Francisco, Seattle, San Diego, Palm Springs and the Inland Empire. Markets that directly fly into John Wayne Airport, Orange County, and the drive market will continue to be a priority for the Bureau. Some of our marketing outreach to this segment included banner ads, email blasts, radio, elevator communication, billboards, email newsletters and print.

Annual Domestic Leisure Trips to California

(Annual % Change)

	2011	2012	2013	2014	2015	2016
Total	3.1%	2.2%	2.0%	2.3%	2.6%	2.7%
California	3.0%	2.0%	1.8%	2.1%	2.4%	2.6%
Primary Markets	5.2%	2.9%	3.2%	3.6%	3.7%	2.6%
Arizona	5.2%	3.5%	3.2%	3.3%	3.5%	2.3%
Nevada	6.3%	1.3%	3.0%	4.6%	4.4%	2.4%
Oregon	2.6%	3.9%	2.4%	2.7%	3.4%	3.1%
Washington	6.5%	3.3%	3.6%	3.2%	3.0%	2.5%
Utah	4.9%	2.8%	4.1%	4.0%	3.9%	3.3%
Colorado	5.1%	3.1%	3.4%	3.7%	4.0%	3.1%
Opportunity Markets	3.5%	3.3%	3.3%	3.5%	4.1%	3.2%
Texas	4.4%	3.9%	4.4%	4.7%	5.0%	3.9%
New York	1.2%	2.1%	1.8%	1.9%	3.1%	2.2%
Illinois	5.1%	3.8%	3.2%	3.4%	3.5%	3.2%
Rest of U.S.	1.3%	2.7%	2.1%	2.2%	2.5%	3.2%

Source: Tourism Economics. Historical sources: TNS Global

Note on volatility of historical data and treatment in forecast: Due to smaller sample sizes and relatively smaller visitor volumes in absolute terms, the historical data of origin markets tends to be more volatile than total visitor volumes.

ORANGE COUNTY TRAVEL IMPACTS

2013 & 2014
Actuals and Calendar Year to Date

2013 Actuals	*Occupancy*	*ADR*
Orange County	76.5% +2.5%	$158.88 +5.7%
*Costa Mesa	79.3% +9.9%	$122.61 +2.4%
California	70.7% +2.8%	$130.45 +5.6%
2014 through Jan.	***Occupancy***	***ADR***
Orange County	69.7% +7%	$155.43 +6.3%
Costa Mesa	77.8% +5.5%	$127.43 +7.1%

*Costa Mesa includes nine hotels that provide results to Smith Travel Research, Inc. (STR).
CA stats provided by STR. Orange County provided by PKF Consulting.
Preliminary 2013 numbers from Anaheim/Orange County Visitors Bureau.

BUILDING INTERNATIONAL MOMENTUM

California welcomed 15.3 million international travelers in 2013. International visitors are the state's most valuable tourists. They spend the most (2013 estimates are $22.1 billion), and their average length of stay exceeds that of the domestic traveler. A growing middle class internationally, coupled with the value of the U.S. dollar, suggests that international visitation will outpace domestic travel for some time to come.

This past fiscal year, the Bureau began marketing the City of the Arts™ to China, Canada and Mexico. Along with our desire to welcome these guests to our city, the Bureau has invested in translation of our website and marketing collateral to reach these international markets. Within the next few years, we will be expanding our reach to additional countries. We will leverage our marketing funds and continue to partner with the Orange County Visitors Association and Visit California.

Annual International Leisure Trips to California

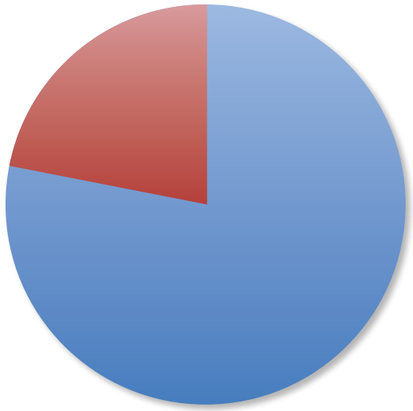
(Annual % Change)

	2011	2012	2013	2014	2015	2016
Total	9.1%	5.5%	4.5%	4.4%	4.3%	5.9%
China	34.8%	36.8%	16.7%	18.6%	17.8%	16.0%
Canada	6.4%	3.6%	4.0%	4.1%	4.3%	4.2%
Mexico	8.5%	3.5%	4.1%	4.7%	5.3%	5.5%
Australia	-2.2%	-0.8%	2.8%	3.9%	4.9%	5.5%
United Kingdom	-3.0%	-1.9%	0.4%	1.7%	2.0%	2.6%
India	8.7%	8.1%	8.7%	9.5%	10.0%	11.2%
Japan	5.4%	7.0%	4.3%	5.1%	5.8%	6.0%
South Korea	-0.5%	1.3%	3.8%	4.7%	6.1%	6.8%
Germany	3.1%	1.8%	4.1%	4.3%	4.5%	4.3%
France	17.0%	-14.1%	0.3%	1.3%	2.0%	2.4%
Scandinavia	4.5%	2.2%	0.9%	1.4%	1.8%	2.3%
South America	19.9%	17.7%	8.1%	9.4%	11.1%	12.4%
Rest of the World	-4.9%	2.5%	4.3%	4.6%	5.6%	6.3%

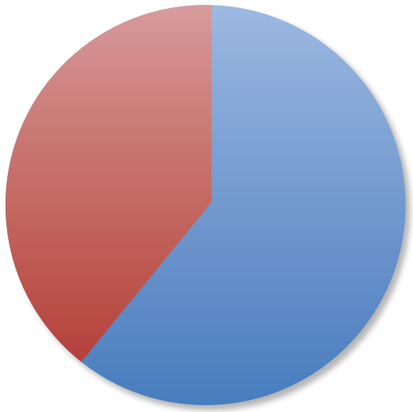
Source: Tourism Economics. Historical sources: CIC Research, OTTI
Note on volatility of historical data and treatment in forecast: Due to smaller sample sizes and relatively smaller visitor volumes in absolute terms, the historical data of origin markets tends to be more volatile than total visitor volumes.

DOMESTIC VS. INTERNATIONAL SPENDING (2012)

66.5 million trips

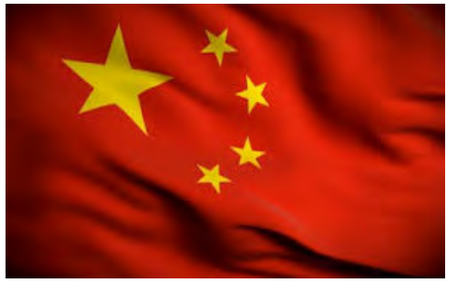


$106.4 billion in spending



Sources: DK Shifflet & Associates. U.S. Dept. of Commerce. CIC Research Inc. Dean Runyun Associates.

China



As Visit California notes, California is the top U.S. destination for Chinese travelers. In 2013, visitors spent an estimated $2.2 billion. Chinese visitors spend approximately $2,500 per trip, which exceeds the spending of any other traveler. Increases in disposable income and a strong currency have contributed to the Chinese desire to travel.

One hundred million Chinese are expected to travel abroad by 2015. Within another 10 years, the number of Chinese travelers is estimated at 200 million. California welcomed 280 nonstop flights per month from China.

The average length of stay for the Chinese traveler was 13.8 days in 2012, which has grown over 30%. The top five desired California destinations are Disneyland, Hollywood, Universal Studios, Los Angeles and beaches. According to a study Hall & Partners conducted in August 2012, 47% of people polled would like to visit Orange County and 53% would like to learn more about it. An estimated 40% of overall spending in 2012 was on shopping, followed by 21% going towards accommodations and 10% on food and beverage, according to the U.S. Department of Commerce.

