



Board of Directors Meeting

Thursday, April 25, 2024

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

Economic Development Strategy Plan

Graham & Sanford

David Graham and Matt Sanford from the City of Carlsbad will present and solicit input from the Board on the City of Carlsbad's Economic Development Strategic Plan and Actions for fiscal year 2024-2025.

CEO Report January – March 2024

Sidoriak

Financial Update

Sidoriak

Fiscal Year 2025 Draft Strategies & Tactics

Sidoriak

Action Items

- 1. Approval of January 25, 2024 and February 15, 2024 Meeting Minutes** **Stripe**
Board members will review and consider for approval the minutes of the prior two meetings.
- 2. Approval of the 2024/25 Annual Report** **Stripe**
Board members will discuss and consider approval of the Carlsbad Tourism Business Improvement District 2024/25 Annual Report to be submitted to the City of Carlsbad.
- 3. Grant Application – National Multiple Sclerosis Society** **Sidoriak**
Board members will discuss and consider the grant application from the National Multiple Sclerosis Society for Bike MS: Bay to Bay 2024 event.



4. **Grant Application – In Motion, Inc.** **Sidoriak**
Board members will discuss and consider the grant application from In Motion for Carlsbad Marathon.

5. **Grant Application – New Village Arts** **Sidoriak**
Board members will discuss and consider the grant application from New Village Arts for Summer Theater.

6. **Grant Application – Señor Grubby’s** **Sidoriak**
Board members will discuss and consider the grant application from Señor Grubby’s for a Parking Lot Olympics event.

7. **Grant Application – NCAA** **Sidoriak**
Board members will discuss and consider additional information to the grant application submission from the NCAA for the Women’s and Men’s Golf Championship event.

8. **Adjournment** **Stripe**

Future meeting date: July 25, 2024

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



Board of Directors Meeting Minutes

Meeting Details

Date: January 25, 2024

Time: 2:00 p.m. PT

Location: Visit Carlsbad Office: 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following six members in attendance in person.

Board Members in Person

Tim Stripe, Chair

Rob Stirling, Vice Chair

Michelle Zwirek, Secretary/Treasurer

Nicole Buczek, Member

Bryan Hart, Member

Kurt Stocks, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Finance & Administration Manager, Visit Carlsbad

Absences

Yolanda Hartley, Member

Call to Order

Meeting called to order by Chair Stripe at 2:05 p.m.

Self-Introductions

Self-introductions were omitted as all in attendance knew each other.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

Kim Sidoriak presented the quarterly (October – December 2023) CEO report which included destination performance (STR report), an update on the 2022-2024 strategic plan (including Carlsbad Good Ride), business development efforts consulting project with Margie Sitton, and what's ahead for marketing & communications and business development this spring.



Sidoriak then presented financial information for the first six months of the fiscal year including the balance sheet, budget to actual revenues and expenses, Group Incentive Program update, and golf-related assessment summary.

Sidoriak presented the Independent Accountant's Review Report.

Action Items

1. Approval of November 2, 2023 Meeting Minutes

Chair Stripe presented the November 2, 2023 board meeting minutes for approval.

Motion to approve the November 2, 2023 board meeting minutes was made by Kurt Stocks; seconded by Nicole Buczek.

Vote:

In favor: Stripe, Stirling, Buczek, Stocks

Abstain: Michelle Zwirek and Brian Hart (both were not present at November 2, 2023 meeting)

Motion passed.

2. Establishment of Committee

Chair Stripe proposed the establishment of an Ad Hoc Compensation Committee which will report out to the Board. This committee would meet to attain alignment for fiscal year 2024 compensation for the President/CEO. The President/CEO will present a six month progress report on fiscal year goals. It was also noted that the President/CEO employment contract ends in September 2024.

Zwirek expressed interest in joining the committee.

Motion to establish an Ad Hoc Compensation Committee with Chair Stripe and Zwirek as members was made by Zwirek; seconded by Stocks.

Vote: All in favor.

Motion passed.

3. Approval of Record Retention and Destruction Policy

Secretary/Treasurer Zwirek presented a new Records Retention and Destruction Policy.

Motion to approve the Record Retention and Destruction Policy was made by Stocks; seconded by Chair Stripe.



Vote: All in favor.

Motion passed.

4. Approval of Whistleblower Protection Policy

Secretary/Treasurer Zwirek presented a new Whistleblower Protection Policy.

Motion to approve the Whistleblower Protection Policy was made by Zwirek; seconded by Stocks.

Vote: All in favor.

Motion passed.

5. Approval of Conflict of Interest Policy

Secretary/Treasurer Zwirek presented a new Conflict of Interest Policy.

Motion to approve the Conflict of Interest Policy was made by Stirling; seconded by Stocks.

Vote: All in favor.

Motion passed.

6. Grant Application – Carlsbad 5000

Sidoriak presented a "Brand Positioning Event" grant application from Carlsbad 5000 for \$50,000.

Discussion ensued and it was agreed that to award the full amount of the grant request a more detailed budget and more details on how the grant funds would be used is necessary. The race provides great name recognition, but it is questionable on how many room nights are generated. Requesting the grant more in advance of the event and with more specifics on how funds will be spent might result in a larger grant in future years.

Stocks asked about other possible event grant applications expected to come in this fiscal year. Sidoriak explained that there are developing relationships for potential events, but it is unlikely there will be significant event grant applications this fiscal year as the potential events are further into the future.

Motion to approve a grant to Carlsbad 5000 for \$25,000 was made by Zwirek; seconded by Stocks.



Vote: All in favor.

Motion passed.

7. Grant Application – NCAA

Sidoriak presented a “Room Night Driving Event” grant application from the NCAA for Women’s and Men’s Golf Championship held at Omni La Costa for \$100,000.

Zwirek explained that there are significant costs associated with attracting and hosting the NCAA tournament including expenses related to the Golf Channel, athlete meals, parking, security, volunteers, uniforms, etc. There are limitations on sponsorships and signage at the property/course due to NCAA rules. Visit Carlsbad can host media, conduct FAMs, provide gifts and other opportunities, and there will be destination shots as part of B-roll.

Discussion ensued and directors acknowledged that as a first time event in our destination there are a lot of unknowns but big potential. It was noted that to award the full amount of the grant request more details on how the grant funds would be used and an analysis of anticipated room nights generated in addition to those at Omni is necessary.

Motion to approve a grant to NCAA for \$60,000 with an option to submit additional documentation for consideration of additional grant funds was made by Hart; seconded by Stocks.

Vote:

In favor: Stripe, Stirling, Buczek, Hart, Stocks

Abstain: Zwirek

Motion passed.

8. Adjournment

Chair Stripe called to adjourn the meeting at 4:18 p.m.

Michelle Zwirek, Secretary/Treasurer



Special Board of Directors Meeting Minutes

Meeting Details

Date: February 15, 2024

Time: 2:00 p.m. PT

Location: Westin Carlsbad Resort & Spa Leucadia Room, 5480 Grand Pacific Dr.
Carlsbad, CA 92008

Attendees

Quorum confirmed with the following five members in attendance in person.

Board Members in Person

Rob Stirling, Vice Chair

Michelle Zwirek, Secretary/Treasurer

Nicole Buczek, Member

Bryan Hart, Member

Yolanda Hartley, Member

Other Attendees

Kim Sidoriak, Visit Carlsbad

Jed Arrogante, Visit Carlsbad

Margie Sitton, Sitton Hospitality Solutions

Chris Draper, Azul Hospitality

Craig Martin, Omni La Costa

Chad Eding, Park Hyatt Aviara

Thomas Lee, Cape Rey

Jennifer Sehvani, Pacifica Hotels

Elaine Clayton, Residence Inn

Absences

Tim Stripe, Chair

Kurt Stocks, Member

Call to Order

Meeting called to order by Vice Chair Stirling at 2:06 p.m.

Self-Introductions

Self-introductions were conducted by all in attendance.

Public Comment

Vice Chair Stirling called for public comments; there was none.

Informational Items



Kim Sidoriak introduced Margie Sitton of Sitton Hospitality Solutions. Sitton facilitated a discussion to determine objectives, key target segments and prioritization of tactics to best support group and leisure demand growth for Carlsbad. Visit Carlsbad to provide updated tactics list and recommended future business development goals based on priorities identified.

Action Items

1. Adjournment

Vice Chair Stirling called to adjourn the meeting at 4:09 p.m.

Michelle Zwirek, Secretary/Treasurer



Carlsbad Tourism Business Improvement District

2024/25 Annual Report

Submitted to the City of Carlsbad pursuant to Streets and Highways Code section 36650, for the period from July 1, 2024 through June 30, 2025

July 1, 2024 - June 30, 2025

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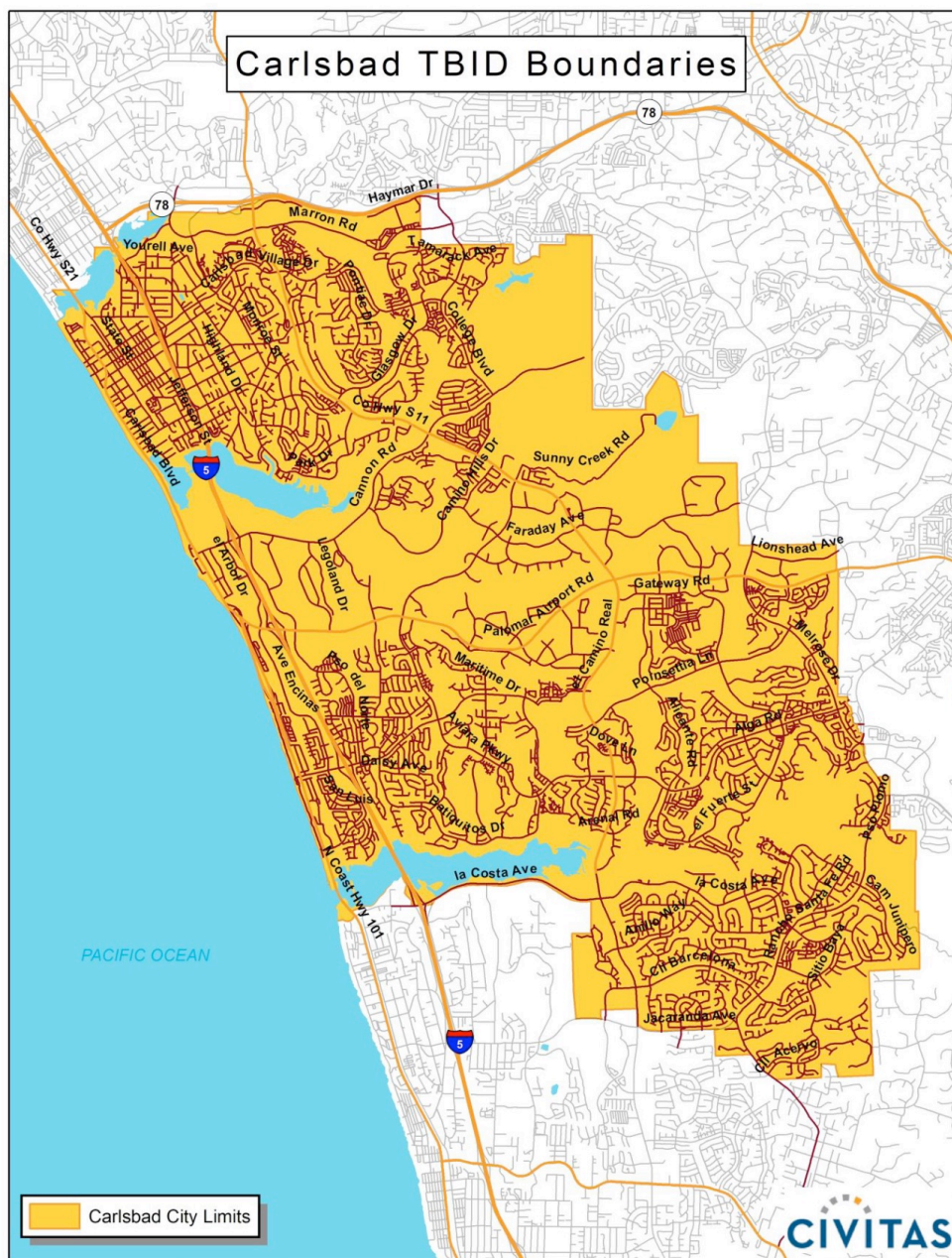
Prepared by
Civitas



(800) 999-7781
civitasadvisors.com

Boundaries

There are no proposed changes to the Carlsbad Tourism Business Improvement District (CTBID) boundaries. The CTBID will continue to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the City of Carlsbad. A complete listing of lodging businesses currently assessed within the CTBID can be found in Appendix 1.



