



This report summarizes the activities and accomplishments of the Coronado Tourism Improvement District between July 1 and September 30, 2014.

BOARD OF DIRECTORS

Prior to the start of the fiscal year the full Advisory Board approved it's members and officers for FY15. Claudia Ludlow (Chair), Andre Zotoff (Vice-Chair), Mary Ann Berta (Treasurer), and Denise Schwab (Secretary) will continue in their respective positions.

REVENUE

In the first quarter, the CTID assessment totaled \$204,605, about 2% over Q1 in FY14.

NATIONAL OUTREACH

The CTID Advisory Board met in late FY14 to evaluate off-season marketing options. They approved a shift in the CTID national outreach that would no longer target leisure travelers such as couples, families and tourists. Instead, the focus turned to the off-season group meeting market that shows greater promise than the leisure traveler market. The CTID again partnered with the San Diego Tourism Authority (SDTA) to better market Coronado as a group meeting destination.

The full Board approved the new direction while maintaining the FY14 budget of \$328,000.

BENEFITS STUDY

In September, the Board fielded a study to measure the potential of Coronado's group meeting strategies. The Board felt several nearby coastal destinations could soon erode Coronado's market share. The study will measure the budgets, direction and revenue of competitive destinations such as Anaheim, Long Beach, Carlsbad, Newport Beach, Huntington Beach and San Diego.

The study will evaluate Coronado's potential under the existing national budget. The report will also forecast the revenue impact on the assessed hotels, Coronado businesses and the City should the CTID's group meeting budget be increased in the future.

LOCAL MARKETING

Locally, the Board authorized a new active lifestyle approach to the existing *Play Across the Bay* campaign in San Diego. The Local Marketing Subcommittee met with the CTID's agency to develop the concept. The theme throughout the campaign encourages visitors to "discover things they never knew you could do in Coronado."

The \$80,000 marketing budget will encompass print, digital, radio, email and TV strategies.

COLLABORATION

To measure the response of the local marketing campaign, the CTID Advisory Board funded a complete overhaul of the website for the Coronado Visitor Center. The goal was to develop the website so it was a compelling landing page for the CTID marketing efforts.

The Board approved \$15,000 for the project. The Executive Director and the manager of the Visitor Center enlisted a Coronado company, Raindrop Marketing, to produce the website. The team designed, developed and timed the launch of the website to coincide with the start of the local marketing campaigns in San Diego.

Most of Coronado's businesses have been given a profile on the website at no cost. The website is carefully coded to analyze web traffic generated by the CTID marketing efforts.

ASSISTING THE COMMUNITY

In August, the CTID launched a new strategy intended to raise the awareness of selected Coronado events. The Community Events Program included the development of the SeeCoronado.com website. Visitors to the website are able to discover upcoming events in Coronado then book a hotel stay before, during or after the event.

The Coronado events (and website) were then promoted in *Los Angeles Magazine*. The event organizers received their listing free of charge.

ACTIVITY REPORT

In Q1, the CTID Board or the Executive Director have contributed to a number of projects:

- Way-finding concepting and planning
- Off-season hotel packaging with Coronado Golf Course
- Coronado's Wizard of Oz Week promotion
- Coronado Bridge Toll Plaza concepting
- The promotion of the City's Free Summer Shuttle program