Key Stats	2013 (Projected)	YoY Change
Visitors to California	783,000	16.7%
Visitor Spending	$2.2 billion	30.5%
Average Length of Stay (2012)	13.8	30.2%
Weekly nonstop flights to California (2014)	72	7.3%
Weekly nonstop seats (2014)	22,944	5.7%

Visitation 2013-14 forecast	18.6%
Visitation 2013-16 forecast	62.1%

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics, OAG

Visit to Beijing and Shanghai in October
and China Familiarization Trips to Costa Mesa
November, December, February

Canada

Canadian visitors in 2012 spent $2.1 billion in California. Canada is the second-largest international market for the state, and an annual growth of more than 4% is expected through the next two years.

Reasonable airfares, great weather, cultured cities and a diverse selection of dining experiences are features the Canadian traveler can experience here. According to Statistics Canada, 33.4% of Canadian visitors in 2012 came from British Columbia and 27.4% came from Alberta.

The projected average length of stay in 2013 for the Canadian traveler is almost 10 days, which has grown over 11% compared to the previous year. According to the Hall and Partners study from August 2012, 35% of those polled would like to visit Orange County and 50% would like to learn more about it. Visa Vue 2012 reported that 33% of total credit card spend was on shopping.

The Bureau began marketing the City of the Arts™ in the second half of this fiscal year. A sweepstakes was created with partners John Wayne Airport, Orange County, and South Coast Plaza targeting those in British Columbia. This co-op campaign launched in February 2014. The Bureau looks forward to increasing awareness to this group of travelers and will continue to do so in the upcoming fiscal year.

Key Stats	2013 (Projected)	YoY Change
Visitors to California	$1.62 million	4.7%
Visitor Spending	$2.3 billion	8.6%
Average Length of Stay (2012)	9.9	11.2%
Weekly nonstop flights to California (2014)	343	0.2%
Weekly nonstop seats (2014)	41,120	0.7%

Visitation 2013–14 forecast	4.7%
Visitation 2013–16 forecast	14.3%

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics, OAG

Mexico

According to Visit California, over 7 million Mexican travelers visited California in 2012. 504,000 people traveled from Mexico to California via air travel in 2012. This was a 6% increase from the previous spending of $498 million. Mexico's growing economy as well as an overall disinflation contribute to making outbound travel desirable.

In 2013, there were 420 nonstop flights to California. In October 2012, Interjet introduced daily service to Mexico City and Guadalajara from John Wayne Airport, Orange County (JWA). Today, JWA has four daily nonstop flights to Mexico. The number of passengers serviced on these flights in 2013 was more than 300,000.

Shopping was listed as the top spending category of a visitor's overall spend among air travelers (33%). As the Hall & Partners, August 2012 study reports, 39% of those polled would like to visit Orange County and 44% would like to learn more about it. Within the next fiscal year, the Bureau's efforts in partnership with the Orange County Visitors Association and Visit California will focus on air travelers who spend more in the state. Specifically, we will concentrate on air travel to Mexico City and Guadalajara as direct flights on Interjet and AirTran are offered into JWA.

Key Stats	2013 (Projected)	YoY Change
Visitors to California	525,000	4.1%
Visitor Spending	$535 million	7.5%
Average Length of Stay (2012)	10.6	5.0%
Weekly nonstop flights to California (2014)	420	4.7%
Weekly nonstop seats (2014)	59,570	3.0%

Visitation 2013–14 forecast	4.7%
Visitation 2013–16 forecast	16.3%

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics, OAG

BETTER TOGETHER | Partnerships

John Wayne Airport, Orange County

John Wayne Airport (JWA) served more than 9.2 million passengers in 2013; the airport saw an increase of 4.2% compared to 2012. It is the only airport in Orange County that provides commercial passenger and air cargo service. With over 20 nonstop destinations, the airport welcomes both domestic and international travelers.

Visitor spending greatly impacts our regional economy and helps sustain jobs. In March 2014, the airport announced its economic impact results, conducted by InterVISTAS Consulting LLC, for calendar year 2012. This study measured the direct, indirect and induced economic impacts generated by JWA in Orange, Los Angeles, Riverside and San Bernardino Counties. 2012 was the first year since 2008 with positive passenger growth, serving nearly 8.9 million passengers. 2.3 million domestic and 56,000 international visitors arrived at JWA in 2012. Domestic visitors arriving through JWA spent $1.8 billion, and international visitors spent $40.4 million.

JWA has provided direct air service between Orange County and Mexico for nearly two years and during this time has served about 500,000 passengers. Today, JWA offers daily nonstop service to Cabo San Lucas, Guadalajara and Mexico City. Through the direct efforts of JWA, the Orange County Visitors Association (OCVA) and the Bureau are working on an initiative with Interjet to better understand the marketing opportunities in Mexico in relation to building awareness about Orange County and marketing to travelers visiting our destination. As the Bureau embarks on international marketing efforts, we will partner closely with JWA and OCVA to ensure the City of the Arts™ is represented as a "must-see" destination in Orange County.

JOHN WAYNE AIRPORT

Economic Impact Study	
Economic Output	$6 billion
Employment	43,000 FT & PT jobs
Earnings	$1.7 billion
Gross Domestic Product	$3.3 billion

Source: InterVISTAS

This past summer showcased the first tourism-related Orange County banner at the airport, displayed outside terminal B baggage claim (late August 2013). Working closely with the marketing team of OCVA and JWA, 10 cities were showcased welcoming travelers to Orange County.

Throughout the year, the Bureau identifies opportunities to market our city along with other Orange County city destinations. In December 2013, JWA and the Bureau joined forces to create a one-page ad for Delta Sky highlighting shopping, the arts and dining in Costa Mesa, as well as the convenience of our neighboring airport. In addition, there was a 19-page spread profiling Orange County as a top destination focusing on shopping, beaches, picturesque weather, outdoor adventure, amusement parks and great schools. Costa Mesa was recognized in the editorial for shopping, the arts and dining.

Taking advantage of the direct flight servicing nearly 75,000 passengers to and from Vancouver, the Bureau launched our first-ever Vancouver Sweepstakes, with JWA and South Coast Plaza as our primary partners. The campaign began in February and will run through mid-May. Online marketing, social media and print ads support the sweepstakes. The winner will receive round-trip airfare to JWA, three nights accommodations at the Avenue of the Arts Wyndham Hotel, a $5,000 shopping spree at South Coast Plaza and an array of dinner and lunch certificates to Costa Mesa's top dining establishments.

The Bureau will continue to partner with the airport and market to our feeder cities serviced by JWA services in an effort to drive leisure, transient weekend business to our partner hotels. Branding the City of the Arts™ and highlighting the convenience of the airport will remain a focus.

ORANGE COUNTY VISITORS ASSOCIATION

The OCVA is a destination leadership organization that represents Orange County as one of the world's premier travel destinations by providing brand marketing, information dissemination, collective industry advocacy and educational opportunities. The OCVA, which was established over 20 years ago, is the voice for the visitor industry and is the only organization that promotes the entire county.

The Bureau continues to play an active role on the OCVA Board of Directors and co-chairs the Marketing Committee. In 2013, Ed Fuller was named OCVA's president and has worked diligently to make great strides in marketing Orange County. Ed is an internationally recognized hospitality industry leader. Most recently, he retired after 22 years working for Marriott International as president and managing director of international lodging. With Ed's leadership and direction, OCVA accomplished several initiatives, including the first China sales mission. He previously launched several international programs and is now planning an annual conference that brings together industry leaders and government officials. Furthermore, Ed is working with California State University, Fullerton to expand the Center for Entertainment and Tourism Communications.

