



This report summarizes the activities of Discover Coronado between April 1 and June 30, 2018.

## **GROUP MEETING SALES**

Two days into the quarter Siri Gawecki started as the new Director of Destination Sales and Marketing for Discover Coronado. Her scope of work will concentrate on prospecting for and securing group meetings for each of the four assessed hotels. Her areas of concentration are meeting planners in the Pacific Northwest, Northeast and Canada.

Siri began meeting with clients immediately including road trips to New York, Philadelphia, New Jersey, Dallas and Cancun, Mexico. Client presentations were also made in two other cities, Minneapolis and Phoenix.

During the quarter, Discover Coronado agreed to sponsor two other client events: Beach Polo in Coronado during September as well a private suite at a Seattle Seahawks game for clients in the Northwest.

In early April Discover Coronado welcomed the Northstar Meeting Group, a highly influential event for meeting planners who are considering destinations in California. During the event each of the assessed properties were strategically showcased for the decision-makers.

During FY18 the partnership between Discover Coronado and San Diego Tourism Authority (SDTA) generated 64 meeting confirmations totaling 37,065 room nights, an increase of 6,291 room nights compared to FY17.

In October, Coronado will once again join San Diego at the largest convention for meeting planners, IMEX America. This annual event has consistently generated substantial return on investment for Discover Coronado.

Before the quarter ended, the Destination Sales Team of Discover Coronado agreed to activate a rebate program used in FY17. The program will provide 3% additional commission to meeting planners who confirm an event in Coronado during calendar year 2019.



To build awareness, strategic media placements were made for websites, publications and newsletters that reach meeting planners. The general public sees none of this outreach.

## **BOARD OF DIRECTORS AND STAFF**

In June, Tom Mitchell stepped down as the representative for Coronado Historical Association, he will be replaced by their Executive Director, Robin MacCartee at the start of FY19.

During May, Hannah Campbell joined the staff of Discover Coronado replacing Melissa Jacobsen, who relocated to Texas.

During Q4 the Board updated the bylaws of the non-profit incorporation (501 c 6) to better match the term limits enforced by the City of Coronado.

## **OTHER GROUP INITIATIVES**

Within the quarter, the Board agreed to continue a partnership with Brian Brent Memorial Aquatic Center. In FY18, eight out-of-town swim teams trained in Coronado. The \$10,000 program generated \$115,969 in room revenue for two of the four assessed hotels.

A similar program for Coronado Golf Course was approved during Q4. The yet-to-be developed plan will attract collegiate golf teams from the Midwest and Northwest during Coronado's off-season. When they are not training, the teams will occupy one of the assessed hotels on the island.

## **COMMUNITY**

In early May, Discover Coronado partnered with the City of Coronado to fund the exterior wrapping of the Free Summer Shuttle used by visiting groups, guests and residents. During the quarter Discover Coronado began developing a free shuttle for the holiday season. The cost will be covered by Discover Coronado, unlike the Free Summer Shuttle, which is covered by the City.

As a service to local merchants, Discover Coronado, the Chamber of Commerce and San Diego Tourism presented a summary of their scope of work. The goal was to educate merchants and business owners how the three organizations collaborate to boost the local economy.

## **COMPLIANCE**

In March, Discover Coronado provided an Annual Report for each district including a management plan for FY19 (as well as working budgets.) During Q4, two public hearings were held to evaluate the effective use of the assessment and the work plan of Discover Coronado.

Prior to hearing dates, Discover Coronado received the results of an economic impact study that quantified Coronado's group meeting outreach. On average, meeting attendees spend \$306 per day during their convention in Coronado, or \$1,161 in total. Last year, meeting attendance reached 84,494, which generated 188,868 room nights for the four assessed hotels. That total produced \$6.4 million in taxes for the City of Coronado. Overall, in calendar year 2017, group meetings in Coronado generated \$98.1 of economic impact. The report also confirmed that the group meeting industry does not impact summer volume, most conventions occur during winter (January to March.)

## **REVENUE**

During Q4, the assessment totaled \$190,556 for each district. That total was up 13% compared to the previous year.

In FY18, the assessment totaled \$702,885 per district, 4% more than FY17.