Improvements and Activities FY 2024/2025

Background

Visit Carlsbad converted from the Parking and Business Improvement Area Law of 1989 (89 Law) to the Property and Business Improvement District Law of 1994 (94 Law) on July 1, 2023. During the fiscal year ending June 30, 2024, in addition to receiving 94 Law funds, the organization received \$7.4M from the City of Carlsbad for funds held by the City and accumulated over time under the 89 Law. The 89 Law funds were used by Visit Carlsbad prior to using the 94 Law funds and funded all operations other than golf-related programs and services and certain group incentive program costs in the fiscal year ending June 30, 2024. The majority of the 89 Law funds were used on Sales & Marketing expenses.

Visit Carlsbad had not had a “contingency/reserve” prior to the fiscal year ending June 30, 2024. Prior to converting to the 94 Law on July 1, 2023, the City of Carlsbad effectively held a TBID reserve (amounts collected less funds sent to Visit Carlsbad). Due to receiving both 89 Law and 94 Law funds during the fiscal year, Visit Carlsbad took the prudent step to allocate \$1.8M to fund the contingency/reserve to a reasonable level.

The improvements and activities to be provided for FY 2024/2025 are consistent with the Management District Plan and continue to be executed by the CTBID owners’ association, Carlsbad Convention and Visitors Bureau, dba Visit Carlsbad (Visit Carlsbad). There are no proposed changes.

Visit Carlsbad’s first-ever 3-year strategic plan will conclude at the end of calendar year 2024. The first strategic plan centered on building and growing the organization with new funding and fully recovering tourism following the COVID-19 pandemic. Visit Carlsbad will again engage its stakeholders to craft a new strategic plan that will run through the end of 2027.

Sales & Marketing

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Carlsbad as a desirable place to visit overnight. The program will have the goal of increasing demand for overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence;
- Print and digital ads in magazines and newspapers targeted at potential visitors;
- Television and radio ads targeted at potential visitors;

- Development and implementation of a public relations and communications strategy, inclusive of social media outlets and press release distribution designed to increase overnight visitation at assessed businesses;
- Attendance of trade shows;
- Sales missions;
- Familiarization tours;
- Preparation and production of print and electronic collateral promotional materials such as brochures, flyers and maps;
- Attendance at professional industry conferences and affiliation events;
- Lead generation activities, including a Group Incentive Program, designed to attract group events to Carlsbad;
- Director of Sales meetings to plan and coordinate group direct promotion efforts;
- Director of Marketing and Marketing Manager meetings to plan and coordinate leisure promotion efforts; and
- Other sales & marketing programs and activities that increase demand for overnight visitation to assessed businesses.

Golf-Related Programs & Services

For lodging businesses that elect to pay the additional one percent (1%) assessment as authorized in the Management District Plan for golf-related services, such services may include, but are not limited to:

- Golf signage and such equipment related specifically to the promotion of golf to increase demand for overnight visitation to lodging businesses paying the additional assessment;
- Joint marketing related to the promotion of golf and golf courses included within the CTBID to increase demand for overnight visitation to lodging businesses that are paying the additional assessment;
- Marketing promotion such as radio, TV, or print advertising of golf and golf courses included within the CTBID to increase demand for overnight visitation to lodging businesses paying the additional assessment;
- On-line/internet promotions jointly advertising golf and golf courses included within the CTBID to increase demand for overnight visitation to lodging businesses paying the additional assessment;
- Marketing and sales staff time spent on joint marketing efforts to increase demand for overnight visitation to lodging businesses paying the additional assessment; and
- Other programs and activities that promote golf-related tourism and confer a specific benefit to the lodging businesses that are paying the additional assessment.

Grant Program

The grant program will fund projects and events that increase overnight visitation to assessed businesses, as well as fund programs that alleviate challenges to maximizing occupancy rates. The objectives of the grant program are to: encourage the development of innovative tourism products; elevate Carlsbad's brand as a premier destination; promote collaboration within and across sectors of the tourism industry; and reach important travel segments such as multicultural, family and senior markets.

Policies relating to the grant program shall be determined by the Visit Carlsbad Board annually.

Administration & Operations

The administration & operations portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees.

Contingency/Reserve

Contingency/reserve funds are set aside to cover unexpected costs or opportunities that may arise. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be determined by the Visit Carlsbad Board. The reserve fund may be used for the costs of renewing the CTBID.

City Administration Fee

The City of Carlsbad shall be paid a fee equal to two percent (2%) of the amount of assessments collected to cover its costs of collection and administration.

Cost

FY 24/25 Projections

The cost of providing improvements and activities for FY 24/25 is consistent with the Management District Plan. The anticipated total budget for FY 24/25 is \$7,100,000 in anticipated collections and \$4,133,000 in carry over from the previous year, for total available funds of \$11,233,000. All budget category allocations are within the authorized twenty percent (20%) adjustment of the total budget from the prior year.

Category	%	FY 24/25 Budgeted \$	FY 23/24 Carry Over	FY 24/25 Available Funds
Sales & Marketing	47%	\$3,337,000	\$3,597,000	\$ 6,934,000
Golf-Related Programs/Services	16%	\$1,136,000	\$ 536,000	\$ 1,672,000
Grants Program	5%	\$ 355,000	-	\$ 355,000
Contingency/Reserve	24%	\$1,704,000	-	\$ 1,704,000
Admin & Operations	6%	\$ 426,000	-	\$ 426,000
City Admin Fee	2%	\$ 142,000	-	\$ 142,000
Totals	100.0%	\$7,100,000	\$4,133,000	\$11,233,000

FY 23/24 Projections

The budgeted FY 23/24 assessment collections are \$6,800,000. The FY 23/24 projected assessment collections were slightly higher than budgeted at \$7,100,000. Budgeted and projected expenses are shown below with the categorical breakdown. All budget category allocations are within the authorized twenty percent (20%) adjustment of the total budget from the prior year.

Category	FY 23/24 Budgeted		FY 23/24 Projections		
	%	\$	-/+ Change %	\$ Spent*	\$ Carryover
Sales & Marketing	67%	\$4,556,000	-10%	\$ 450,000	\$3,597,000
Golf-Related Programs/ Services	16%	\$1,088,000	-	\$ 600,000	\$ 536,000
Grants Program	5%	\$ 340,000	-5%	-	-
Contingency/Reserve	6%	\$ 408,000	+19	\$1,775,000	-
Admin & Operations	4%	\$ 272,000	-4%	-	-
City Admin Fee	2%	\$ 136,000	-	\$ 142,000	-
Total	100%	\$6,800,000		\$2,967,000	\$4,133,000

*Visit Carlsbad projects to spend \$6.7M of 89 Law funds, including an estimated \$5.5M for sales and marketing, in fiscal year 2023/24.

Assessment

There is no change in the method and basis of levying the assessment.

Assessment

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the lack of benefit received, assessments will not be collected on revenue resulting from occupancies of any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

Lodging businesses may elect to pay an additional one percent (1%) assessment. The funds raised through this additional lodging business assessment shall be used to promote golf-related programs and activities, thereby increasing demand for room night sales for lodging businesses that have opted in to pay the additional voluntary assessment. The proceeds of the additional assessment will pay for golf-related programs and services specifically tailored only to those paying the additional assessment. The following businesses have elected to pay the additional one percent (1%) for fiscal year 2024/25: Carlsbad by the Sea, Cassara Carlsbad, Fairfield Inn and Suites Carlsbad, Hilton Cape Rey – Carlsbad, Hilton Garden Inn Carlsbad Beach, Omni La Costa, Park Hyatt Aviara, Sheraton Carlsbad Resort and Spa, and The Westin Carlsbad Resort and Spa.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind of nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

Assessments are levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. If the CTBID assessment is identified separately it shall be disclosed as the “CTBID Assessment.” As an alternative, the disclosure may include the amount of the CTBID assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the “Tourism Assessment.” The assessment is imposed solely upon and is the sole obligation of the assessed lodging business even if it is passed on to

transients. The assessment shall not be considered revenue for calculation of transient occupancy taxes.

Bonds shall not be issued.

Penalties and Interest

The CTBID shall reimburse the City of Carlsbad for any costs associated with collecting unpaid assessments. If sums in excess of the delinquent CTBID assessment are sought to be recovered in the same collection action by the City of Carlsbad, the CTBID shall bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. ***Original Delinquency.*** Any owner of an assessed lodging business who fails to remit any assessment imposed by the Management District Plan within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. ***Continued Delinquency.*** Any owner of an assessed lodging business who fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.
3. ***Audit Deficiency.*** If, upon audit by the City of Carlsbad, an owner of an assessed lodging business is found to be deficient in their return or remittance, or both, the City of Carlsbad shall immediately invoice the owner for the amount of the net deficiency plus a penalty of ten percent (10%) of the net deficiency. If the owner of an assessed lodging business fails or refuses to pay the deficient amount and applicable penalties within fourteen (14) days of the date of the invoice, an additional penalty shall be imposed at the rate of one percent (1%) per day of the net deficiency, not to exceed ten percent (10%).
4. ***Fraud.*** If the City of Carlsbad determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in subsections 1 and 2 of this section.
5. ***Interest.*** In addition to the penalties imposed, any owner of an assessed lodging business who fails to remit any assessment imposed by the Management District Plan shall pay interest at the rate of one and one-half percent (1.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
6. ***Penalties Merged with Assessment.*** Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment required to be paid in accordance with the Management District Plan.

Surplus and Other Funding

Surplus

The estimated amount of surplus to be carried over from the previous year is \$4,133,000.

Other Funding

No contributions were made from sources other than the CTBID assessment.