Leveraging international opportunities with the OCVA has been a priority for the Bureau within the last year. In 2013, the Bureau became a China Initiative Pioneer along with neighboring cities and organizations to attract and educate the Chinese about Orange County and the specific attributes of the City of the Arts™. Within the last year, we have benefited from familiarization (FAM) trips, inclusion in Orange County marketing materials, presentation of city hotel packages, representation in Governor Brown's China Trade Mission, press conferences and sales calls designed to entice the Chinese visitor to stay in Orange County. Two full-time sales managers stationed in Beijing and Shanghai have been working closely with travel and tour operators to promote our destination and Orange County. As a direct result of this initiative, our hotel partners will see 900+ room nights in the upcoming months. Educating the market, selling room night packages, and developing FAM trips to Orange County are our sales managers' primary goals.

The City of the Arts™ is represented on the OCVA's Chinese-language website, which launched in April. Costa Mesa will also be promoted on OC WeChat, a mobile text and voice messaging social communication service developed in China with 550 million users. Additional marketing efforts, such as point-of-purchase flyers, will be distributed by wholesalers to their retail outlets during key travel dates in 2014. Leisure travelers (an estimated 80-85 million travelers) purchase trips from retailers using wholesaler packages.

The Bureau participated in a major trade mission to China with OCVA in October and visited Beijing and Shanghai. Twenty-five sales calls and two press conferences were held during this mission. Within 30 days of that sales trip, the Bureau hosted its first FAM trip with 34 reps from China. Two more FAM trips followed in the months of December and February, when the Bureau hosted an additional 30+ travel decision makers along with international media.

FINANCIAL SUMMARY
Fiscal Year 2013/2014

Revenues	Actual 2013/2014	Projected 2014/2015
July	$198,412.13	$202,380.37
August	$210,830.39	$215,047.00
September	$211,218.38	$215,442.75
October	$253,470.71	$258,540.12
November	$186,083.24	$189,804.90
December	$192,974.49	$196,833.98
January	$168,712.55	$172,086.80
February	$161,849.43	$165,086.42
March	$173,700.85	$177,174.87
April*	$166,980.00	$170,319.60
May*	$165,994.00	$169,313.88
June*	$160,779.00	$163,994.58
Total:	**$2,251,005.17**	**$2,296,025.27**

* Projected numbers as BIA checks for these months have not been received.

EXPENSE PROJECTIONS
Fiscal Year 2014/2015

Total Marketing Expense	$1,670,646.13
Online Marketing/Display Ads/Eblasts/Familiarization Tours/Promotions/Print Advertising/ Sponsorships/Video Production/Tradeshows/Brochures/Hotel Marketing Fund	
Total Employee Expenses	$411,360.22
Salaries/Payroll Taxes/Workers Compensation/Employee Benefits Payroll Services/Incentives	
Total Administrative Expenses	$168,329.90
City Collection/Accounting Audit/Mileage/Bank Charges/Dues & Subscriptions Insurance/Office Supplies/Rent/Parking/Postage/Telephone/ Travel/Meetings & Conferences	
Total Legal Expenses	$40,000.00
Total Expenses	**$2,290,336.25**

Contingency Fund: $500,000.00

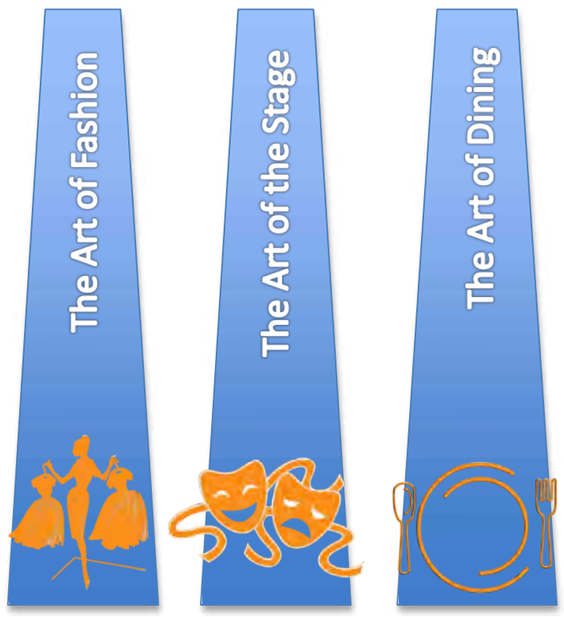
This fund is set aside for natural disasters or unforeseen emergencies. This reserve would enable the Bureau to operate while the Board of Directors reassesses the budget and creates contingency plans.

MARKETING OVERVIEW

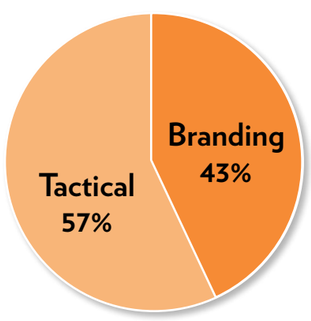
MARKETING OVERVIEW

Fiscal Year 2013/2014

The Bureau continues to execute a marketing plan that encompasses a balance of branding and tactical elements geared towards increasing overnight leisure travelers. Focusing on consistent brand messaging using the Art of Fashion, Art of the Stage, and Art of Dining, the Bureau continues to work with Myriad Marketing to reach our target audience through a variety of channels.



BRANDING VS. TACTICAL



BRANDING:
- Online/Digital Media
- Print Media
- Outdoor, Broadcast, Events
- Public Relations
- Social Media
- SEO-Google AdWords & Bing/Yahoo Ads

TACTICAL:
- 50 Reasons to Stay Campaign
- Canada Sweepstakes Co-Op Campaign
- Pandora Radio/Online
- KJZZ Radio/Prize Campaign
- Social Media
- SEO-Google AdWords & Bing/Yahoo Ads

WEBSITE TRAFFIC

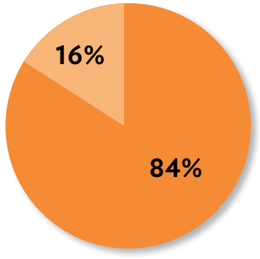
Audience Overview

Traffic on TravelCostaMesa.com continues to grow significantly as a result of strong marketing initiatives, a growing social media presence, and a heavy focus on search engine optimization (SEO). The Bureau focuses on researching top keywords and applying them to well-written and relevant content, which contributed to an increase in organic (non-paid/natural) search traffic.

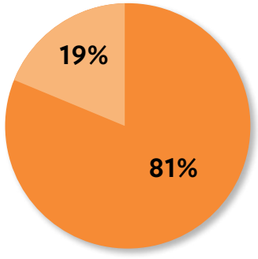
These efforts have resulted in an increase of 89% in total visits, from 102,006 to 192,894. Unique visitors increased 85%, from 86,579 to 160,156, year over year. Our audience is viewing more content with an average of 3 pages per visit. Total pageviews increased by 150%, from 231,301 to 577,668, and bounce rate decreased by 25%.

Traffic	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
Visits	102,006	192,894	89.10%
Unique Visitors	86,579	160,156	84.98%
Pageviews	231,301	577,668	149.75%
Pages (pageviews/visits)	2.27	2.99	32.07%
Bounce Rate	65.80%	49.20%	-25.23%

JUL'12–FEB'13



JUL'13–FEB'14



New Visitor

Returning Visitor

Source: Google Analytics

Audience Demographics

Over 90% of traffic to TravelCostaMesa.com comes from the United States, with California, Arizona and Washington as the top three states. Visits from Washington significantly increased by 773% year over year from 876 to 7,644 as a result of geo-targeted print ads and key AdWords campaigns. It is crucial we continue to use print as part of our marketing strategy to drive awareness and improve brand recognition for Costa Mesa.

