

This report summarizes the activities of Discover Coronado between April 1 and June 30, 2017.

## **Revenue**

Year-over-year, the assessment was 5.7% more than FY16. For FY16 the grand total, per district, was \$670,496. In Q4, the assessment totaled \$167,326, about 4% more than Q4 in FY16.

## **Board of Directors**

During the quarter, the Board of Directors was notified by Janet Francis that she would no longer represent Coronado Historical Association/Visitor Center (CHA.) Her replacement will likely join the Board in Q1 of Fiscal Year 2018 (FY18.)

## **New Identity**

In May, Discover Coronado launched a new logo, completing the organization's strategic shift to attracting group meetings to the City of Coronado. The new logo features elegant typeface and a mermaid as the centerpiece, nicknamed "Cora."

Evertype Design in San Diego was retained to develop the branding of Discover Coronado. The colors used in the logo reflect Coronado's lush green foliage best seen when descending the bridge onto the island. A lighter contrasting beige symbolizes the sand, dotted by the golden mineral mica, found along the perimeter of the island. Hidden within the circular shape of the mermaid is the outline of Coronado Island.

During the development of the new logo, Discover Coronado eliminated any reference to the Coronado Bridge because the organization no longer advertises to San Diego day-visitors. Instead, the logo will mainly utilize the tagline found in Discover Coronado's current campaign to attract group meetings and conventions to the destination "A World Away."



## **San Diego Tourism Authority**

In June, the Board received a summary based on their partnership with San Diego Tourism Authority. The 13-person sales team, located across the United States, generated 410 group meeting leads to the assessed hotels in Coronado. It produced 61 confirmed conventions, resulting in 30,553 room nights. This return on investment is even more compelling because the results are based on new business (not annual or renewal bookings.)

The scope of work continues to widen. In FY17 it included multiple familiarization tours given to visiting meeting planners, representation at convention tradeshows and sales presentations to key corporate decision-makers throughout America.

### **Destination Sales Efforts**

Throughout the quarter, sales representatives from the assessed resorts met with clients at several high-return tradeshows in Chicago, New York, Philadelphia, Charlotte, Maui and Las Vegas. In April, the pier operated by Coronado Island Marriott Resort was used to host meeting planners and clients for the Red Bull Air Races above San Diego Bay.

Beach Polo will return to our destination in September. Discover Coronado uses the event as a showcase for our assessed resorts and their meeting space. In Q4 the Board approved an investment for the Hotel del Coronado to make the upcoming event even more exciting and comfortable for clientele. This includes improvements in access, décor, menu and entertainment.

### **Mass Transit Initiatives**

In Spring 2017, the Board approved continued funding for the Silver Strand Shuttle. The shuttle transports guests of Loews Coronado Bay Resort to the Village and back so they are able to explore the various shops and restaurants. New this year is the Cays Curbside service, which is a separate on-demand pickup service for Cays residents. Residents may request the service and they will be dropped off at Loews to catch the shuttle.

The Board also approved updating the artwork for the 2017 Free Summer Shuttle. The artwork still features the VW bus theme, but the happy passengers have been updated to better reflect the Coronado community.

## **Business Development Subcommittee**

In Q3 the Board assembled a subcommittee to recommend tactics and tools that would support businesses near the assessed hotels. In Q4, the subcommittee composed and distributed a survey to local merchants to assess their needs and receive recommendations on how to best reach conventioners staying at the hotels. While in-room promotional video and a smartphone app were discussed, the Board requested more information so they could make a well-informed investment (\$75,000) in the plan.