



This report summarizes the activities and achievements of the Coronado Tourism Improvement District between October 1, 2012 and December 31, 2012.

BOARD OF DIRECTORS

There were no changes with the Board during Q2.

To remain compliant, Phil Monroe, David Spatafore, Camille Gustafson and Executive Director Todd Little completed ethics training and filed disclosure forms to the City of Coronado.

REVENUE

During October, November and December \$106,820 was collected via the .05% assessment at the Hotel del Coronado, Loews Coronado Bay Resort, Coronado Island Marriott Resort & Spa and Glorietta Bay Inn. Revenues during Q2 were 2% over current projections but 4% over 2011 collections for the quarter. The month of December was a source of disappointment when assessment totals fell 18% shy of projections.

MARKETING STRATEGIES

In the second quarter all nine of the CTID's marketing strategies were simultaneously in the field. *"Where Main Street Meets Bare Feet"* continued as the national campaign message. Closer to home, *"Come and Play Across the Bay"* was used for engaging visitors from San Diego County:

- Banner ads on TripAdvisor.com and VirtualTourist.com (Oct-Dec)
- Pay per click keyword searches on Google.com and Yahoo.com (Oct-Dec)
- Full-page ads in national magazines such as Travel + Leisure, Food & Wine, Real Simple, Town and Country and Elle Décor (Sept and Nov)
- Newspaper inserts in LA Times, SF Chronicle, Arizona Republic, Orange County Register and North County Times (Oct 21)
- Full-page ads in San Diego Magazine and San Diego Home & Garden (Nov-Dec)
- Total Traffic radio sponsorships (Nov-Dec)

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- Banner ads and email blasts on UTSanDiego.com (Oct-Dec)
- Signage at San Diego Int'l Visitor Center, close to ferry to Coronado. (Oct-Dec)

MEASURING RESULTS

In Q2 the CTID launched its third independent Marketing ROI Study with 53 Coronado businesses reporting their year-over-year percentages to the Executive Director.

During October, November and December 2012, when the CTID's marketing strategies were active, local businesses averaged a 7% increase in revenue, compared to the same months in 2011. Once again, flat growth in December (1%) diluted positive gains in October (7%) and November (12%.)

PUBLIC RELATIONS

The variety (and quantity) of tourism-friendly holiday events afforded a rich opportunity for the CTID's PR efforts.

Coronado's Open House & Holiday Parade, Snow Mountain and Skating by the Sea became the centerpieces for holiday messaging. The CTID shared the coverage of Coronado's holiday events to include Lamb's Players Theatre, the Ferry Landing Shops, the Chamber of Commerce, Coronado Brewing Company as well as the Coronado Recreation Department.

Photos and video taken last holiday season embellished the press kits that were shared with visiting media, travel bloggers and along social networks. During Q2 the PR efforts of the CTID generated coverage from KNSD (NBC 7) KUSI, UT San Diego, San Diego Magazine and TravelChannel.com. During the quarter the CTID's efforts generated further coverage from AAA Arizona, New York Post, Univision-TV and Denver Post among others.

OUTREACH

The Executive Director continued to educate local merchants, organizations and residents on the mission of the CTID. During the quarter, he met with the San Diego Bicycle Commission, South County Economic Development Commission, the Silver Strand Beautification Committee as well as each candidate for Coronado City Council.

It was during the second quarter the CTID launched a Facebook page for Coronado Tourism (Facebook.com/Coronado Tourism.) This page is intended to share engaging photos pertaining to Coronado whereas the CTID's Twitter account (@CoronadoTourism) responds to and retweets comments pertaining to a Coronado visit.

Each of these social networks serve as tools for engaging potential visitors and responding to guest comments. During Q2 the networks promoted events such as Beer Week in

Coronado, The Taste of Coronado and each holiday event. For extended reach, these networks also share and retweet content produced by other Coronado organizations.

GRANTS

Each year the CTID provides community grants for Coronado events that attract San Diegans across the bridge. The grants reimburse the organizers for marketing their event. The goal is to improve the number of attendees and the amount those visitors spend with local merchants near the event.

During Q2 two of the five grantees held their events. In late November Lamb's Players Theatre opened a "Festival of Christmas" at their Orange Avenue location. This production has proven success attracting San Diegans who often dine and shop prior to performances. In mid December Lamb's hosted "An American Christmas" at the Hotel del Coronado. Those performances impact hotel occupancy at the Del and other hotels.

In late November a radio campaign granted to the Coronado Chamber of Commerce began airing on 13 San Diego radio stations. The \$4,000 campaign encouraged San Diegans to shop and dine while attending Snow Mountain at Ferry Landing and the Holiday Open House that evening.

BOOKKEEPING, TAXES AND COMPLIANCE

An unplanned change with the CTID's bookkeeping firm was fortuitous, allowing the Board to retain a new firm based in Coronado. In October the Board reviewed each of the candidates and approved Island Bookkeeping for maintaining the CTID finances.

Island Bookkeeping will work closely with the Executive Director and Treasurer to reconcile all financial/banking data and provide requested reports to the Board. They will also provide quarterly statements that are required in the CTID's Special Services Agreement with the City.

In December the CTID retained Considine and Considine, a CPA firm with strong ties to Coronado, to prepare and submit its tax returns. Fiscal year 2011-2012 marked the first year the CTID was incorporated as a 501 (c) 6 and required a tax return independent of the City.

MISCELLANEOUS

The CTID released several updates to the free Visit Coronado to make it more valuable to local businesses and more helpful to its users. During the quarter, the app was improved to provide restaurant menus, business hours, iPhone 5 integration and an improved user experience. Above all, the app received updates that dramatically improved the speed of data delivery.

To further promote the app, the Board approved the printing of an additional 10,000 promotional cards. Doubling the amount of cards has pushed the app towards 8,000 downloads/updates. Local businesses welcomed this effort to help them maximize holiday visits and transactions.

During the quarter the Executive Director continued to build the CTID's photo library. Often times this was done through social media and photography websites. In exchange for photo credits, the CTID has built a robust media kit for publications, writers, broadcast partners and marketing campaigns.

Finally, the CTID participated in the Holiday Open House and Parade to remind residents and merchants of our presence and wish to contribute to the vitality of our community.