The Bureau has recently expanded its marketing efforts internationally into China, Canada and Mexico. China is the world's fastest-growing major economy, and California is the most desired U.S. travel destination. With an increase in nonstop flights to California, there has been an increase in visitors from Canada and Mexico over the past few years. Over 100 pages of TravelCostaMesa.com content have been translated into Mandarin and Spanish to cater to these emerging markets. The Bureau plans to further those efforts by hosting TravelCostaMesa.com in China and Mexico by purchasing domains.

Top 5 States	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
California	65,850	130,343	97.94%
Arizona	4,892	10,669	118.09%
Washington	876	7,644	772.60%
Colorado	1,191	4,137	247.36%
Texas	1,451	3,045	109.86%

Countries	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
United States	93,674	182,803	95.15%
Canada	1,442	3,030	110.12%
Mexico	536	708	32.09%
China	180	312	73.33%

Source: Google Analytics

Translated Website Pages

Mandarin

Spanish

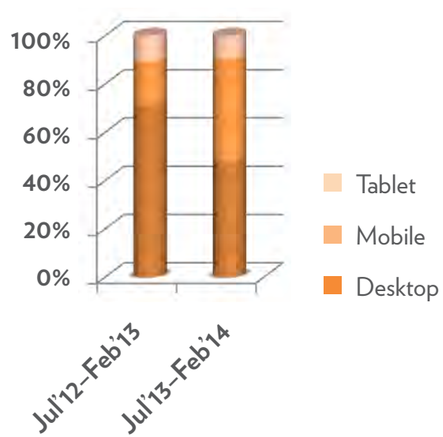
Access by Device

The mobile landscape is rapidly evolving, with more generations of smart devices available and higher consumer demand for mobile usability and responsive design. Mobile has become an increasingly important factor in how people interact online and how they are searching for content, and it will continue to increase in coming years.

Mobile devices represent more than 50% of total visits to TravelCostaMesa.com. Mobile outperforms desktop, reflecting a 347% increase (18,344 to 81,914) year over year compared to an increase of desktop users by 27% (72,630 to 92,084). It is critical that we leverage the increasing demand for mobile access and continue to focus more on mobile site functionality and user experience in an effort to drive more traffic to TravelCostaMesa.com.

Device	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
Desktop	72,630	92,084	26.79%
Mobile	18,344	81,914	346.54%
Tablet	10,984	18,945	72.48%
Total Visits	**101,958**	**192,943**	**89.24%**

Mobile Site



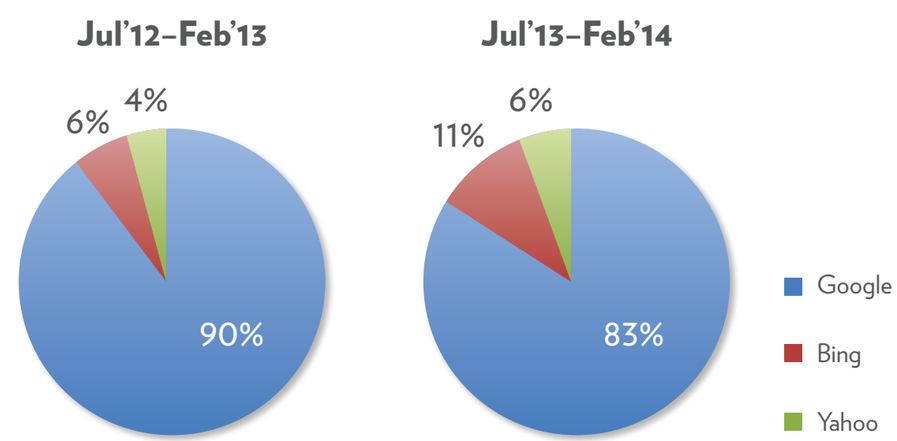
Source: Google Analytics

Organic Traffic

Organic search represents the largest amount of traffic to TravelCostaMesa.com and continues to increase as we introduce more keywords, pages and activities to our site. Google continues to be the dominant search engine for internet users; however, traffic continues to improve for Yahoo and Bing year over year.

More and more users are visiting the Bureau's site as an information resource for venues, events, attractions, deals and activities in Costa Mesa. The Bureau takes pride in creating quality content and is highly aware of our followers' interests through our social media, blogs, newsletters and site traffic analysis.

Organic	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
Google	40,285	62,498	55.14%
Yahoo	2,592	8,694	235.03%
Bing	1,923	4,469	132.40%



Source: Google Analytics

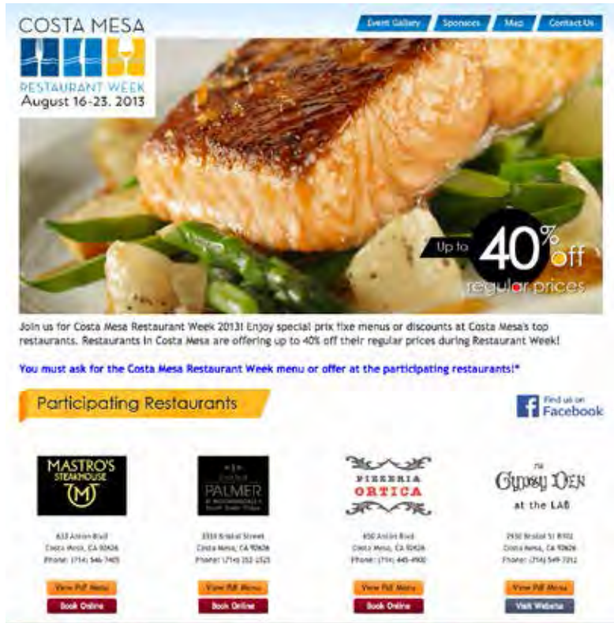
Top Viewed Pages

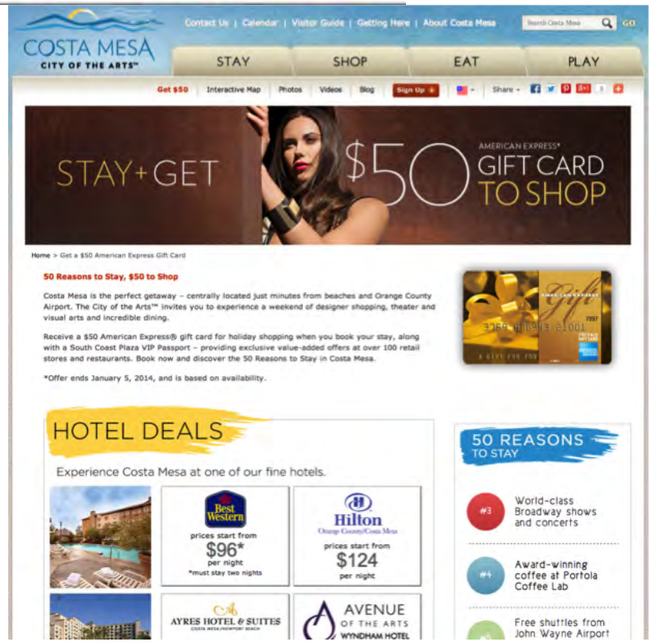
Mobile traffic made an unprecedented jump with an increase of 1,933% from 4,174 to 84,845 year over year. The two marketing campaigns that had the most impact were 50 Reasons to Stay and Costa Mesa Restaurant Week. The 50 Reasons to Stay campaign successfully achieved over 2,600 room nights, with a 244% increase in web traffic year over year. Costa Mesa Restaurant Week traffic increased 155% from 16,935 to 43,156 year over year.

