



This report summarizes the activities of the CTID Advisory Board during Q3 of FY14 (encompassing January-March 2014.)

Advisory Board/Board of Directors

During March 2014, Brian Johnson officially assumed his role on the Board, representing Loews Coronado Bay Resort. As an assessee, he will also contribute to the National Marketing Subcommittee. He has completed his ethics training and submitted disclosure documents to the City Clerk.

Revenue

During January, February and March 2014 the CTID assessment totaled \$123,335. That total is \$10,310 (or 9%) above projections for the quarter. Since July 1, 2014 the CTID assessment has totaled \$430,312 (5% over projections.)

Marketing

Because it is typically the slowest portion of the off-season, the CTID deploys a reasonable amount of national marketing during Q3 to improve occupancy at the assessed hotels:

- Full-page ads in *Elle Décor*, *Town and Country*, *Real Simple*, *Food & Wine* and *Travel + Leisure*
- Keyword search efforts (pay-per-click) on Google and Yahoo
- Banner ad strategy on TripAdvisor, Virtual Tourist, Lonely Planet and Sojern

To encourage more day-visits from San Diegans, several local campaigns were also active:

- Full-page ads in *San Diego Magazine* and *Performances*
- Digital ads and email blasts with UT San Diego and *San Diego Home and Garden*
- Editorial coverage on UT San Diego

Between January and March 2014, the CTID public relations effort generated editorial coverage valued at \$289,000, reaching over 6.5 million readers and viewers.

Our PR team introduced over 20 domestic and international travel media to the assessed hotels plus local restaurants, attractions and activities. Four news releases highlighting Coronado facilities and off-season events were researched, drafted and distributed.

Additionally, CTID PR representatives traveled to Phoenix, Dallas and New York City to pitch Coronado story ideas to key travel media. In New York, they attended a Visit California Media Reception to network with travel media and suggest Coronado story ideas.

CTID Annual Meeting

Each February, the CTID Advisory Board reviews existing programs and begins pondering long-term goals for the next fiscal year. These meaningful discussions are often continued throughout the quarter. During Q3 the Board:

- Refined the Community Grant Program so many more Coronado events could benefit from a new regional marketing campaign strategy
- Reviewed the effectiveness of its partnership with San Diego Tourism Authority
- Explored a new national marketing approach for group meetings in Coronado
- Voted to remain neutral (providing no opinion) on City Council agenda items
- Authorized an economic study to quantify the impact of tourism on Coronado's economy, infrastructure and livability
- Agreed to merge the Visit Coronado mobile app with the Coronado Visitor Center website

Budgeting

In anticipation of composing the FY14 Annual Report, the full CTID Board reviewed the existing fiscal year budget and discussed future allocations.

At that time, CTID assessments were pacing 3% over projections. The ED projected a final FY14 assessment total of approximately \$561,350. The long term planning fund was expected to be \$63,014.

As indicated in the Annual Report, Board Members then projected a 5% assessment growth for FY15 (approximately \$590,000.)

Partnerships

Each quarter Advisory Board members and their Executive Director make themselves available so others can benefit from the CTID. Between January and the end of March:

- * The ED and PR Director met with organizers of Coronado's Wizard of Oz events
- * Board Members and the ED monitored Coronado's Film Festival discussions
- * The ED assisted the City with its way-finding signage development
- * The Board approved to wrap a second series of buses for the Free Summer Shuttle
- * The ED met twice with CTV management to assess capabilities and costs
- * The ED ascertained distinctions and need for village-based Farmer's Market

Compliance

In March, the CTID provided the appropriate paperwork to complete an independent audit as directed by the City. The resulting report documented no discrepancies with the CTID's accounting or banking procedures during FY13.

In February, the ED submitted the Q2 Report to the City with an updated set of financial reports.

On March 31, the City received the Advisory Board's FY14 Annual Report and FY15 Service Plan.

Also, during the quarter, the entire CTID Board submitted ethics training certificates and portfolio disclosures as requested by the City Clerk.