



This report encompasses the activities and achievements of the Coronado Tourism Improvement District between April 1 and June 30, 2015.

BOARD OF DIRECTORS

A leadership change occurred at Loews Coronado Bay Resort and in June, the Advisory Board welcomed Sean Clancy, the new Managing Director for the resort.

AGREED UPON PROCEDURE

During Q4, the CTID's accounting and banking systems were independently audited for accuracy. The City of Coronado, and their accounting firm, reviewed numerous documents to assure compliance with procedures outlined in the Special Services Agreement with the CTID. The final report found no errors.

REVENUE

Assessment totals during Q4 grew 7% over FY14 totals for the same quarter. During April, May and June 2015, \$168,792 was collected.

For the fiscal year 2015, the CTID assessment totaled \$635,465, a 10% increase over FY14.

As expected, the month of July produced the most assessment while December generated the least. In keeping with trends from the four previous years of the CTID, the assessment spiked in March and declined during May.

ANNUAL REPORTING/ASSESSMENT INCREASE PROCESS

In Spring, the CTID delivered its FY15 Annual Report and Service Plan for FY16. Additionally, City Council received an Initial Report for the establishment of a second tourism improvement district in Coronado.

The CTID and its Executive Director worked closely with the City during the public notice and public hearing portions of the approval process. This included approval from the owners of the CTID hotels to continue the existing assessment and to facilitate another .05% assessment.

The second district was approved on June 16th with the assessment collection to commence on August 1.

CORONADO TOURISM IMPROVEMENT DISTRICT II

As indicated in the CTID’s Off-Season Group Meeting Benefit Study, the additional assessment would allow Coronado to better position itself as a group-meeting destination. Once approved, the National Marketing Subcommittee met with their partner San Diego Tourism Authority (SDTA) to form a strategy for District II.

First, the Committee established working budgets during FY16 for the SDTA: \$400,000 from District I and \$450,000 from District II.

The additional assessment was applied to strategies the CTID could not afford previously:

- Sponsoring and hosting the conventions of group meeting planners
- Developing promotional videos to engage decision-makers
- Distribution of the videos via strategic channels and media
- Sending delegates from Coronado to negotiate and close group bookings
- Develop and deliver a direct mail campaign that targets key influencers
- Produce a branded presence for tradeshow/group meeting conferences
- Establish an Advisory Board of meeting experts to consult/advise the CTID

Almost immediately, the CTID placed a bid to attract one of the most influential conferences for group meeting planners. Without the second district (and its assessment) Coronado would not have been able to secure the September 2016 meeting of the Professional Convention Management Association in Coronado. This is a first for the City of Coronado and demonstrated true collaboration between the four CTID hotels.

FREE CORONADO SHUTTLE

Since its inception in 2010, the CTID has fostered a number of programs that improve the accessibility and desirability of the community with visitors and residents alike.

In May, the Advisory Board approved the cost of wrapping three shuttle buses for the Free Coronado Shuttle (\$16,000.) The Planning Subcommittee of the CTID funded a new creative design (\$4,000) that embodied the spirit and lifestyle of Coronado.

The new vinyl wrapping was launched on June 7th featuring *"a bus within a bus."* An iconic 1966 VW bus, commonly found in Coronado, was incorporated into the design. The layout was refined to be both fun and inviting. It will be used again in Summer 2016 if the shuttle program is continued.

OTHER PROGRAMS

- The Advisory Board discussed funding a plan to replace dilapidated fencing near Loews Coronado Bay Resort. It was decided later that the project conflicted with the intended use of an assessment as defined by Prop. 26.
- The Board then budgeted for and evaluated community enhancements (\$50,000) such as water-saving solutions for the Orange Avenue medians and a better functioning/more attractive trash-can strategy for downtown. Nothing was decided or finalized as of the end of Q4.
- The officers of the CTID agreed to fund a portion of a newly resurrected skydiving/parachute exhibition in Glorietta Bay on July 4th (\$5,000.)