Page	Jul'12–Feb'13	Jul'13–Feb'14	YoY Change
1. /mobile	4,174	84,845	1,932.70%
2. /costa-mesa-restaurant-week/	16,935	43,156	154.83%
3. /50-reasons to-stay/	12,186	41,974	244.44%
4. /homepage/	22,800	27,165	19.14%
5. /eat/costa-mesa-restaurants/	10,198	15,625	53.22%
6. /shop/costa-mesa-shopping/	8,934	12,689	42.03%
7. /mobile/eat/costa-mesa-restaurants/	1,709	12,134	610.01%
8. /50-reasons-to-stay/?cms=get50	5,845	11,825	102.31%
9. /mobile/shop/costa-mesa-shopping	1,887	11,136	490.14%
10. /play/costa-mesa-arts-and-recreation/	8,051	10,414	29.35%

Source: Google Analytics

Top Viewed Pages

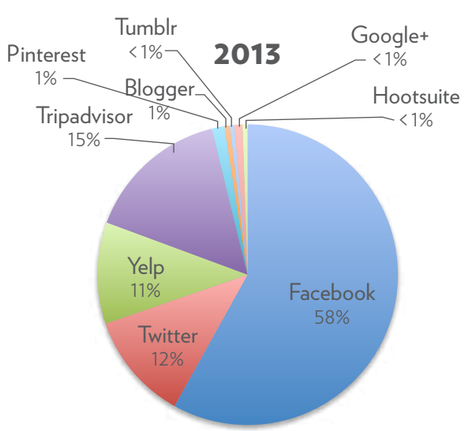


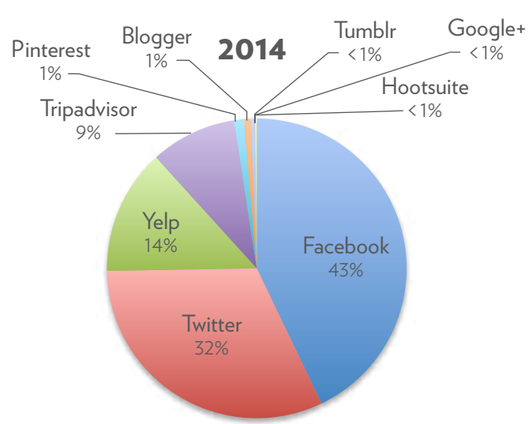


SOCIAL MEDIA

Social media is imperative to online marketing efforts because it helps drive brand awareness, provides a "unique" voice for the Travel Costa Mesa brand, drives visitors to the website and increases our online reputation. Engaging our visitors through social media is the evolution of communication today, as people increasingly feel the need to share their interests through an online community. The Bureau creates rich content and builds Travel Costa Mesa as a trusted "go-to" source for information. The number of social media followers has grown across each outlet. The number of social referrals, or visits to TravelCostaMesa.com directly from social media sites, has grown substantially. Facebook referrals increased by 190% and Twitter referrals grew by 997% year over year. All social media traffic has increased through organic efforts, which leads to more loyal and engaged followers who are likely to share information with friends.

Referral Source	2013	2014	YoY Change
Facebook	2,209	6,409	190%
Twitter	442	4,759	997%
Yelp	416	2,023	386%
TripAdvisor	590	1,386	135%
Pinterest	52	164	215%
Blogger	22	104	373%
Tumblr	18	62	244%
Google+	33	37	12%
Hootsuite	21	29	38%



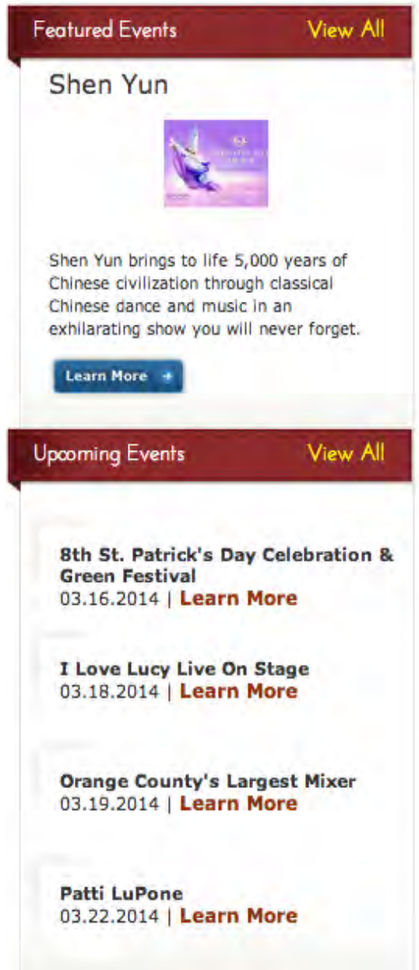


Social Media Followers

Source	Feb'13	Feb'14	YoY Change
Facebook	2,830	3,063	8%
Twitter	6,290	8,564	36%
Google+	965	1,424	48%
Instagram	250	613	145%
Foursquare	331	423	28%
Pinterest	175	435	149%

TRAVEL COSTA MESA CALENDAR

The TravelCostaMesa.com calendar is updated on a regular basis. In 2013-2014, the calendar page received a total of 28,114 pageviews, with 14,842 unique pageviews. The number of pageviews increased by 89% and unique pageviews increased by 39% year over year. The number of mobile users who viewed the TravelCostaMesa.com calendar increased by nearly 600%.



Calendar Of Events

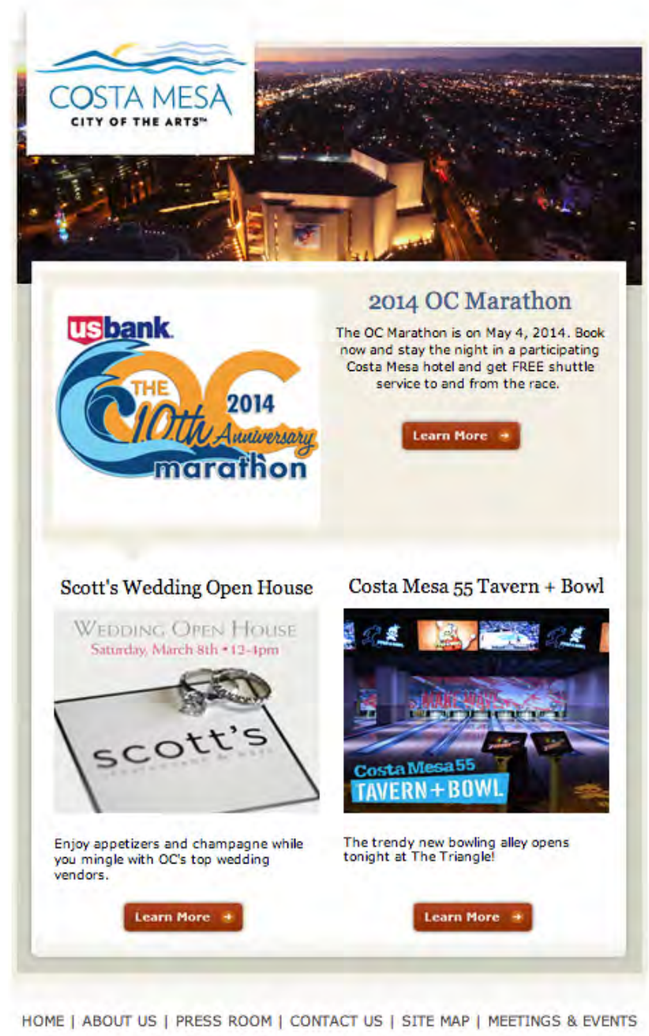
TRAVEL COSTA MESA BLOG

The Travel Costa Mesa blog is updated 1-3 times per week with original content about events, food, shopping and the performing arts. Through the blog, the Bureau has been able to further establish strong partnerships within the city. The blog is important for our website ranking and SEO efforts, in addition to engaging with our visitors. Focused keywords help strengthen Google rankings for TravelCostaMesa.com.