Appendix – Assessed Businesses

Business Name	Address	City/State/Zip
129 MAPLE	2715 CARLSBAD BLVD	Carlsbad, CA 92008-2210
155 SYCAMORE RENTAL	2715 CARLSBAD BLVD	Carlsbad, CA 92008-2210
180-190 WALNUT PROPERTIES LLC - 180A	1641 AMANTE CT	Carlsbad, CA 92011-4041
180-190 WALNUT PROPERTIES LLC - 180B	1641 AMANTE CT	Carlsbad, CA 92011-4041
180-190 WALNUT PROPERTIES LLC - 190	1641 AMANTE CT	Carlsbad, CA 92011-4041
2005 COSTA DEL MAR UNIT 647	2647 GATEWAY RD STE 105-201	CARLSBAD, CA 92009-1755
224 NORMANDY LANE VACATION RENTAL	800 GRAND AVE STE 110	Carlsbad, CA 92008-1814
226 NORMANDY LANE VACATION RENTAL	800 GRAND AVE 110	Carlsbad, CA 92008-1814
2361 BUENA VISTA	2715 Carlsbad BLVD	Carlsbad, CA 92008-2210-San Diego
237 NORMANDY LLC	11 Oceanaire DR	Rancho Palos Verdes, CA 90275-5038-Los Angeles
2445 OCEAN STREET LLC - UNIT A	PO BOX 675324	RANCHO SANTA FE, CA 920670000
2445 OCEAN STREET LLC - UNIT B	PO Box 675328	Rancho Santa Fe, CA 92067-5328
2445 OCEAN STREET LLC - UNIT C	PO Box 675328	Rancho Santa Fe, CA 92067-5328
2680 OCEAN	2680 OCEAN ST	Carlsbad, CA 92008-2237
2751 OCEAN ST	PO BOX 4248	CARLSBAD, CA 92018
2SEEKPEACEHOUSE	3955 HIBISCUS CIR	Carlsbad, CA 92008-4116
3065 OCEAN ST - A	PO BOX 220	DEL MAR, CA 920140000
3065 OCEAN ST - B	PO BOX 220	DEL MAR, CA 920140000
3065 OCEAN ST - C	PO BOX 220	DEL MAR, CA 920140000
3080 LINCOLN UNIT 16	6565 BIRCH DR	SANTA ROSA, CA 95404-8587
3287 LINCOLN VACATION RENTAL	PO BOX 1426	Carlsbad, CA 92018-1426
3454 CARLSBAD BLVD	2714 ARLAND RD	Carlsbad, CA 92008-1501
3510 GARFIELD STREET	28 Centaurus WAY	Trabuco Canyon, CA 92679-5115-Orange
3512 GARFIELD STREET	28 Centaurus WAY	Trabuco Canyon, CA 92679-5115-Orange
3570 LLC -UNIT C	PO BOX 1726	CARLSBAD, CA 920180000
3570 LLC-UNIT A	PO Box 1726	Carlsbad, CA 92018-1726
3570 LLC-UNIT B	PO BOX 1726	CARLSBAD, CA 920180000
3570 LLC-UNIT D	PO BOX 1726	CARLSBAD, CA 920180000
3570 LLC-UNIT E	PO BOX 1726	CARLSBAD, CA 920180000
365VACATIONS LLC	7040 AVENIDA ENCINAS STE 104-553	Carlsbad, CA 92011-4653
3660 CARLSBAD BOULEVARD TRUST	PO BOX 24785	DENVER, CO 80224
3662-3664 GARFIELD STREET LLC	PO BOX 4604	CARLSBAD, CA 920180000
3718 CARLSBAD BLVD	107 Reino RD STE 342	Newbury Park, CA 91320-3710
3722 CARLSBAD BLVD PROPERTY	29991 Via Norte	Temecula, CA 92591-1650
376 ACACIA AVE	PO BOX 9	CARLSBAD, CA 920180000
378 ACACIA AVE	PO BOX 9	CARLSBAD, CA 920180000
3900 GS HOLDINGS LLC	402 Wilshire RD	Oceanside, CA 92057-2903-San Diego
3900 GS HOLDINGS LLC - UNIT A	402 Wilshire RD	Oceanside, CA 92057-2903

3915 LINMAR LANE LLC	1636 Granada AVE	San Diego, CA 92102-1436-San Diego
4 LITTLE BROTHERS LLC	50 Regato	Rancho Santa Margarita, CA 92688-3003
4020 SYME LLC	23962 Plant AVE	Mission Viejo, CA 92691-3722
4273 HIGHLAND	PO BOX 976	HANAIEI, HI 976140000
434 TAMARAK LLC	4193 Flat Rock DR 100	Riverside, CA 92505-7111
435 TAMARACK AVE	12806 W MAYA WAY	PEORIA, AZ 85383-2832
4650 PARK DRIVE LLC	4650 PARK DR	Carlsbad, CA 92008-4243
5118 SHORE DRIVE LLC	26932 Oso PKWY Ste 295	Mission Viejo, CA 92691-5899
5185 SHORE DRIVE CARLSBAD	1041 YALE ST	SANTA MONICA, CA 90403-4715
5290 EL ARBOR	5280 EL ARBOL DR	Carlsbad, CA 92008-4316
5340 CARLSBAD BLVD VACATION RENTAL	5360 LOS ROBLES DR	Carlsbad, CA 92008-4330
6479 SURFSIDE LLC	273 N EAST CAPITOL ST	SALT LAKE CITY, UT 841030000
A CARLSBAD VACATION RENTAL	2433 JEFFERSON ST	Carlsbad, CA 92008-1411
ALEJANDRO TORREBLANCA	4225 ISLE DR	Carlsbad, CA 92008-3620
ALEXANDER KNYAZEVSKIY-260 TAMARACK	260 TAMARACK AVE	Carlsbad, CA 92008-4061
ANATRA VACANZA	932 ANATRA CT	Carlsbad, CA 92011-4876
ANCHORAGE INVESTMENTS LLC - 4347	4367 HIGHLAND DR	Carlsbad, CA 92008-4226
ANDRE JACKSON	300 CARLSBAD VILLAGE DR 108A-21	Carlsbad, CA 92008-2990
ANDREW MCLENNAN COSTA BALBOA	3516 Seagate WAY STE 150	Oceanside, CA 92056-2674
ANDREW SELNA - 3481 GARFIELD UNIT B	2977 OCEAN ST	Carlsbad, CA 92008-2948
ANDREW SELNA - 3481 GARFIELD UNIT C	2977 OCEAN ST	Carlsbad, CA 92008-2948
ANDREW SELNA-240 PACIFIC	2977 OCEAN ST	Carlsbad, CA 92008-2948
ANDREW SELNA-3001 OCEAN	2977 OCEAN ST	Carlsbad, CA 92008-2948
ANDREW SELNA-3481 GARFIELD UNIT A	2977 OCEAN ST	Carlsbad, CA 92008-2948
ANTHONY BOUDREAULT-5380	31947 Lodge House CT	Temecula, CA 92592-4003-Riverside
ANTHONY ROSS	200 Congress AVE UNIT 35AC	Austin, TX 78701-4022
ANTON VISHNYAK	1045 MAGNOLIA AVE	Carlsbad, CA 92008-2539
ASAP CALIFORNIA INVESTMENTS LLC	1411 Enchante WAY	Oceanside, CA 92056-5675
AVI BEN-ARI	3925 LINMAR LN	Carlsbad, CA 92008-4125
BARBARA D POWELL	3965 MONROE ST	Carlsbad, CA 92008-2737
BARBARA DELANEY	2647 Gateway RD STE 105-201	Carlsbad, CA 92009-1755-San Diego
BARRY AND GISELLE MATSUI	81272 Merv Griffin WAY	La Quinta, CA 92253-8081
BAUERN PROPERTIES	3149 COACHMAN CT	OCEANSIDE, CA 92056-3602
BEACH TERRACE INN	2775 OCEAN ST	CARLSBAD, CA 92008-2241
BEACHSIDE REALTY SD INC	404 Wisconsin AVE	Oceanside, CA 92054-4138
BEACHY GETAWAY	2567 GLASGOW DR	Carlsbad, CA 92010-5602
BELLA SIRENA CONDO	3175 MULBERRY DR S	SALEM, OR 97302-5912
BEST WESTERN BEACH VIEW LODGE	2775 OCEAN ST	CARLSBAD, CA 92008-2241
BEST WESTERN CARLSBAD BY THE SEA	9249 Sierra College BLVD	Roseville, CA 95661-5919
BLACKWOODS LLC	5390 CARLSBAD BLVD	Carlsbad, CA 92008-4308
BLUE OCEAN DREAMS LLC	331 OAK AVE	Carlsbad, CA 92008-2945
BMILLS AND CO LLC	7317 E Greenway RD	Scottsdale, AZ 85260-1603
BOB AND MONICA FLORA VACATION RENTAL	157 WALNUT AVE	Carlsbad, CA 92008-3147
BOB AND MONICA VACATION RENTAL NO 2	157 WALNUT AVE	Carlsbad, CA 92008-3147
BOB AND SUE CRUM RENTALS - 158	167 REDWOOD AVE	CARLSBAD, CA 92008-4052

BOB AND SUE CRUM RENTALS - 167	167 REDWOOD AVE	CARLSBAD, CA 92008-4052
BRIDGET BLOOM	2156 Princeton AVE	Los Angeles, CA 90026-1926
BRIGID FREYNE	41460 Royal Dornoch CT	Temecula, CA 92591-2057
BROWN VACATION RENTALS	165 CHINQUAPIN AVE	Carlsbad, CA 92008-7408
BRUCE MADDEN	28880 Corral Canyon TRL	Campo, CA 91906-1200-San Diego
CACL10	24 Elizabeth PL	Asheville, NC 28801-2264
CALAVO RENTAL LLC	2591 WELLSRING ST	Carlsbad, CA 92010-5604
CANDELARIA CORTEZ	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
CARLSBAD BY THE SEA	10174 Old Grove RD STE 200	San Diego, CA 92131-1652
CARLSBAD DREAM UNIT A	8305 Torrey Park TER	San Diego, CA 92129-4623-San Diego
CARLSBAD DREAM UNIT B	8305 Torrey Park TER	San Diego, CA 92129-4623-San Diego
CARLSBAD DREAM UNIT C	8305 Torrey Park TER	San Diego, CA 92129-4623-San Diego
CARLSBAD DREAM UNIT D	8305 Torrey Park TER	San Diego, CA 92129-4623-San Diego
CARLSBAD INN BEACH RESORT	5900 PASTEUR CT STE 200	Carlsbad, CA 92008-7336
CARLSBAD RENTAL	7215 WISTERIA WAY	Carlsbad, CA 92011-4844
CARLSBAD VILLAGE INN	9666 Businesspark AVE STE 108	San Diego, CA 92131-1646
CAROLE ANN COLBERT	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
CAROLINE SOLOVEI	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
CASA DE CHINQUAPIN	460 CHINQUAPIN AVE	Carlsbad, CA 92008-4103
CASA DE COSTA	12512 W Tyler TRL	Peoria, AZ 85383-8070-Maricopa
CASA DEL OCEANO	1313 CHINQUAPIN AVE	Carlsbad, CA 92008-3547
CASA SUPREMA	2121 E PARK AVE	GILBERT, AZ 85234-6219
CASAS DE PUESTA DEL SOL	PO BOX 4086	CARLSBAD, CA 92018-4086
CASAS DE PUESTA DEL SOL LLC	PO BOX 4086	CARLSBAD, CA 92018
CASSARA CARLSBAD	5900 PASTEUR CT STE 200	Carlsbad, CA 92008-7336
CBR HOLDINGS LLC	948 Chelsea DR	Fresno, CA 93720-1359
CHATEAU DE CHARPERRY	2421 LA COSTA AVE STE C	Carlsbad, CA 92009-7312
CHRIS MADDOX	PO BOX 1338	BOISE, ID 83701
CHRIS PERSIDOK	318 Sprucewood DR	Encinitas, CA 92024-4131-San Diego
CHRISTINE WALLACE	3935 SYME DR	Carlsbad, CA 92008-3569
CIMA PROPERTIES	2909 CANDIL PL	CARLSBAD, CA 92009-7104
CK BALE INVESTMENTS LLC	936 ANATRA CT	Carlsbad, CA 92011-4876
CLAIRE KRUGER - 4024 STE A	1108 Novilunio	San Clemente, CA 92673-3553
CLAIRE KRUGER - 4024 STE B	1108 Novilunio	San Clemente, CA 92673-3553
CNSW4 LLC	PO BOX 5580	HUNTINGTON BEACH, CA 926460000
COAST AND COUNTRY REALTY -STVR	4292 Kai Ikena DR	Kalaheo, HI 96741-9578
COASTAL BREEZE VACATION RENTAL - 354	1833 QUEENS WAY	VISTA, CA 92084
COASTAL BREEZE VACATION RENTAL 356	1833 Queens WAY	Vista, CA 92084-3613
COASTAL BREEZE VACATION RENTAL -362	1833 Queens WAY	Vista, CA 92084-3613
COASTAL BREEZE VACATION RENTAL -364	1833 Queens WAY	Vista, CA 92084-3613

