

This report summarizes the activities of Discover Coronado between January 1 and March 31, 2018.

GROUP MEETING SALES PROGRAMS

Discover Coronado continued to interface with meeting planners in various ways during Q3. In February, a delegation from Coronado hosted client events in Times Square and in Philadelphia. During the Coronado-themed receptions, clients were presented with the latest news, video and meeting opportunities on the island.

With our partners at San Diego Tourism Authority, the four Discover Coronado resorts were featured at a hosted client event for meeting planners based in Los Angeles.

During the Board meeting in March, San Diego Tourism Authority (SDTA) summarized their work to date: 459 group meeting leads, 35 confirmed bookings and 23,307 room nights sold. These totals represent just eight months of work. Totals for the SDTA partnership will be higher at the end of the fiscal year.

To further promote Coronado as an ideal meeting destination, the staff of Discover Coronado began their search for a Director of Destination Sales and Marketing. Staff is hoping to fill the position in April.

The Explorer campaign (*"You're Not a Real Explorer, Until You've Discovered an Island"*) continued to be the foundation of all sales and marketing outreach. During Q3, the campaign appeared on media websites that target meeting planners. All of the efforts linked to DiscoverCoronado.com, which also features the campaign theme.

BUSINESS DEVELOPMENT

In late 2017 the Advisory Board funded a strategic plan to better navigate visiting conventioners into locally owned businesses. The Advisory Board favored having the plan executed by the Chamber of Commerce. Unfortunately, the Chamber had begun its own strategic plan and was unable to commit. The plan has been tabled until the Chamber has received their plan and opportunities to collaborate are identified.



In February, a study to quantify the economic impact of group meetings in Coronado was commissioned. The findings are destined for the Annual Report due to the City in April. The report will summarize meeting attendee spending, group meeting occupancy and seasonality, as well as the total economic impact of Discover Coronado.

In preparation for the Annual Report, the Board considered multiple investments aimed at improving the business climate in Coronado. Among them was a new concept that would better distribute spending between Black Friday (November 23rd) and Christmas Eve. A "Shop Local Shuttle," funded by Discover Coronado, would be similar in nature to the Free Summer Shuttle. The Executive Director is working closely with the City of Coronado on this initiative.

ANNUAL REPORT

Each year the work of Discover Coronado must be approved by City Council for the next year. The Advisory Board reviewed each district's scope of work and budgets so the Annual Report and Management Plans for FY19 could be completed. The Advisory Board approved a revenue budget of \$725,000 per district for FY19.

The Board reviewed each of its current community investments during the budget process and agreed to continue groups sales programs at the Brian Bent Memorial Aquatic Center, the wrapping of the Free Summer Shuttles, the Silver Strand Shuttle service and a trolley for the Coronado Island Film Festival. The Board also budgeted to replace the dated lighting along the rooftops along the Village shopping district.

COMMUNITY

The John D. Spreckels exhibit, funded by Discover Coronado, opened at the Coronado Museum of History and Art. Spreckels' ties to the Hotel del Coronado and Glorietta Bay Inn were documented within the exhibit.

REVENUE

The assessment collected during Q3 totaled \$156,361, about 5% more than Q3 in FY17. Year to date, the grand total of the assessment (for each district) is \$512,328.