This year, the blog received 49,957 pageviews, an increase of 78% over last year. The blog received 34,462 pageviews as a result of direct clicks from links shared via social media or the monthly newsletter. The average time spent on the blog remains the same, at 1:59 per visit.

COSTA MESA MONTHLY EMAIL NEWSLETTER

There are currently 20,665 subscribers to the Bureau's monthly email newsletter. New subscribers are added weekly through partnerships with Orange County Visitors Association, Sunset Magazine, Go-California.com, Visit California and lead generation activities such as online sweepstakes or tradeshow engagement.



PRINT CAMPAIGN

The Bureau used print advertisements to showcase the city of Costa Mesa as a leisure destination to travelers meeting our target demographics. The ads were geo-targeted to California, the Pacific Northwest and Southwest states. The advertisements focused on the city as a warm-weather destination, highlighting shopping, dining and theater experiences. Print advertisements received over 2.5 million impressions.

Media Outlets

Print Creative

50 REASONS TO STAY CAMPAIGN

The Bureau continued the successful 50 Reasons to Stay online tactical campaign to drive overnight stays to Costa Mesa. Online banner advertisements and specialized email blasts featured this gift card offer, with a call to action driving online visitors to a landing page on TravelCostaMesa.com.

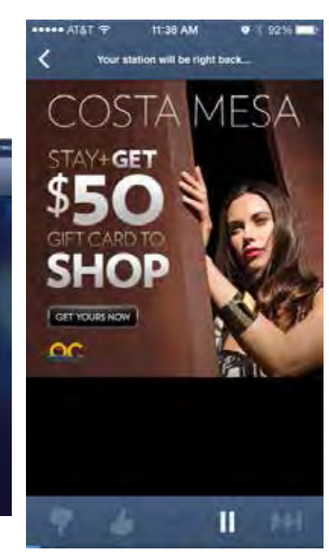
The campaign targeted leisure travelers, including the LGBT market, in California, Arizona, Nevada, Oregon and Washington. The campaign ran during the summer and holiday timeframes. Banner ads, radio, billboards, in-elevator video, email and print were used to promote this package. Over 2,600 room nights were booked with this promotion.

Media Outlets

Arizona Foothills
AdRoll
MODERN LUXURY MEDIA
BayAreaNewsGroup
Expedia
tripadvisor
azcentral.com
Palm Springs Life
HereMedia™
martini MEDIA NETWORK
edge
PANDORA
ORBITZ
Google AdWords
bing Ads
captivate NETWORK A GANNETT COMPANY
CBS OUTDOOR

Creative

Creative



IPW 2013 RESULTS

Highlighted successes as a result of attending the IPW tradeshow in 2013 were:

- $20k in booked room night revenue
- 6-page spread in Food and Travel, Mexico, highlighting the City of the Arts™ as a destination to the discerning Mexican luxury traveler

CANADA SWEEPSTAKES CO-OP CAMPAIGN

In an initiative to expand marketing efforts to the Canadian marketplace, the Bureau partnered with John Wayne Airport, Orange County (JWA) and South Coast Plaza to launch an online campaign targeted to Vancouver and the greater British Columbia area in the spring of 2014. The campaign landing page www.travelcostamesa.com/freegetaway launched in February 2014 and was developed in both English and Mandarin.

The Bureau targeted Vancouver not only for its nonstop flights to JWA, but also because the area has one of the largest populations of Chinese residents in Canada. We chose to place a print campaign in *Sing Tao Daily* because it is the largest and best-known Chinese language newspaper in Vancouver.

The online and print advertisements showcased a sweepstakes offer to win a trip to Costa Mesa. The package includes a $5,000 shopping spree at South Coast Plaza, accommodations, dining, and round-trip airfare to JWA.

Press releases were issued from the Bureau and JWA to key media and bloggers. Targeted ads with Facebook and Twitter will continue through May.