COASTAL STUDIO	474 CHINQUAPIN AVE	Carlsbad, CA 92008-4103
CORBIN VACATION RENTALS	3870 CARLSBAD BLVD	CARLSBAD, CA 92008-4008
COUNT: 489		
COURTNEY SULLIVAN	1420 YOURELL AVE	CARLSBAD, CA 92008-1051
COURTYARD SAN DIEGO CARLSBAD	PO BOX 58990	SEATTLE, WA 981380000
COZY BEACH BUNGALOW	3267 LINCOLN ST STE A	Carlsbad, CA 92008-2980
COZY BEACH COTTAGE	3267 LINCOLN ST B	Carlsbad, CA 92008-2942
COZY HOME LLC CALIFORNIA	601 11th AVE 812	San Diego, CA 92101-7595
CRAFTSMAN 154	154 SYCAMORE AVE	Carlsbad, CA 92008-3144
CYNTHIA BAUSCH-6821	6808 SHEARWATERS DR	Carlsbad, CA 92011-3701
CYNTHIA BAUSCH-7259	1598 MARITIME DR	Carlsbad, CA 92011-4032
CYNTHIA T BAUSCH - 3987	6808 SHEARWATERS DR	CARLSBAD, CA 92011-3701
CYNTHIA T BAUSCH - 6808	6808 SHEARWATERS DR	CARLSBAD, CA 92011-3701
DAN AND NANCY WARNER	30175 Via de la Mesa	Temecula, CA 92591-1684
DANIELLE PENMAN	2431 BUENA VISTA CIR	Carlsbad, CA 92008-1601
DANIELS-SIMPSON	132 Trimble Crossing DR	Durango, CO 81301-5336-La Plata
DAVID AND MICHELLE TRUJILLO	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
DAVID CROCKETT	2955 OCEAN ST UNIT 16	Carlsbad, CA 92008-2954
DAVID PEDDLE	367 BEECH AVE	Carlsbad, CA 92008-2204
DAVID WATKINS	4030 PARK DR	Carlsbad, CA 92008-2619
DAYS INN	3700 PIO PICO DR	CARLSBAD, CA 92008-3406
DENNIS DELMAR - UNIT 1	789 Turtle Point WAY	San Marcos, CA 92069-8126
DENNIS DELMAR - UNIT 4	789 Turtle Point WAY	San Marcos, CA 92069-8126
DEREK ORME-2315	2315 PIO PICO DR	Carlsbad, CA 92008-1037
DONALD J MOORE	3529 Jubilee TRL	Dallas, TX 75229-2641-Dallas
DOSS LUXE LLC	12566 Woodbine ST	Los Angeles, CA 90066-1831
DOUGLASS LEE	5395 Renaissance AVE	San Diego, CA 92122-5665-San Diego
DTS AVIATION LLC	390 TAMARACK AVE	Carlsbad, CA 92008-4063
ED WOZOW	3920 SKYLINE RD	Carlsbad, CA 92008-2745
EDITH REPUBLIC LLC	2029 Willowood LN	Encinitas, CA 92024-3132
EJH BEACH INVESTMENTS	1690 Oranado LN	Del Mar, CA 92014-4125-San Diego
ELISABETH BAUMGARTNER-CHANG	4288 Alta Vista CT	Oceanside, CA 92057-7531-San Diego
ELTON CARLOMAGNO	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
ELYSE STASSEL	7910 CALLE POSADA	Carlsbad, CA 92009-9304
EQUITAS REAL ESTATE HOLDINGS LLC	1515 Sunrise DR	Vista, CA 92084-6418
EVELYN ROSE - UNIT A	2715 CARLSBAD BLVD	Carlsbad, CA 92008-2210
EVELYN ROSE - UNIT B	PO Box 296	Dana Point, CA 92629-0296
EVELYN ROSE - UNIT C	PO Box 296	Dana Point, CA 92629-0296
EVELYN ROSE - UNIT D	PO Box 296	Dana Point, CA 92629-0296
EVELYN ROSE - UNIT E	PO Box 296	Dana Point, CA 92629-0296
EVELYN ROSE - UNIT F	PO Box 296	Dana Point, CA 92629-0296
EVERGREEN HEBRON LP - UNIT A	1640 Oceanside BLVD	Oceanside, CA 92054-5427
EVERGREEN HEBRON LP - UNIT B	1640 Oceanside BLVD	Oceanside, CA 92054-5427
EXTENDED STAY AMERICA 8831	PO BOX 49550	CHARLOTTE, NC 282779550
FAIRFIELD INN AND SUITES CARLSBAD	10174 Old Grove RD STE 200	San Diego, CA 92131-1649

FATHI PROPERTY MANAGEMENT GROUP	4424 HIGHLAND DR	Carlsbad, CA 92008-4227
FEARN BOYS -150 TAMARACK AVE LLC	1120 JOSHUA WAY	VISTA, CA 92081-7835
FERRARI VACATION PROPERTIES	PO BOX 1151	SOLANA BEACH, CA 920757151
FIRST AMERICAN PORTFOLIO CORPORATION	310 S Twin Oaks Valley RD STE 107-394	San Marcos, CA 92078-4303-San Diego
FRAKERKOTSCHRENTALS LLC	524 Via De La Valle STE B	Solana Beach, CA 92075-2477
FRANK MINICILLI-3926 HIGHLAND	3924 HIGHLAND DR	Carlsbad, CA 92008
FRANK MINICILLI-3928 HIGHLAND	3924 HIGHLAND DR	Carlsbad, CA 92008
G SQUARED PACIFIC LLC	14440 Meadowrun ST	San Diego, CA 92129-3328
GARFIELD RENTAL PROPERTY LLC - 3559	859 Neptune AVE	Encinitas, CA 92024-2063
GARFIELD RENTALS LLC- UNIT 2	252 ACACIA AVE 119	Carlsbad, CA 92008-3208
GARFIELD RENTALS LLC-UNIT 1	252 ACACIA AVE 119	Carlsbad, CA 92008-3208
GARFIELD RENTALS LLC-UNIT 3	252 ACACIA AVE 119	Carlsbad, CA 92008-3208
GARFIELD RENTALS LLC-UNIT 4	252 ACACIA AVE 119	Carlsbad, CA 92008-3208
GAYLE CLARK- 3255 GARFIELD	8 TAYLOR AVE	PALM DESERT, CA 922600000
GAYLE CLARK-3265	8 Taylor AVE	Palm Desert, CA 92260-0602-Riverside
GEOFFREY CELLA	9485 Treelake RD	Granite Bay, CA 95746-6623
GEOFFREY CELLA-UNIT B	9485 Treelake RD	Granite Bay, CA 95746-6623
GEORGE AND JACKYE WILLIS TRUSTEES OF THE WILLIS FAMILY TRUST	539 CARLSBAD VILLAGE DR STE 201	Carlsbad, CA 92008-2362
GLENN SUMMER HOMES LLC	1640 Oceanside BLVD	Oceanside, CA 92054-5427-San Diego
GLOBAL SPORTS MARKETING AND EVENTS INC	7270 PONTO DR	Carlsbad, CA 92011-4601
H AND M NORCOAST	155 CHESTNUT AVE	Carlsbad, CA 92008-3107
HAAS	1860 BIENVENIDA CIR	Carlsbad, CA 92008-3804
HELENBART CO - NORTH UNIT	1015 Rose DR	Vista, CA 92083-3323
HELENBART CO - SOUTH	1015 Rose DR	Vista, CA 92083-3323
HELENBART CO - UPPER UNIT	1015 Rose DR	Vista, CA 92083-3323
HERB AND STEPHANIE COOK	530 S EMERSON ST	CHANDLER, AZ 85225
HESS FAMILY TRUST	2015 Holiday RD	Newport Beach, CA 92660-4326
HILTON CAPE REY - CARLSBAD	1 PONTO RD	CARLSBAD, CA 92011-4620
HILTON GARDEN INN CARLSBAD BEACH	6450 CARLSBAD BLVD	Carlsbad, CA 92011-1058
HINES	3827 Copper Crest RD	Encinitas, CA 92024-7208
HOLIDAY INN EXPRESS AND SUITES	698 Camino El Dorado	Encinitas, CA 92024-3822-San Diego
HOME2 SUITES CARLSBAD	1901 WRIGHT PL	Carlsbad, CA 92008-6528
HOMES BY JIANG	35 Rome ST	San Francisco, CA 94112-3643-San Francisco
HOMEWOOD SUITES CARLSBAD	20342 SW Acacia ST	Newport Beach, CA 92660-1704
HUGH R COBB	3180 CAMINO ARROYO	CARLSBAD, CA 92009-7611
HYLAND INN	727 S BREA BLVD	BREA, CA 92821-5310
IRENE M PATTON	14119 HALPER RD	POWAY, CA 92064-2812
IRINA RAPP	5280 EL ARBOL DR	Carlsbad, CA 92008-4316
J AND M SANTORO TRUST	PO BOX 892696	TEMECULA, CA 92589
JACKIE LEWIS	218 Main ST STE 333	Kirkland, WA 98033-6199-King
JACOB KLASSEN	1889 HIGH RIDGE AVE	Carlsbad, CA 92008-3761
JACQUELINE FITCH	548 Windermere LN	Arroyo Grande, CA 93420-5002-San Luis Obispo

