

Q1 REPORT FISCAL YEAR 2017-2018.

This report will summarize the actions, activities and achievements of Discover Coronado between July 1 and September 30, 2017.

BOARD OF DIRECTORS - ADVISORY BOARD

With the departure of Vice-Chair Andre Zotoff, Sean Clancy of Loews Coronado Bay Resort ascended from Treasurer to Vice-Chair. Nusrat Mirza of the Coronado Island Marriott Resort became Treasurer of the organization. In July, Harold Rapoza, Jr. became the representative for the Hotel del Coronado. Tom Mitchell joined the Advisory Board in July as representative for the Coronado Historical Association.

REVENUE

For the quarter, \$219,133 was collected per district. That assessment total is \$1,061 less than what was collected in Q1 of FY17.

GROUPS SALES INITIATIVES

Client contact is imperative in the meeting industry. In the first quarter, the Destination Sales Team had multiple interactions with buyers at meeting industry events including IncentiveWorks in Toronto and CVENT Connect in Dallas. In September, meeting planners with pending business were entertained at Coronado's Beach Polo event. Later in the month, our Destination Sales Team networked with Colorado-based event planners at a Denver Broncos game.

The 5% commission program continued in Q1 and played a valuable role in securing group business for the destination. The commissions paid by Discover Coronado totaled \$22,247. In return, 1,450 room nights were booked through the program with room revenue totaling \$444,944.

The terms of the commission program were updated during the quarter to concentrate on an immediate "need period" for our destination. The Destination Sales Team then established an end date for the offering. The rebate can only be applied to meetings booked before December 31st, 2017, and actualized before June 30, 2018.



To generate more leads for our Destination Sales Team, Discover Coronado began the development of a marketing campaign that targets convention, conference and meeting planners. The end product has not been finalized, but it features the headline "You're Not A Real Explorer Until You've Discovered An Island." It will only appear in industry publications and media.

During the quarter, the Board heard an update on their funding of a \$10,000 campaign to attract swim teams to the Brian Bent Memorial Aquatic Center during the off-season. An email campaign strategy that targeted elite swim team coaches generated eight confirmed bookings. The program provided \$114,881 in swim team occupancy at both the Glorietta Bay Inn and Coronado Island Marriott Resort.

HELPING LOCAL MERCHANTS

Throughout the quarter, Coronado's Free Summer Shuttles transported groups and guests from one business district to another. Discover Coronado funded the production and wrapping of the vehicles, as well as updated artwork that better depicted the local population. The new design reflected greater diversity, a variety of age groups and our Naval community.

To make parking more available, groups and guests enjoyed a shuttle service provided by Discover Coronado from the Silver Strand into downtown Coronado. The shuttles departed Loews Coronado Bay Resort every thirty minutes throughout the summer. Residents of the Coronado Cays who wanted to leave their cars parked could request a free golf-cart ride to Loews so they could board a shuttle. Once downtown, they could seamlessly transfer to the Free Summer Shuttle. In essence, they could enjoy free transportation from the Cays to San Diego Bay.

In August, the Board approved another mass transit initiative that will decrease vehicle volume during the Coronado Island Film Festival. The Board approved funding two open-air trolleys that will loop Coronado, delivering Festival-goers to premieres, forums, after-parties and host hotels. Because the trolleys will make multiple stops along the route, local businesses should enjoy additional shoppers during the four-day festival. Additionally, the Board approved additional funding so the wrapping of the trolleys could match the Festival banners on Orange Avenue.

Also in August, the Board approved the development of a multi-year strategic plan that would identify tactics that helped navigate existing groups, guests and residents into local shops and restaurants. The Board retained Momentum LLC for the project with an understanding that none of the tactics could include advertising or platforms that increase vehicle volume.

COMMUNITY PARTNERS

For the third consecutive year, Discover Coronado funded a patriotic skydiving event on Independence Day. Four veteran paratroopers delivered the American flag and flags of the five military services to a landing point on Stingray Point. This was done with coordination from Skydiving Innovation, Coronado Police Department, the Coast Guard and Coronado Municipal Golf Course.

In August, Christine Stokes of the Coronado Historical Association updated the Board on an exhibit they co-funded that recognizes John D. Spreckels and his impact on Coronado. An Advisory Board has been established and the Executive Director of Discover Coronado will provide insight on behalf of the two hotels associated with Mr. Spreckels.