Media Outlets

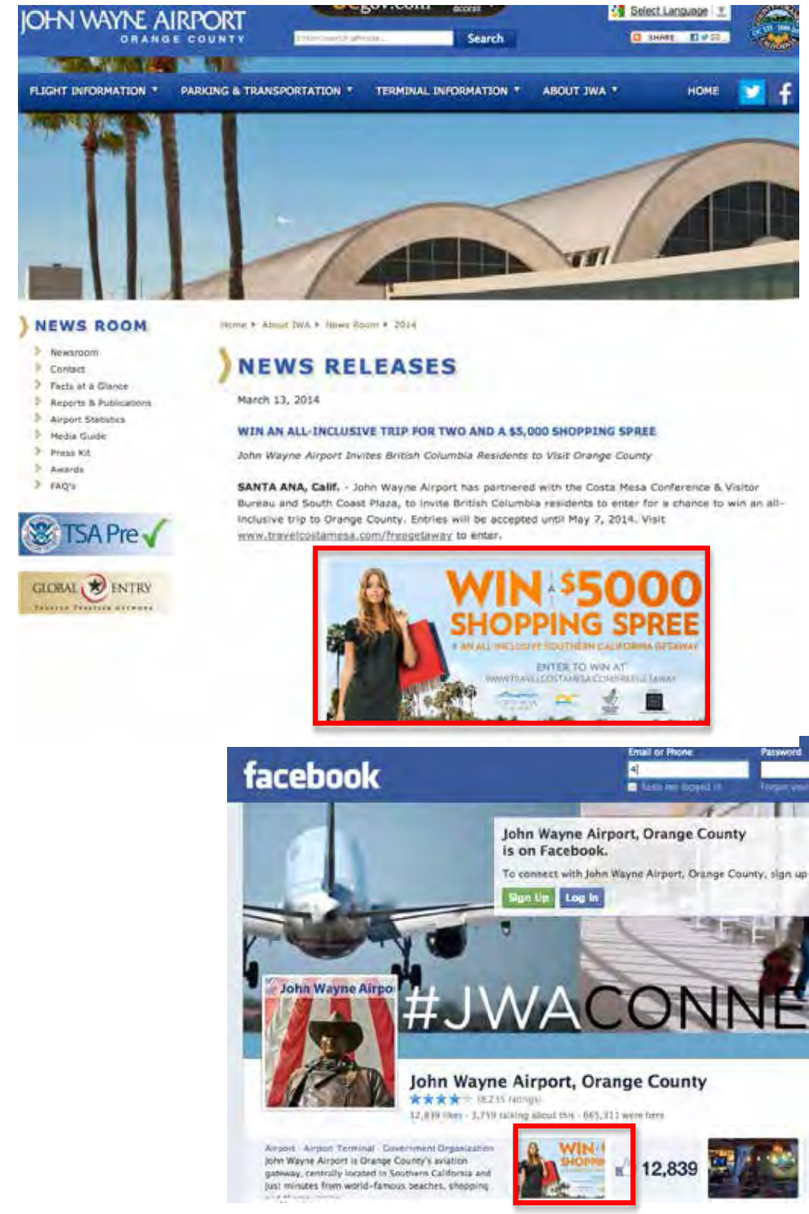
Creative

English Version

Mandarin Version

Creative

THE VANCOUVER SUN
TRIP IDEAS
WIN A $5000 SHOPPING SPREE
LittleMissMama
$5,000 SHOPPING SPREE for my Fashion Fems in Beautiful British Columbia. enter here on.fb.me
SOUTH EAST ASIA NEWS
素貼:抗議活動仍將繼續
示威者撤離曼谷
印尼萬隆雖妓大多來自破碎家庭
Expedia.ca
Portland IS HAPPENING Now
星島日報
iccrc crcic
tripadvisor
Costa Mesa Tourism
Top-rated hotels in Costa Mesa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March 13, 2014
WIN AN ALL-INCLUSIVE TRIP FOR TWO AND A $5,000 SHOPPING SPREE
John Wayne Airport Invites British Columbia Residents to Visit Orange County
SANTA ANA, Calif. - John Wayne Airport has partnered with the Costa Mesa Conference & Visitor Bureau and South Coast Plaza, to invite British Columbia residents to enter for a chance to win an all-inclusive trip to Orange County. Entries will be accepted until May 7, 2014. Visit www.travelcostamesa.com/freegetaway to enter.
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GLOBAL ENTRY
WIN A $5000 SHOPPING SPREE
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John Wayne Airport, Orange County is on Facebook.
To connect with John Wayne Airport, Orange County, sign up for Facebook today.
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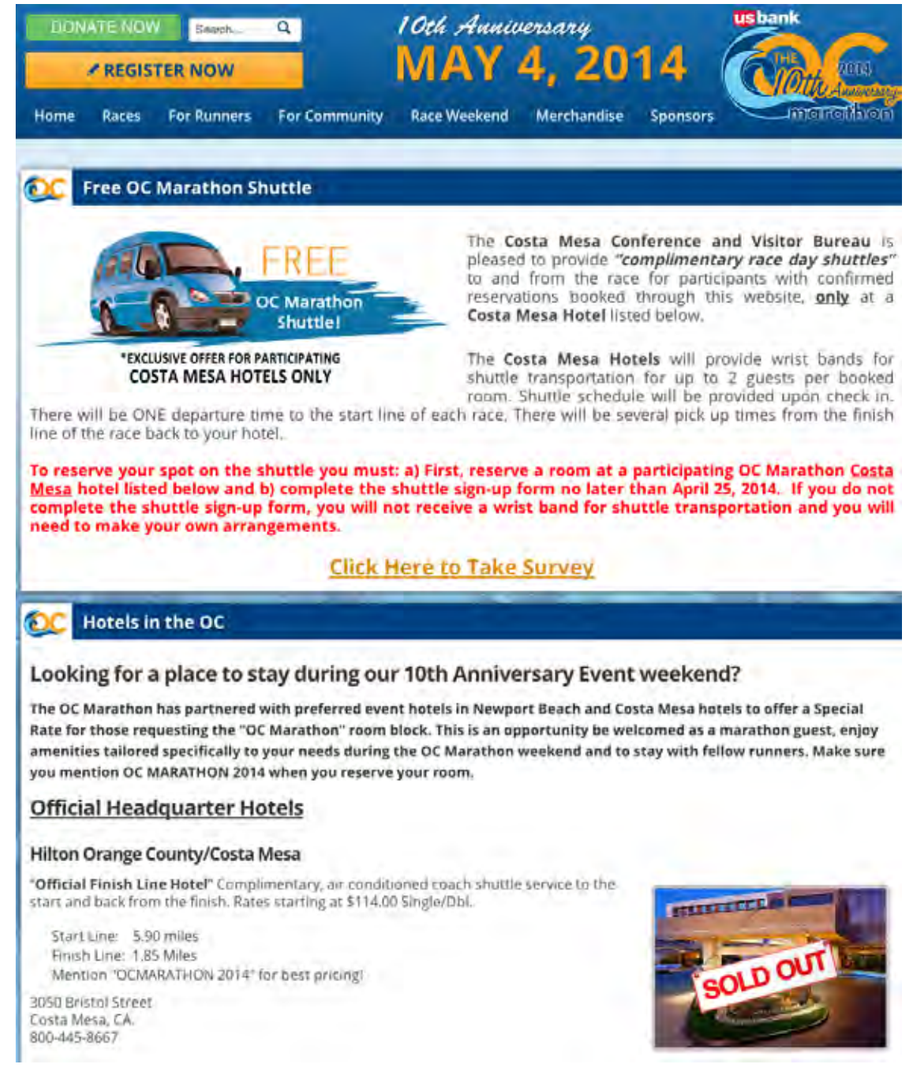
#JWACONNECTS
John Wayne Airport, Orange County
12,839

OC MARATHON

The Bureau continues to be a sponsor of the OC Marathon, an annual Orange County event with over 14,000 participants. All 10 of our hotels host runners overnight for this marathon. Within the last three years, more than 1,600 room nights were booked as a result of the race. In 2014, the Bureau will offer complimentary shuttle transportation to and from the race for those guests spending the night in our partner hotels. This will be the third year that the Bureau has offered this shuttle service.



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10th Anniversary
MAY 4, 2014

us bank | THE OC 10th Anniversary 2013 marathon

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Free OC Marathon Shuttle

FREE
OC Marathon Shuttle!

*EXCLUSIVE OFFER FOR PARTICIPATING
COSTA MESA HOTELS ONLY

The **Costa Mesa Conference and Visitor Bureau** is pleased to provide ***"complimentary race day shuttles"*** to and from the race for participants with confirmed reservations booked through this website, **only** at a **Costa Mesa Hotel** listed below.

The **Costa Mesa Hotels** will provide wrist bands for shuttle transportation for up to 2 guests per booked room. Shuttle schedule will be provided upon check in. There will be ONE departure time to the start line of each race. There will be several pick up times from the finish line of the race back to your hotel.

To reserve your spot on the shuttle you must: a) First, reserve a room at a participating OC Marathon Costa Mesa hotel listed below and b) complete the shuttle sign-up form no later than April 25, 2014. If you do not complete the shuttle sign-up form, you will not receive a wrist band for shuttle transportation and you will need to make your own arrangements.

Click Here to Take Survey

Hotels in the OC

Looking for a place to stay during our 10th Anniversary Event weekend?

The OC Marathon has partnered with preferred event hotels in Newport Beach and Costa Mesa hotels to offer a Special Rate for those requesting the "OC Marathon" room block. This is an opportunity be welcomed as a marathon guest, enjoy amenities tailored specifically to your needs during the OC Marathon weekend and to stay with fellow runners. Make sure you mention OC MARATHON 2014 when you reserve your room.

Official Headquarter Hotels

Hilton Orange County/Costa Mesa

"**Official Finish Line Hotel**" Complimentary, air conditioned coach shuttle service to the start and back from the finish. Rates starting at $114.00 Single/Dbl.

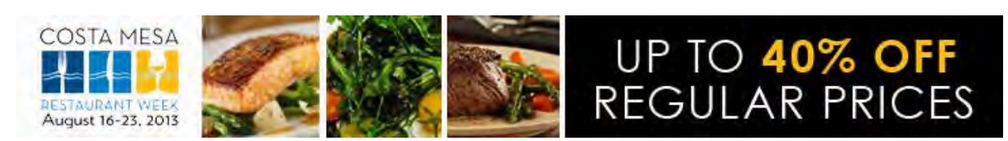
Start Line: 5.90 miles
Finish Line: 1.85 Miles
Mention "OCMARATHON 2014" for best pricing!

3050 Bristol Street
Costa Mesa, CA.
800-445-8667

SOLD OUT

COSTA MESA RESTAURANT WEEK™

The City of the Arts™ showcased the marketing pillar, the Art of Dining, through Costa Mesa Restaurant Week™ (CMRW). A total of 40 restaurants participated in CMRW 2013. The kickoff party was at Noguchi Garden, and Orange Coast Magazine was the media sponsor. This private event raised over $18,000 for Someone Cares Soup Kitchen. CMRW was advertised through various mediums such as print ads, buses and bus stop ads, online, email blasts and social media.