JAMES WATSON	PO BOX 1426	CARLSBAD, CA 920180000
JEANNINE SORENSON	2044 Laurel CIR	Mesa, AZ 85213-2266
JEFFREY GARDNER	2314 BYRON PL	Carlsbad, CA 92008-3831
JERRY WILLIAMS AIRBNB	43355 Heritage Palms DR	Indio, CA 92201-8916
JH RANCH LLC	7957 N Riverfront DR	Idaho Falls, ID 83401-4981
JOANNE EKERLING	10860 Alta View DR	Studio City, CA 91604-3901
JOE AND DEE DEE SHORT TERM VACATION RENTAL	4392 ADAMS ST	Carlsbad, CA 92008
JOEL HIRSCHKOFF	2353 JEFFERSON ST	Carlsbad, CA 92008
JOEL HIRSCHKOFF-2353 JEFFERSON	2353 JEFFERSON ST	Carlsbad, CA 92008-1405
JOEL KLETT	PO BOX 4086	CARLSBAD, CA 92018
JOHN FIKE	PO Box 179127	San Diego, CA 92177-2127
JOHN FREIM	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
JOHN MCALLISTER - BACK HOUSE	440 N Granados AVE	Solana Beach, CA 92075-1215
JOHN MCALLISTER - FRONT HOUSE	440 N Granados AVE	Solana Beach, CA 92075-1215
JOHN SCHUREMAN	6891 WATERCOURSE DR	Carlsbad, CA 92011-3743
JOHNSON FAMILY TRUST -3784	860 Acalanes RD	Lafayette, CA 94549-3302
JOHNSON FAMILY TRUST -3786	860 Acalanes RD	Lafayette, CA 94549-3302
JOSHUA BEHREND	1127 W Clifton AVE	Redlands, CA 92373-5717
JR HOSPITALITY	1735 CEREUS CT	Carlsbad, CA 92011-5119
JRBBORIS LLC-UNIT A	250 PACIFIC AVE A	Carlsbad, CA 92008-2274
JRBBORIS LLC-UNIT B	250 PACIFIC AVE B	Carlsbad, CA 92008-2274
JUDITH TATA	2977 OCEAN ST	Carlsbad, CA 92008-2948
JULIE A DAILEY	1010 DAISY CT	CARLSBAD, CA 92011-4846
JULIE MIETUS PROPERTIES	1241 Macaulay CIR	Carmichael, CA 95608-6204-Sacramento
JUNIPER BEACH PROPERTIES LLC - UNIT A	1641 AMANTE CT	Carlsbad, CA 92011-4041
JUNIPER BEACH PROPERTIES LLC - UNIT B	1641 AMANTE CT	Carlsbad, CA 92011-4041
JUNIPER BEACH PROPERTIES LLC - UNIT C	1641 AMANTE CT	Carlsbad, CA 92011-4041
JUNIPER BEACH PROPERTIES LLC - UNIT D	1641 AMANTE CT	Carlsbad, CA 92011-4041
JUNIPER STUDIO	6582 Robinea DR	Carlsbad, CA 92011-2506-San Diego
KAREN R THOMPSON	PO BOX 130758	CARLSBAD, CA 92013-0758
KATHLEEN KENNEDY	1733 CALAVO CT	Carlsbad, CA 92008-4252
KEVIN PHILIPS	3960 HIGHLAND DR	Carlsbad, CA 92008-3511
KIMBERLY FLAMMER	7023 Waldheim CT	San Jose, CA 95120-2137-Santa Clara
KIMBERLY MCEVOY	1758 CAPE MAY PL	CARLSBAD, CA 92008-3608
KIMBERLY RUHA	290 Virgo CT	Thousand Oaks, CA 91360-2740-Ventura
KIMBERLY TODD	6465 FRANCISCAN RD	Carlsbad, CA 92011-3212
KOEPKE FAMILY TRUST UTD	24 Elizabeth PL	Asheville, NC 28801-2264
KOI PROPERTIES	1120 2Nd ST APT 607	MINNEAPOLIS, MN 55415
KSMS INVESTMENTS LLC	2642 OCEAN ST	Carlsbad, CA 92008-2237
KW CAPITAL LLC	5 Old Oak LN	Sandy, UT 84092-4903
LA COSTA 639	218 Main ST STE 333	Kirkland, WA 98033-6199-King
LA COSTA 643	218 Main ST STE 333	Kirkland, WA 98033-6199-King
LA COSTA 648	218 Main ST STE 333	Kirkland, WA 98033-6199-King
LA COSTA 686	218 Main ST STE 333	Kirkland, WA 98033-6199-King

LA COSTA CHATEAUS - 697	2120 Commerce ST APT 306	Tacoma, WA 98402-3019-Pierce
LA COSTA PARADISO	PO BOX 60233	BOULDER CITY, NV 890060000
LA QUINTA CARLSBAD	760 MACADAMIA DR	Carlsbad, CA 92011-3205
LAGUNA PROJECT LP	125 Mozart AVE	Cardiff by the Sea, CA 92007-2314-San Diego
LAKE MEAD INVESTMENTS LLC -3540	3155 FALCON DR	Carlsbad, CA 92008-1129
LAKE MEAD INVESTMENTS LLC -3542	3155 FALCON DR	Carlsbad, CA 92008-1129
LAKE MEAD INVESTMENTS LLC -3544	3155 FALCON DR	Carlsbad, CA 92008-1129
LAKE MEAD INVESTMENTS LLC -3546	3155 FALCON DR	Carlsbad, CA 92008-1129
LANGEN BEACH HOUSE	3831 PARK DR	CARLSBAD, CA 92008-2740
LAURIE REISS	446 CHINQUAPIN AVE	Carlsbad, CA 92008-4103
LB BEACH PROPERTIES LLC - UNIT A	1314 GULL CT	Carlsbad, CA 92011-3966
LB BEACH PROPERTIES LLC - UNIT B	1314 GULL CT	Carlsbad, CA 92011-3966
LIFE IS RAD IN CARLSBAD LLC	147 MAPLE AVE	Carlsbad, CA 92008-3264
LIL PEEP LLC	7034 ALMADEN LN	Carlsbad, CA 92009-6244
LINDA MULLINS	PO Box 2327	Carlsbad, CA 92018-2327
LINMAR ADVENTURES	1645 Oakdale ST	Pasadena, CA 91106-3554-Los Angeles
LISA JACKSON - GARFIELD UNIT A	4191 PARKSIDE PL	Carlsbad, CA 92008-3673
LISA JACKSON - GARFIELD UNIT B	4191 PARKSIDE PL	Carlsbad, CA 92008-3673
LISA JACKSON - GARFIELD UNIT C	4191 PARKSIDE PL	Carlsbad, CA 92008-3673
LISA WILLIAMS	6486 FRANCISCAN RD	Carlsbad, CA 92011-3211
LONDON ONE PROPERTIES LLC	1630 Healdsburg AVE	Healdsburg, CA 95448-9068
LORI A PLATER TRUST	567 Silvertip DR	Incline Village, NV 89451-8405
LOUISA EVANS	1510 GRADY PL	Carlsbad, CA 92008-3633
LSA CAPITAL II LLC	5289 Meadows Del Mar	San Diego, CA 92130-4857
LUAN DAUTI'S RENTALS -UNIT A	5155 35th ST	San Diego, CA 92116-1913-San Diego
LUAN DAUTI'S RENTALS -UNIT B	5155 35th ST	San Diego, CA 92116-1913-San Diego
LUIS GARCIA	627 SEAWARD AVE	Carlsbad, CA 92011-3257
MAAF CONSULTING	8612 Nelson WAY	Escondido, CA 92026-5217
MACIEL RENTALS	2405 COPPER WAY	Carlsbad, CA 92009-5215
MAHINA ENTERPRISES INC	1785 S Iris LN	Escondido, CA 92026-3979-San Diego
MAHON DEVELOPMENT INC	1230 Keystone WAY	Vista, CA 92081-8316-San Diego
MAR VISTA TRUST	PO BOX 1481	CARLSBAD, CA 920181481
MARCELLA KERN IRRV TR 2009	1728 S HANNALEI DR	VISTA, CA 92083
MARIAN EDWARDS	1289 Forest AVE	Carlsbad, CA 92008-1008-San Diego
MARLA HALLER	1611 Yorkshire RD	Birmingham, MI 48009-7418-Oakland
MARNIE VIAU TRUSTEE	1080 BUENA PL	Carlsbad, CA 92008-1403
MARTIN CARTER-STVR	1175 MAGNOLIA AVE	Carlsbad, CA 92008-2541
MARYLOUISE MARTIN	2590 Portsmouth Creek AVE	Henderson, NV 89052-7157-Clark
MAZZ ON THE BEACH	2783 James ST	Corona, CA 92881-3626
MBTM GROUP LLC STE A	2137 Newcastle AVE	Cardiff by the Sea, CA 92007-1824
MBTM GROUP LLC STE B	2134 Newcastle AVE CA	Cardiff by the Sea, CA 92007-1842
MBTM GROUP LLC STE C	2137 Newcastle AVE	Cardiff by the Sea, CA 92007-1824
MCCARTHY PROPERTIES	17056 Highway 67	Ramona, CA 92065-6943

MCSWAN PROPERTIES INC	2668 OCEAN ST	Carlsbad, CA 92008-2237
MG HOSPITALITY CARLSBAD LLC	2551 W Woodland DR	Anaheim, CA 92801-2608
MICHAEL ENRIGHT - 3771	4665 W 4th ST	Los Angeles, CA 90020-4754
MICHAEL FOULGER	4900 PARK DR	Carlsbad, CA 92008-3827
MICHELLE DRUTMAN GREVEN	1726 Aldersgate RD	Encinitas, CA 92024-1004-San Diego
MICHELLE VARAV	PO BOX 1865	CARMEL, CA 93921-1865
MILLENNIAL REAL ESTATE SERVICES LLC	6790 EMBARCADERO LN STE 100	Carlsbad, CA 92011-3278
MOHR CARLSBAD VACATIONS	3432 ADAMS ST	Carlsbad, CA 92008-2503
MOTEL 6	PO BOX 6472	SAN DIEGO, CA 921660000
MOTEL 6 CARLSBAD BEACH 9639	PO Box 69344	West Hollywood, CA 90069-0344
MOTEL 6 NORTH	3666 PIO PICO DR	CARLSBAD, CA 92008-2554
NEIGHBORHOOD INVESTMENT NETWORK LLC VACATION RENTAL	3353 Par DR	Oceanside, CA 92056-1705-San Diego
NEW VILLAGE REAL ESTATE LLC	4195 Chino Hills PKWY UNIT 531	Chino Hills, CA 91709-2618
NORIK NARAGHI	1213 Country Club DR	Modesto, CA 95356-8860
NORM VENTURI	3910 HOLLY BRAE LN	Carlsbad, CA 92008-2725
NULU LLC	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
OCEAN ELEMENTS AT CARLSBAD - UNIT 1	1875 CENTURY PARK E STE 1800	CENTURY CITY, CA 90067-2519
OCEAN ELEMENTS AT CARLSBAD - UNIT 2	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 2A	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 3	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 4	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 4A	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 5	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 6	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 6A	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 7	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 8	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN ELEMENTS AT CARLSBAD - UNIT 8A	1875 Century PARK E STE 1800	Los Angeles, CA 90067-2337
OCEAN MIST LLC - 335	2588 EL CAMINO REAL STE F-341	CARLSBAD, CA 920081212
OCEAN MIST LLC - 337	2588 EL CAMINO REAL STE F341	Carlsbad, CA 92008-1212
OCEAN PALMS BEACH RESORT	2950 OCEAN ST	CARLSBAD, CA 92008-2952
OCEAN STREET VILLAS LLC - UNIT A	2895 OCEAN ST	Carlsbad, CA 92008-2995

