



This report summarizes the activities and achievements of the Coronado Tourism Improvement District (CTID) between January 1 and March 31, 2015.

REVENUE

The assessment collected in the third quarter of FY15 totaled \$144,931. During the same quarter of FY14, the assessment totaled \$123,335. Year-over-year, the quarter is up 18%.

ADVISORY BOARD

In December 2014, Denise Schwab stepped down from both the Coronado Chamber of Commerce and the CTID. In late March 2015, her replacement was announced. Cindy Anderson, a local businessperson, immediately completed ethics training and provided disclosure documents so she could begin serving in early April 2015.

The Board also approved Ms. Anderson for the Board of Directors of the 501 (6) 6 incorporation of the CTID. At the same time, they approved the At-Large Members and Officers for FY16.

The Executive Director updated the CTID's Statement of Information to reflect the newly elected officers, which included Brian Johnson, who replaced Denise Schwab as Secretary.

During the month of March, the Executive Director prepared a variety of financial documents so the CTID's agreed upon procedures with the City were compliant. An independent auditor has received the data and a summary is expected soon.

GROUP MEETING OUTREACH

In Q3, the Advisory Board forwarded its Group Meeting Benefits Study to City Council. The Study supported the Board's shift from leisure guests to group events. The Study examined competitive group destinations, their guest tax/assessment total and their marketing budget. The Study then provided forecasts based on the existing assessment percentage and a hypothetical 1% assessment.

The Coronado City Council discussed the topic at length and agreed to allow the City Staff to research the most effective way to increase the existing assessment. To assist City Staff, Council members allowed the existing Advisory Board to serve as an Interim Advisory Board.

During March, the Interim Advisory Board of a second tourism improvement district (CTID II) developed an Initial Report as well as an Annual Report/Management Plan for the existing tourism improvement district (CTID I.) The reports included projected budgets for FY16 and FY17. Hypothetical budgets for the proposed CTID II were also included.

Throughout the third quarter, the Executive Director and Advisory Board worked with the San Diego Tourism Authority to position Coronado as an ideal destination for executive events, business conventions and corporate meetings.

To engage meeting decision-makers, a high-quality brochure was developed. This booklet will profile the many attributes of Coronado as well as exciting activities groups can enjoy during their event. At the same time, the Executive Director began assembling a custom tour for group meeting planners that are evaluating Coronado. The tour will encompass the entire island of Coronado as well as its unique landmarks, shops, vistas, restaurants, activities and personalities.

At the executive level, the Senior Vice-President of Sales and National Sales Manager were establishing relationships and generating leads for the four assessed hotels. They have booked numerous familiarization trips, sales calls and tradeshow appearances so Coronado is top of mind with key decision-makers.

LOCAL MARKETING

Because it follows the holidays and the weather is less-than-perfect, Q3 is a time of great need for hoteliers and merchants alike. For this reason, the bulk of the CTID's local marketing campaigns were active during January, February and March 2015. To increase the number of day-visitors from San Diego, the CTID invested in marketing campaigns with:

- KFMB-TV (TV spots, digital banner ads and promotional videos that precede news clips on their website.)
- Sunset.com (digital banner ads, email blasts to subscribers and more promotional videos.)
- San Diego Magazine (print ads, digital banner ads, email blasts, advertorial coverage and a custom Coronado tab on SanDiegoMagazine.com)

CORONADO EVENTS PROGRAM

Winter can be a difficult time for organizers of events. To increase awareness, the CTID's Community Events Program promoted local events in full-page ads and email blasts to subscribers of Los Angeles Magazine. Event organizers were not charged for the coverage in the magazine or to be included on SeeCoronado.com (the landing page for the program.)

FREE SUMMER SHUTTLE

During the latter part of Q3, the Board began budgeting for the third year of the Free Summer Shuttle. For the upcoming campaign, the Board approved the cost of wrapping three MTS buses as well as a new design. Additionally, the Board approved a strategy that will lessen vehicle usage. The CTID will purchase passes for the Route 901 bus so each week 75 guests at Loews Coronado Bay Resort enjoy free transportation to Coronado's shops, stores, restaurants, services and landmarks. On July 4th, an additional 100 passes will be distributed on a first come, first served basis.