TRIPADVISOR SPONSORSHIP PAGE & BANNER ADS

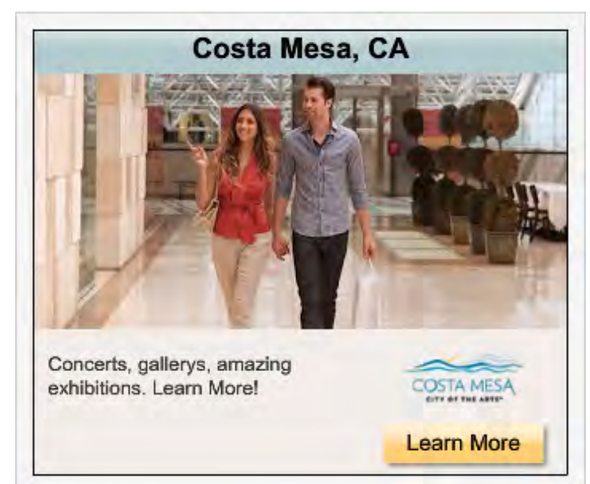
In 2011, the Bureau purchased the Costa Mesa sponsorship page on TripAdvisor. Users who search for Costa Mesa are directed to our destination page. The sponsorship page includes information about the city, as well as photos and links to TravelCostaMesa.com. We continue to own and maintain our page. Geo-targeted online banners ran for the 50 Reasons to Stay campaign and the Canada sweepstakes campaign throughout the year.

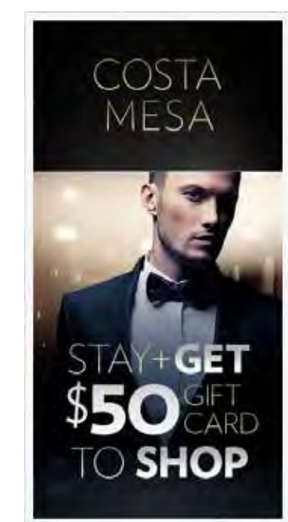
SEO: Google AdWords & Bing/Yahoo Ads

SEO has seen a significant increase in figures compared to the same period last fiscal year. We achieved approximately four times the number of clicks this year as compared to last year, and the number of impressions increased by over two million. The average click-through rate nearly tripled, while the average cost per click decreased.

Several SEO campaigns include:

- 50 Reasons to Stay tactical campaigns
- Costa Mesa Restaurant Week campaign
- Costa Mesa hotel stays during marathons – OC Marathon and Surf City Marathon
- Canada Sweepstakes campaign
- General branding campaign



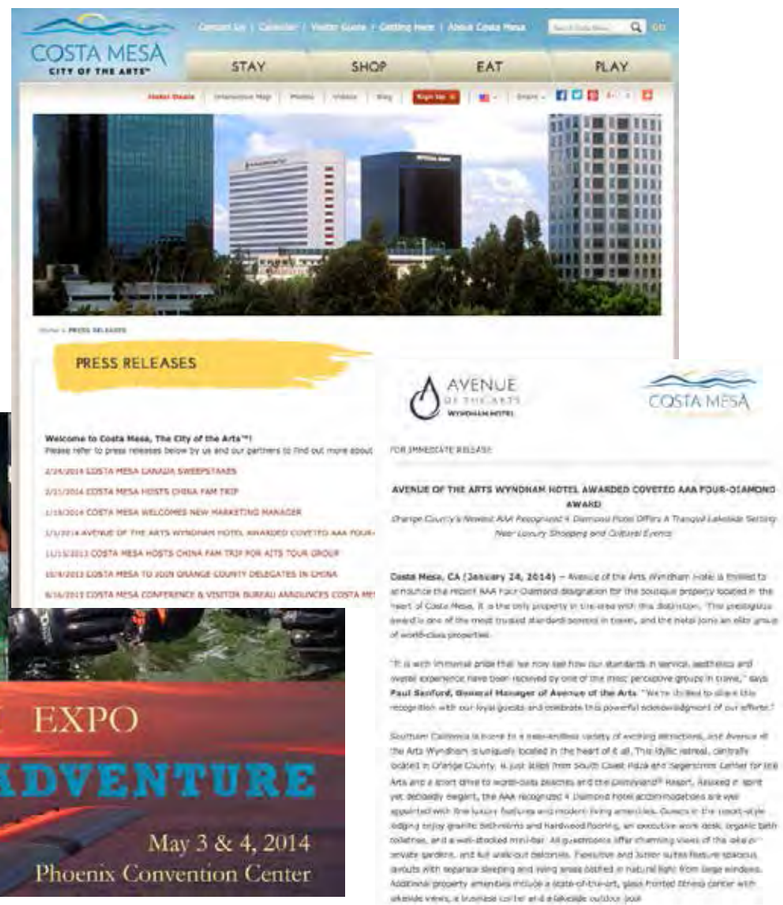


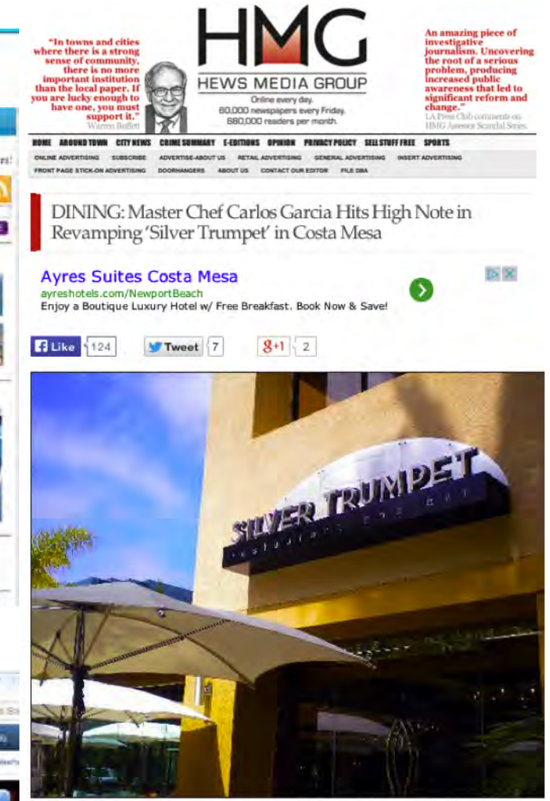
PUBLIC RELATIONS/MEDIA HIGHLIGHTS

The Bureau continues to seek new PR opportunities in an effort to share newsworthy content about Costa Mesa. Examples of some of the press releases developed are:

- Avenue of the Arts Wyndham Hotel Awarded Coveted AAA Four-Diamond Award
- Costa Mesa Hosts China FAM Trip
- Canada Co-Op Sweepstakes
- Costa Mesa Welcomes New Marketing Manager

In May, we will participate in the KJZZ Travel & Adventure Expo in Phoenix and Visit California's San Francisco Media Event. These events allow us the opportunity to reach qualified, targeted consumers as well as media professionals to expand our media database.





By Randy Economy

Master Chef Carlos Garcia has been on a roll lately, and is quickly establishing himself as a truly gifted "culinary magicians" here in Southern California.

Garcia, a native of the Pico Rivera area, has once again created dining magic in the exclusive enclave of Costa Mesa by revamping "The Silver Trumpet" Restaurant, located in the always tony Wyndam Hotel located at 3350 Avenue of the Arts, near the Segerstrom Center for the Performing Arts.

Before cable networks like the Bravo network ever dreamed up "Top Chef," Chef Carlos Garcia was in the trenches teaching the craft to local high school students in the Cerritos, Artesia, Norwalk area through a culinary arts program he created when he oversaw "Grille 91" at the Cerritos Sheraton Hotel which coincidentally is located just feet away from another upscale performing arts center.

Garcia's has the flare and dedication in attracting and training some of the best and brightest new chefs, and staff members surrounding him at all times.