OCEAN STREET VILLAS LLC - UNIT B	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT C	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT D	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT E	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT F	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT G	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT H	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT I	2895 OCEAN ST	Carlsbad, CA 92008-2995
OCEAN STREET VILLAS LLC - UNIT SAND	2895 OCEAN ST	Carlsbad, CA 92008-2995
OLIVE RENTAL	PO BOX 147	CARLSBAD, CA 920180147
OMNI LA COSTA LLC	2100 COSTA DEL MAR RD	CARLSBAD, CA 92009-6823
PACKARD RENTAL	3965 PACKARD LN	Carlsbad, CA 92008-3651
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PALMA DE LA PLAYA - LOWER UNIT	PO BOX 1102	RANCHO SANTA FE, CA 92067
PALMA DE LA PLAYA - UPPER UNIT	PO BOX 1102	RANCHO SANTA FE, CA 92067
PAM KERCKHOFF	5249 SHELLEY PL	CARLSBAD, CA 92008-3851
PARK HYATT AVIARA	7100 AVIARA RESORT DR	Carlsbad, CA 92011-4908
PARK HYATT AVIARA - EMBER AND RYE	7100 AVIARA RESORT DR	Carlsbad, CA 92011-4908
PARK HYATT AVIARA - GOLF MAINTENANCE	7100 AVIARA RESORT DR	Carlsbad, CA 92011-4908
PATRICK COFFEY - 159	167 TAMARACK AVE	Carlsbad, CA 92008-4060
PATRICK COFFEY - 161	167 TAMARACK AVE	Carlsbad, CA 92008-4060
PATRICK COFFEY - 165	167 TAMARACK AVE	Carlsbad, CA 92008-4060
PATRICK COFFEY - 167	167 TAMARACK AVE	Carlsbad, CA 92008-4060
PATRICK LEE AND ASSOCIATES - UNIT C	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES - UNIT E	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES - UNIT F	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES - UNIT H	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 7	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 8	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 1	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 2	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 3	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 4	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 5	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT 6	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT A	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT B	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT G	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT I	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC - UNIT S	7172 AVIARA DR	Carlsbad, CA 92011-4900
PATRICK LEE AND ASSOCIATES INC-UNIT J	7172 AVIARA DR	Carlsbad, CA 92011-4900
PELICAN COVE INN	320 WALNUT AVE	Carlsbad, CA 92008-3151
PERRY WIGGIN	PO BOX 1235	RANCHO SANTA FE, CA 920670000
POMANI PROPERTIES LLC	4350 HIGHLAND DR	Carlsbad, CA 92008-4225
POPAT DEVELOPMENT LLC	PO BOX 1338	BOISE, ID 83701
PORTER REAL ESTATE LLC	12415 85th AVE NE	Kirkland, WA 98034-6034-King
PRICHARD INNOVATION	333 REDWOOD AVE	Carlsbad, CA 92008
PURDOM THOMAS	5525 E Lincoln DR STE 123	Paradise Valley, AZ 85253-3721

RANCHO ALMOSTA BY THE SEA LLC	2415 El Corto DR	Vista, CA 92084-7843
RELAXING LA COSTA CONDO	2588 Euclid AVE	San Diego, CA 92105-4804-San Diego
RENE MANZANARES-UNIT A	147 LAKE ST	BRISBANE, CA 940050000
RENE MANZANARES-UNIT B	147 LAKE ST	BRISBANE, CA 940050000
RENE MANZANARES-UNIT C	147 LAKE ST	BRISBANE, CA 940050000
RENTAL 2003 COSTA DEL MAR 684	9425 Barranco RD	Atascadero, CA 93422-2158
RENTAL PROPERTY 5192 CARLSBAD BLVD	167 Mozart AVE	Cardiff By The Sea, CA 92007-2339
RESIDENCE INN BY MARRIOTT	105 DECKER CT STE 500	IRVING, TX 75062-2790
RETREAT HOUSE LLC	300 CARLSBAD VILLAGE DR 108A	Carlsbad, CA 92008-2990
ROBERT SFREDDO	2588 EL CAMINO REAL STE F-341	Carlsbad, CA 92008-1212
ROBERTA MURPHY THOMPSON	2430 Faretto LN NV	Reno, NV 89511-7600
ROBERTS VACATION RENTAL	7206 DURANGO CIR	Carlsbad, CA 92011-5114
ROMANTIC ESCAPE	PO BOX 675433	RANCHO SANTA FE, CA 920600000
ROSE VACATION RENTAL	7026 COLUMBINE DR	Carlsbad, CA 92011-5108
RP STR JEFFERSON	2399 JEFFERSON ST 8	Carlsbad, CA 92008-1406
SAM KAYVON - 2634	630 GRAND AVE STE F	Carlsbad, CA 92008-2364
SAM KAYVON - 2636	630 GRAND AVE STE F	Carlsbad, CA 92008-2364
SANCTUARY LIVING	2399 JEFFERSON ST #3	Carlsbad, CA 92008-1406
SCANDIA MOTEL - SP	2550 CARLSBAD BLVD	CARLSBAD, CA 92008-2205
SEA SLOPE 6 LLC	6343 DI VITA DR	Carlsbad, CA 92009-3078
SEA SLOPE UNIT 10	PO BOX 1781	Carlsbad, CA 92018-1781
SEA SLOPE UNIT 2	PO BOX 1781	Carlsbad, CA 92018-1781
SEA SLOPE UNIT 3	PO BOX 1781	Carlsbad, CA 92018-1781
SEA SLOPE UNIT 4	4521 W Sterling Ranch RD	Prescott, AZ 86305-2291-Yavapai
SEASHORE ON THE SAND	2805 OCEAN ST	CARLSBAD, CA 92008-2993
SEASLOPE2 LLC	2475 N 163rd DR	Goodyear, AZ 85395-1807
SEASONS VACATION RETREATS LLC	1663 CORTE ORCHIDIA	Carlsbad, CA 92011-4066
SHERATON CARLSBAD RESORT AND SPA	5900 PASTEUR CT STE 200	CARLSBAD, CA 92008-7336
SHIRLEY SLEE DESIGN AND REAL ESTATE	1805 CANYON PL	Carlsbad, CA 92008-1175
SIFAKIS ENTERPRISES	7221 MIMOSA DR	Carlsbad, CA 92011-5136
SOCAL INVESTEMENTS	6951 QUIET COVE DR	Carlsbad, CA 92011-3730
SPENCER HENRIOD	4814 KELLY DR	Carlsbad, CA 92008-3733
SPRINGHILL SUITES CARLSBAD	42 Corporate PARK STE 200	Irvine, CA 92606-5105
STEPHEN DEUTSCH	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
STEVEN RICHARD HINES	3827 Copper Crest RD	Encinitas, CA 92024-7208
STUDIO 6 CARLBAD	3001 E Andy Devine AVE	Kingman, AZ 86401-4206
SUMMER WILLIAMS	2374 BUENA VISTA CIR	Carlsbad, CA 92008-1603
SURF Y SOL LLC	1629 Via la PLZ	San Marcos, CA 92078-4721
SURU INVESTMENTS LLC	162 Rancho Santa Fe RD Ste K10	Encinitas, CA 92024-6306
SUSAN BROWN - 4602	1500 SW 5TH AVE STE 206	PORTLAND, OR 972010000
SUSAN MAERSK-MOLLER	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
SUSAN SAUTER	4113 HARRISON ST	Carlsbad, CA 92008-3556

SUSEN M DEAN TRUST	1405 OCEAN CREST AVE	Carlsbad, CA 92011-2644
SWEET CASITA VACATION RENTAL	1833 Queens WAY	Vista, CA 92084-3613
T AND E HOLDINGS LLC	PO BOX 27198	SAN DIEGO, CA 921980000
TAMARACK BEACH HIDEAWAY	1271 TAMARACK AVE	Carlsbad, CA 92008-3420
TAMARACK BEACH RESORT	3200 CARLSBAD BLVD	CARLSBAD, CA 92008-3101
TAMARACK-HILLERY LLC	10128 N 119TH PL	SCOTTSDALE, AZ 85259
TARVIN SHORT TERM VACATION RENTAL	133 Woodall DR	Georgetown, TX 78628-0909
TATIANA NOVICK	347 OAK AVE	Carlsbad, CA 92008-2945
TAYLOR MCKENZIE	1403 Rainbow Ridge LN	Encinitas, CA 92024-1817-San Diego
TEAM PHILLIPS	2647 GATEWAY RD STE 105-201	Carlsbad, CA 92009-1757
TERESA IGLESIAS SOLOMON	2975 Override DR	Ann Arbor, MI 48104-4119
TERRAMAR BEACH HOUSE	18 PEARL ST	SAUSALITO, CA 94965-1717
TERRAMAR POINT	1010 Turquoise ST 302	San Diego, CA 92109-1259
THANE RIVERS	3478 CORTE CURVA	Carlsbad, CA 92009-9501
THE BATISTA TRUST - TRUSTEE MICHAEL S BATISTA	3432 CORTE ACIANO	Carlsbad, CA 92009-8697
THE CARLSBAD VACATION RENTAL	14089 Upland Hills WAY	Garden City, ID 83714-2226
THE CARLSBAD VACATION RENTAL- DO NOT USE	1851 VALENCIA AVE	Carlsbad, CA 92008-3862
THE EAGLE RAY GROUP LLC	3571 Far West BLVD STE 190	Austin, TX 78731-3064
THE JACINTO FAMILY LIMITED PARTNERSHIP	4210 SKYLINE RD	Carlsbad, CA 92008-3642
THE JACINTO FAMILY PARTNERSHIP	421 TAMARACK AVE	Carlsbad, CA 92008-4128
THE SELTZER HIDEAWAY	7218 DURANGO CIR	CARLSBAD, CA 92011-5114
THE WESTIN CARLSBAD RESORT AND SPA	5900 Pasteur CT STE 200	Carlsbad, CA 92008-7330
THOMAS BRAYTON	2647 GATEWAY RD 105-201	Carlsbad, CA 92009-1757
TIJGER INTERNATIONAL LLC	2029 Willowood LN	Encinitas, CA 92024-3132
TINYVACATION RENTALS	1667 CORTE ORCHIDIA	CARLSBAD, CA 92011-4066
TODD RIDDLE	25563 102nd DR	Peoria, AZ 85383-1447
TOES IN THE SAND BEACH RENTALS	300 CARLSBAD VILLAGE DR 108A-231	Carlsbad, CA 92008-2990
TOLO MANAGEMENT INC	3360 GARFIELD ST UNIT B	Carlsbad, CA 92008-8101
TONI MACKENZIE	1400 DECISION ST	VISTA, CA 92081-8553
TOWER 36 BEACH PROPERTIES LLC-3636	1641 AMANTE CT	Carlsbad, CA 92011-4041
TOWER 36 BEACH PROPERTIES LLC-3638	1641 AMANTE CT	CARLSBAD, CA 92011
TUTU'S PLACE	5037 Palermo DR	Oceanside, CA 92057-6352-San Diego
TWOBIRDSFLY LLC UNIT A	300 CARLSBAD VILLAGE DR STE 108A-146	Carlsbad, CA 92008-2990
TWOBIRDSFLY LLC UNIT B	300 CARLSBAD VILLAGE DR STE 108A-146	Carlsbad, CA 92008-2990
TWOBIRDSFLY LLC UNIT C	300 CARLSBAD VILLAGE DR STE 108A-146	Carlsbad, CA 92008-2990
VACATION IN CARLSBAD - DOLPHIN SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - LANAI SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-8208-San Diego
VACATION IN CARLSBAD - OHANA SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego

