



Coronado
A BRIDGE AWAY

This report summarizes the activities and accomplishments of the Coronado Tourism Improvement District between October 1 and December 31, 2015.

REVENUE

In Q2, the CTID assessment totaled \$119,023, about 2% more than the same quarter in FY15. Since the start of the fiscal year the assessment for District I has totaled \$330,464.

BOARD OF DIRECTORS

In October, the representative for the Coronado Chamber of Commerce, Cindy Anderson, took a leave of medical absence from the Board. While away, the Chamber was represented by Suzanne Lewis. As with all Board Members, Suzanne completed an ethics-training course and submitted disclosure statements.

GROUP MEETINGS

For the first time, Coronado was represented at the largest convention for incentive group meeting planners (IMEX.) Each of the four assessed hotels was showcased in meetings and presentations to attract off-season events. Coronado shared convention floor space with its partner San Diego Tourism Authority.

In Q2, production began on a group meeting marketing kit for Coronado.

CORONADO TOURISM IMPROVEMENT DISTRICT

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Storyboarding and production was supervised by MeringCarson, a firm that specializes in destination marketing.

"A World Away" is the theme of strategy. The packaging will include a one-of-a-kind video postcard that utilizes an iPad mini to feature footage of Coronado and its group meeting capabilities. The footage will be a combination of existing and newly-shot footage. The kits will number 300 and will include meeting space data, descriptions and photos.

MARKETING

The CTID's local marketing campaign "Play Across the Bay" launched on October 1. The campaign's creative design debuted in FY15 and was repurposed for FY16 to benefit locally operated shops, stores, services and restaurants. The \$85,000 budget was invested with San Diego Magazine, KFMB-TV and The San Diego Union-Tribune. Two new media platforms were included for FY16: KNSD-TV and Pandora (music streaming.) The campaign uses a variety of media tools to attract customers to Coronado during the off-season: on-line ads, TV spots, email blasts, video pre-roll, print ads, social media and editorial support.

COMMUNITY

While the CTID is focused on group meeting acquisition, the Board has been receptive and supportive of programs in the community.

Knowing the Holiday season is critical for the survival of Coronado's small businesses, the Board approved a radio campaign to bring holiday shoppers and diners to Coronado during December. The campaign used 19 San Diego radio stations to spotlight the variety of things to do, see, buy and taste in Coronado's business districts.

Since its inception the CTID has discuss programs that would raise the awareness (and appreciation) of Coronado's restaurant selection.

In Q2, the Board approved a partnership with Uber to fill more seats during Restaurant Week without filling parking spaces.

In the last quarter of 2015, the Board finalized and funded a mass transit program for the Coronado Island Film Festival in January. The CTID retained Old Town Trolley to provide a free trolley that looped between movie venues, film panels, after-parties and the Hotel del Coronado.

Lastly, the CTID has worked closely with City Staff to build upon the success of the Free Summer Shuttle so it may include groups, visitors and even residents along the Silver Strand. In Q2, representatives from Loews Coronado Bay Resort, the CTID and the City discussed the routing and funding of an express service that would connect to the Free Summer Shuttle program. (The CTID has historically provided the creative design and installation of the outer shuttle wrapping.)



This report summarizes the activities and achievements of the Coronado Tourism Improvement District II between October 1 and December 31, 2015.

REVENUE

In Q2 the CTID assessment for the second district (II) totaled \$118,915. No year-over-year data is available because District II did not exist in FY15. Since the start of FY16, the District II assessment has totaled \$241,540. That total is slightly less than the year-to-date total for District I because collections for District II started in August of 2015 instead of July.

GROUP MEETING OUTREACH

In early December the Sales and Marketing Directors of the assessed hotels met to respond to new requests for proposals (RFPs) from Conference Direct, Site SoCal, BI Worldwide and the Int'l Food, Wine and Travel Writers Association. These groups are ideal because they recommend destinations to their clients or readers. At the end of Q2, seven highly influential groups were close to signing for or had confirmed a group meeting in Coronado.

To fulfill the requests within a RPF, the assessed hotels divide responsibilities and conquer. The sponsorships in District II typically cover the cost of something not already provided by one of the hoteliers (such as meeting space, hotel rooms and meals.)

They can include welcoming receptions, transportation, activities and keynote speaker fees.

So Coronado can effectively compete as a group meeting destination, the CTID will assemble an Advisory Board of meeting planners. In December, a list of ideal candidates was discussed and a meeting in Coronado was planned for Q4. This group will be comprised of experienced meeting planners who'll provide tactical insight for the betterment of future bookings.

In Q2, the production of a group meeting marketing kits commenced. While the bulk of the design, development and distribution will fall within the District I budgets, the design and manufacturing of the Coronado's tradeshow presence will come from District II.

In late 2015, on behalf of the Coronado Tourism Improvement District, San Diego Tourism Authority began scheduling tradeshow appearances. These events are critical for prospecting new business leads. Each of the assessed hotels will be represented equally.

If all goes as planned, Coronado will be situated next to the San Diego tradeshow exhibit, but each will have their own theme. "A World Away" is the theme of Coronado's outreach strategy. The final photos, video and layout were approved by the full Board in February 2016.