VACATION IN CARLSBAD - PELICAN SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-8208-San Diego
VACATION IN CARLSBAD - SAND SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SANDERLING	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SANDPIPER	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SEAGULL	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SNOWY PLOVER	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SUN SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - SURF SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - WAVE SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VACATION IN CARLSBAD - WIND SUITE	3810 Carlsbad BLVD	Carlsbad, CA 92008-4002-San Diego
VILLAGE BUNGALOWS	PO BOX 2028	CARLSBAD, CA 920180000
VILLAGE BUNGALOWS 2	PO BOX 2028	CARLSBAD, CA 920180000
VIRGA FAMILY TRUST	16 GREENVIEW DR	Carlsbad, CA 92009-6913
VOELKER HOLDINGS LLC	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS GARFIELD LLC	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS HEMLOCK LLC 130 UNIT A	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS HEMLOCK LLC 130 UNIT B	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS HEMLOCK LLC 130 UNIT C	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS HEMLOCK LLC 141 LOWER UNIT	2261 Flatiron WAY	San Marcos, CA 92078-2143
VOELKER REAL ESTATE HOLDINGS HEMLOCK LLC 141 UPPER UNIT	2261 Flatiron WAY	San Marcos, CA 92078-2143
VW VACATION RENTALS - 341	29250 PASEO SEDONA	SAN JUAN CAPISTRANO, CA 92675
VW VACATION RENTALS - 355	29250 Paseo Sedano	San Juan Capistrano, CA 92675-5562-Orange
WEST COAST STAYS LLC	1107 LAS FLORES DR	Carlsbad, CA 92008-1444
WEST INN AND SUITES	4970 AVENIDA ENCINAS	Carlsbad, CA 92008-4343
WILDFLOWER BY THE SEA LLC	5215 SHELLEY PL	Carlsbad, CA 92008-3851
WILLIAM AND JULIE LASHER-3760 JEFFERSON	16443 Shady View LN	Los Gatos, CA 95032-4722-Santa Clara
WILLIAM AND JULIE LASHER-3762 JEFFERSON	16443 Shady View LN	Los Gatos, CA 95032-4722-Santa Clara
WITHALL STVR	3841 MARGARET WAY	Carlsbad, CA 92008-3409
YAMAMOTO	1196 LARKSPUR LN	Carlsbad, CA 92008-3405
YOUNES FAMILY TRUST-UNIT 2-DO NOT USE	252 ACACIA AVE 119	Carlsbad, CA 92008-3208
YOUNES FAMILY TRUST-UNIT 4-DO NO USE	252 ACACIA AVE 119	Carlsbad, CA 92008-3208

ZALESKI REVOCABLE TRUST	560 Paloma CT	Encinitas, CA 92024-2392
ZEILER PROPERTIES LLC	PO BOX 27198	SAN DIEGO, CA 921980000
ZIBA	2003 COSTA DEL MAR RD 681	Carlsbad, CA 92009-6814

DRAFT



EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Federal Tax ID #: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

____ Placemaking Event ____ Brand Positioning Event ____ Room Night Driving Event

Program/Event Description *(Use additional pages if necessary):*

Proposed date or timeframe of event: _____ Is the date firm? _____

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Describe how the program/event will benefit tourism in Carlsbad:

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Describe program/event history, compliance, success, etc.:

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

Describe how grant funds would be used:

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: _____ Number of Employees: _____ Number of Volunteers: _____

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement


Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature:  _____

Name: _____

Title: _____

Date: _____

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Includes costs for search engine marketing, social media advertising, email marketing. Targeted ads specifically to riders outside of Carlsbad/SD	\$ 10,000
Print Advertising (Magazines, newspapers, billboards)		
Broadcast Advertising (Television, radio)		
Creative Production (Filming video content, creating a website, printing flyers)	website creation and upkeep, all print material to be used at promotional events	\$ 5,000
Direct Mail		
Operational Costs	staff time for promoting the ride through wrap-around campaign events and interaction with our constituents outside of Carlsbad	\$ 2,500
In-Person Promotion	(attending other cycling and community events in San Diego, Orange County, San Bernadino, Riverside County, etc. to promote our ride. Includes staff time, travel, lodging, meals, etc.)	\$ 5,000
Wrap Around Events	production costs for training rides, happy hours, stewardship events, meetings, and other events that promote the ride to our non-carlsbad constiuents	\$ 2,500
Total		<u>\$ 25,000</u>



EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: Carlsbad Marathon, Half Marathon, 5K and Kids Marathon Mile at LEGOLAND

Name of Applicant/Organization: In Motion, Inc.

Address: 1782 La Costa Meadows Drive, Suite 102, San Marcos, CA 92078

Contact Name: Christine Adams Title: CEO

Email: christine@inmotionevents.com Phone: 760-692-2900

Federal Tax ID #: 33-0142668

Amount of Grant Request:

\$ 30,000

Total Event Budgeted Expenses:

\$485,000

This application is for:

- Placemaking Event
- Brand Positioning Event
- Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: January 19, 2025 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

See attached Addendum Supplement under Addendum A

Describe how the program/event will benefit tourism in Carlsbad:

See attached Addendum Supplement under Addendum B

Projected number of out-of-town visitors: 2,500

Projected number of hotel room nights utilized: 300+

Describe the estimated media coverage of the event:

See attached Addendum Supplement under Addendum C

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Yes, 2025 will be the 34th year the event has taken place in Carlsbad.

Describe program/event history, compliance, success, etc.:

See attached Addendum Supplement under Addendum D

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

See attached Addendum Supplement under Addendum E

Describe how grant funds would be used:

See attached Addendum Supplement under Addendum F

Applicant Background

This applicant is a (an):

- Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 43 Number of Employees: 4 Number of Volunteers: 750

List any other organizations, agencies, or businesses partnered on this application.

N/A

Marketing Requirement


Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.
See attached Addendum Supplement under Addendum G

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

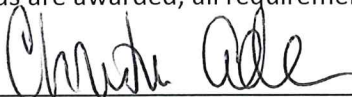
Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: 
Name: Christine Adams
Title: CEO
Date: 2/12/24

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Addendum A

Describe your program or event:

The Carlsbad Marathon is an annual wellness event that includes a full marathon (26.2 miles), half marathon (13.1 miles), 5K (3.1 miles), Double Down Challenge (half marathon + 5K), Kids Marathon Mile at LEGOLAND and two-day pre-race expo/packet pick up event. Between all the events, there is something for all ages and abilities. Our January 2024 event attracted 7,989 registered participants, and we aim to grow that number by 10% in 2025. In Motion, Inc., a second-generation, family-owned, and women-run corporation, produces the Carlsbad Marathon.

Addendum B

Describe how the program/event will benefit tourism in Carlsbad:

The Carlsbad Marathon is a well-respected, premier event that attracts runners to Carlsbad in January, an off-peak time of year for tourism but a time that has historically offered perfect racing weather. Runners come from all over the United States and, in 2024, from 15 countries. The full marathon is a Boston-qualifying event, and it and the half marathon are renowned for their beautiful coastal courses. Taking place on the three-day MLK weekend, we promote the race as the perfect winter "runcation" – a running event and vacation. Our website features a "Travel/Accommodations" page with links to hotels and information on other Carlsbad area attractions. Through the website, social media posts, and emails to registered participants, we encourage runners, even those residing in San Diego County, to make their race weekend memorable and relaxing by staying in Carlsbad and avoiding the stressful race morning drive.

Addendum C

Describe the estimated media coverage of the event:

In Fall of 2023, we retained [TREAT Public Relations](#) to assist with strategic media outreach and public relations. Through their efforts with the January 2024 event, the Carlsbad Marathon secured 84 pieces of race coverage, not including race calendar listings, with an estimated 1.99 million views. We are confident that with a longer lead time, the overall media coverage for the 2025 event will far exceed these already impressive numbers. [Click here](#) to view their 2024 post-race Coverage Book.

Addendum D

Describe program/event history, compliance, success, etc.:

The Carlsbad Marathon has had the privilege of having been awarded funds from the CTBID in the past. We are familiar with the CTBID's grant objectives and requirements. For the 2025 event, we will work with [HelmsBrisco](#), a highly respected meeting resource firm specializing in hotel partnerships, to secure and track courtesy room blocks at Carlsbad area hotels. Currently, we have room blocks with Staybridge Suites and Holiday Inn Carlsbad – the site of our two-day pre-race expo/packet pickup event. In 2024, 211 rooms were booked between the two properties, but we believe that hundreds more were booked at other Carlsbad area hotels.

Addendum E

Describe other funding sources and amounts including committed funds and potential matching funds:

The event receives the bulk of its funding from participant entry fees. In 2025, we are budgeting for \$880,000 in entry fees. In addition, we typically receive sponsorship funds from two Carlsbad-based companies, Lexus Carlsbad and The Columbia Employee Store. Their combined support totals \$17,000 annually.

Addendum F

Describe how grant funds will be used:

Grant funds will be used to help grow the event through advertising, key influencer partnerships, and collaborations with strategic events (see attached Event Grant Application Supplement – Funds Detail). They will also help offset the cost of Treat Public Relations and [BibRave](#), an industry leader in turnkey marketing solutions, to assist us with creating and implementing digital marketing campaigns, collaborations with influencers, and email marketing to our database of over 85,000 active users.

Addendum G

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Carlsbad is featured in the event name and logo, so it appears every time the event is mentioned in paid advertising, media mentions, social media posts, etc. In advertising the race, we use visually appealing race photography taken by our professional race photographer, which powerfully illustrates Carlsbad as a vacation destination. The Carlsbad Marathon has user-friendly and informative webpages at www.inmotionevents.com. In January 2024, the page had 60,006 visitors and 156,237 views.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Grant funds will be used to place strategic Facebook and Instagram ads. Direct emails will be sent through paid providers like RaceGrader, RacePlace, Texas Runner, and other strategic databases in key markets. Paid collaborations will be secured with running influencers and ambassadors with large followings who will promote the event to their followers. Lastly, funds will be used to pay for digital inserts in virtual race bags with other running events.	\$ 19,500
Print Advertising (Magazines, newspapers, billboards)	N/A	
Broadcast Advertising (Television, radio)	N/A	
Creative Production (Filming video content, creating a website, printing flyers)	Grant funds will be used to film reels and design ads to share through social media. Funds will also be used to create and produce promotional postcards.	\$ 5,000
Direct Mail		
Media relations and marketing assistance	Remaining grant funds will help pay for the services of Treat Public Relations (see Addendum C) and BibRave (see Addendum F).	\$ 5,500
Operational Costs	N/A	
Total		\$ 30,000



EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: Summer Theater Season at New Village Arts

Name of Applicant/Organization: New Village Arts

Address: 2787 State Street, Carlsbad CA 92008

Contact Name: Kristianne Kurner Title: Executive Artistic Director

Email: kristianne@newvillagearts.org Phone: 760-433-3245

Federal Tax ID #: 52-2320930

Amount of Grant Request:

\$ 5,000

Total Event Budgeted Expenses:

\$ 414,408

This application is for:

Placemaking Event Brand Positioning Event Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: June - September 2024 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

The summer at the Dea Hurston New Village Arts Center is composed of one of the most important stories of our time, THE COLOR PURPLE, followed by the pure fun and nostalgia of 8TRACK: The Sounds of the 70s. The two shows have the potential to bring over 6,100 cultural tourists to Carlsbad Village, who spend, on average, an extra \$43 per person at other locations in the Village: restaurants, bars, and Handel's.

Describe how the program/event will benefit tourism in Carlsbad:

Currently the only things to do in the Village at night are connected to bars and restaurants. NVA offers an exclusive cultural experience for tourists. In addition, NVA is working with a group of students at CSUSM to expand on partnerships with local hotels, restaurants, and shops to market specifically to tourists. Now, visitors can spend the day at the beach and the evening at one of the best theaters in Southern California.

Projected number of out-of-town visitors: 2,000

Projected number of hotel room nights utilized: 200

Describe the estimated media coverage of the event:

NVA has built strong relationships with local media and will utilize those to market these shows. Our marketing team is also reaching out to social media influencers to experience all of the programs at NVA. The production of THE COLOR PURPLE is the San Diego professional premiere, which will garner a lot of press, and 8TRACK is so much nostalgic fun that we anticipate great coverage.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

NVA has been in the Village since 2007, but both of these productions are new.

Describe program/event history, compliance, success, etc.:

NVA was founded in 2001 and produced our first play in The Granary in Magee Park. From there, we used the corporate headquarters of Jazzercise for five years before moving to our current home in the heart of the Village. We completed a major renovation in early 2023 and have been growing exponentially. NVA is recognized as one of the finest theatre companies in Southern California.

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

NVA has been fortunate to receive support from a variety of sources, including foundations, corporations, government, and individuals. Foundation support is anticipated from the Prebys Foundation, the Nordson Foundation, and others. Corporate support has been pledged from Jazzercise and US Bank. NVA regularly receives support from the City, County and State as well as numerous individuals.

Describe how grant funds would be used:

NVA would utilize these funds to do a big marketing push for these shows. Utilizing the research done by the CSUSM team as well as some expert marketing consultants, NVA will expand our reach to ensure that everyone visiting the City knows about the cultural experiences available in the Village. This will include advertising, pop-up experiences, marketing materials, and brand new marketing techniques.

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 23 Number of Employees: 7 F/T, 12 P/T Number of Volunteers: 100+

List any other organizations, agencies, or businesses partnered on this application.

NVA will be partnering with many local organizations as sponsors. Community partners will include the North County African American Women's Association and other local non-profits.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.


If funds are received, NVA would include the Visit Carlsbad logo on all marketing materials, as well as in the lobby, program, social media posts, emails and more. NVA has more than 10,000 email subscribers and nearly 10,000 followers on social media.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: _____

Name: Kristianne Kurner

Title: Executive Artistic Director

Date: 3/30/2024

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Digital Marketing on travel sites	\$ 1,000
Print Advertising (Magazines, newspapers, billboards)		\$ -
Broadcast Advertising (Television, radio)		\$ -
Creative Production (Filming video content, creating a website, printing flyers)	NVA will partner with Raindrop Branding and Advertising for a creative, fun advertising campaign including video and print (some will be covered with an in-kind contribution)	\$ 3,500
Direct Mail		\$ -
Administration and Overhead		\$ 500
Total		\$ 5,000



EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: 6th Annual Parking Lot Olympics

Name of Applicant/Organization: Simone Brown/King Moxie Marketing (on behalf of Señor Grubby's)

Address: 377 Carlsbad Village Drive, Carlsbad, CA 92008

Contact Name: Simone Brown Title: CEO

Email: simone@kingmoxiemarketing.com Phone: 858-254-3579

Federal Tax ID #: NA

Amount of Grant Request:

\$5,000.00

Total Event Budgeted Expenses:

\$ 2,500.00

This application is for:

Placemaking Event Brand Positioning Event Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: Saturday, May 4th, 2024 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

The 6th Annual Parking Lot Olympics, organized in partnership with Señor Grubby's in Carlsbad, is a day-long event scheduled for May 4, 2024, designed to celebrate Cinco de Mayo with community spirit and friendly competition. The event features teams competing in a series of six (6) party game-style obstacles, with a special emphasis on community, aligning with key experience pillars of fun, community engagement, and making memories. This event, while not new, has made a comeback and will become a major recurring event in Carlsbad, contributing significantly to local culture and community bonding.

Describe how the program/event will benefit tourism in Carlsbad:

The event is projected to attract a significant number of out-of-town visitors, thanks to its unique appeal and timing around the Cinco de Mayo festivities. It aims to draw attendees not just from the local area but also from neighboring cities and possibly even states looking for a unique celebration of the holiday.

Projected number of out-of-town visitors: 250+

Projected number of hotel room nights utilized: 75+

Describe the estimated media coverage of the event:

The event is expected to receive comprehensive local media coverage, including features on local event calendars, lifestyle blogs/magazines, and the possibility of a segment on local television. Social media campaigns and influencer partnerships will further extend the event's reach, ensuring wide visibility and promotion.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? If so, how many times has it taken place?

Yes, Parking Lot Olympics was an annual event for 5 consecutive years prior to the pandemic.

Describe program/event history, compliance, success, etc.:

The Parking Lot Olympics has been a staple event in Carlsbad, with this year marking its 6th occurrence. Historically, it has garnered positive feedback for its organization, entertainment value, and community impact, contributing significantly to local engagement and tourism.

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

The event is supported by the Señor Grubby's, participant registration fees (minimal impact), and in-kind contributions from community partners and local businesses.

Describe how grant funds would be used:

Grant funds would be strategically allocated towards enhancing event infrastructure, marketing and promotional activities to widen reach, and enriching the participant experience through better prizes and activities.

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: 16 Number of Employees: _____ Number of Volunteers: _____

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

The marketing strategy for the Parking Lot Olympics includes targeted social media campaigns, local press engagement, influencer partnerships, and community outreach to ensure wide visibility and attendance. Marketing materials will prominently feature grant support (if applicable) to acknowledge the contribution to the event's success.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: 

Name: Simone Brown

Title: CEO (King Moxie Marketing) on behalf of Señor Grubby's

Date: April 4, 2024

Clear Application

Print Application

Submittal Information

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EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: NCAA Women's & Men's Golf Championship

Name of Applicant/Organization: National Collegiate Athletic Association

Address: 700 W Washington St

Contact Name: John Baldwin Title: Managing Director, Championships and Alliances

Email: jbaldwin@ncaa.org Phone: 317-917-6442

Federal Tax ID #: 44-0567264

Amount of Grant Request:

\$ 100,000

Total Event Budgeted Expenses:

\$ 1,500,000

This application is for:

Placemaking Event Brand Positioning Event Room Night Driving Event

Program/Event Description *(Use additional pages if necessary):*

Proposed date or timeframe of event: May 15 to May 29, 2023 Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

As the greatest amateur golf event in the world, the NCAA Championship is home to 156 women and 156 men selected from the 363 Division 1 Institutions. The championship field of 30 teams and 6 individuals (per gender) is set through six regional championship rounds.

The event begins with a practice round on Wednesday, followed by stroke play Thursday to Sunday with match play on Monday, twice on Tuesday and again on Wednesday, twice over.

Describe how the program/event will benefit tourism in Carlsbad:

As a neutral site championship for the next three years, the event presents the opportunity to become the permanent home for the NCAA Golf Championship, ensuring Carlsbad becomes synonymous with Collegiate Golf Champions. The locale and ease of national travel offer an inviting opportunity for families and fans of Collegiate Golf to travel to the championship.

Projected number of out-of-town visitors: 1,800

Projected number of hotel room nights utilized: 4,000

Describe the estimated media coverage of the event:

The 2023 Championship received more than 70 hours of coverage simulcast on Peacock and GOLF Channel, reaching 2.054 million unique viewers. The telecasts averaged 106,000 viewers per minute, a +6% increase over the prior year Championship. Addition promotion occurs through NCAA, NBC Sports, Sports Illustrated, Golfweek, and Ameatuer golf.com articles among other key media sources.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

No

Describe program/event history, compliance, success, etc.:

With four exceptions the Golf Championship has occurred since 1897 awarding a National Champion. Most recently the event was held in Scottsdale, AZ for three years preceded by Fayetteville, AR, Stillwater, OK, Sugar Grove, IL, and Eugene, OR dating back to 2016.

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

The NCAA, Omni La Costa and the University of Texas at Austin (NCAA member host) are providing essential funding to the event. The event will be bid for future cycles resulting in the 2027 and 2028 sites in early 2024. The host organization is also launching a Collegiate World Golf Championship Foundation to secure the longterm viability of the Championship.

Describe how grant funds would be used:

We will use the funds to build out the microsite used in the promotion of the event and Carlsbad, and the spectator experience. Additionally, the funds will support the volunteer efforts and experience in the promotion and successful operation of the event.

Applicant Background

This applicant is a (an):

Nonprofit For-Profit Local Public Agency Individual Other

Years in Business: since 1906 Number of Employees: 500 Number of Volunteers: 500+

List any other organizations, agencies, or businesses partnered on this application.

The Club at La Costa golf course

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Opportunities to host clients, destination and golf media, promotional opportunities within guest rooms, television, hospitality suites (TBD), inclusion on micro-site when completed.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

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The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 Digitally signed by jbal
Date: 2024.01.04 11:40:45 -05'00'

I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: jbaldwin  Digitally signed by jbal
Date: 2024.01.04 11:40:45 -05'00'

Name: John Baldwin

Title: Managing Director of Championships and Alliances

Date: Jan. 4, 2024

[Clear Application](#)

[Print Application](#)

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Event Grant Application Supplement

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Category	Description	Total Marketing Budget	Grant Funds Budget
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	<p>Golf dynamic paid search campaign through Google targeting a 250-mile radius of San Diego DMA + SF/LV/LA/Phoenix. Email blasts have been sent or slated to our membership database and key feeder markets. Example is a dedicated eBlast going to 150k Subscribers, golf audience, in the SF/SD/LA/LV/Phoenix markets.</p> <p>Leveraging La Costa Club members and community with word-of-mouth support for ticket sales and volunteers.</p> <p>Working with Century Club (Farmers Insurance Open) community to leverage golf interest and support for championships.</p> <p>Reaching out to Southern California Universities, San Diego State, SDSU for promotion and awareness.</p> <p>Targeting sports influencers (Patrick Koenig, Pat Bonds, Tod Leonard, Tisha Alyn, etc.) to generate awareness and excitement.</p>	\$ 35,700	\$ 35,700

<p>Print Advertising (Magazines, newspapers, billboards)</p>	<p>We've updated our entry signage along high-trafficked El Camino Real Rd with a sign that reads "Home of the NCAA D1 Golf Championships" to act as a billboard for high impressions and consistent visibility along one of San Diego County's busiest roads.</p> <p>We are placing championship info in community calendars and "What To Do" sections of local newspapers. We're leveraging relationships with local pubs for editorial coverage and discounted insertions, e.g. Coast News, Carlsbad Business Journal, Inland Coast News, etc.</p>	<p>\$ 5,000</p>	
<p>Broadcast Advertising (Television, radio)</p>	<p>Golf Channel marketing placements (video).</p> <p>We are currently running Pandora streaming ads that promote NCAA and resort golf.</p> <p>We're working with FOX 5 and CBS 8 to discuss connections between the championship and the local sports community. Visit Carlsbad is tapping into their relationship with The Localist for guaranteed on-air coverage.</p>	<p>\$ 318,000</p>	<p>\$ 40,300</p>
<p>Creative Production (Filming video content, creating a website, printing flyers)</p>	<p>Domain, site build and G-suite for www.cwcgf.com for the College World Golf Championships Foundation, Inc.</p>	<p>\$ 500</p>	
<p>Direct Mail</p>			
<p>Operational Costs</p>	<p>PR Agency Retainer, Buffalo Groupe – outbound pitching</p>	<p>\$ 24,000</p>	<p>\$ 24,000</p>
<p>Total</p>		<p>\$ 383,200</p>	<p>\$ 100,000</p>