



This report summarizes the activities of the Coronado Tourism Improvement District (CTID) during the final quarter of fiscal year 2014, April-June 2014.

ADVISORY BOARD

In May, Brian Johnson officially joined the CTID Advisory Board, representing the second-largest assessee, Loews Coronado Bay Resort. Brian's extensive background includes hotel management in Florida, Arizona and in San Diego. He recently served on an association to improve tourism in Tucson. He will sit on the National Marketing Subcommittee as well.

REVENUE

In Q4 of FY14 the CTID assessment totaled \$148,749, 9% more than projected.

For the entire fiscal year, the CTID assessment totaled \$579,061, about 6% over projections. April, February and December were the top three months (with the greatest increase in the assessment.) In November, June and October the assessments fell short of expectations.

As planned, the CTID will move \$25,000 of the FY14 assessment total to the FY15 Long Term Planning Fund/Reserve. In the past, this fund has been used for projects such as wrapping the City's Free Summer Shuttles.

NATIONAL OUTREACH

Each spring the National Marketing Subcommittee meets with the San Diego Tourism Authority (SDTA) to review previous efforts. The FY14 marketing plan delivered 12M gross impressions, including \$151,000 in no-cost (unpaid) media value. The digital campaigns generated 12,800 clicks. The SDTA PR team generated \$976,000 in press coverage through March and the landing page received 272,000 visitors. The entire FY14 effort (paid and unpaid) produced 61M impressions.

Confident the leisure travel category has rebounded from the depths of the recession, the assesses expressed an interest in developing the group meeting category in FY15. (This includes hotel rooms, meeting rooms, food/beverage catering, audio/video services and group activity planning.) In June, the Board approved a reallocation of the national marketing budget so Coronado can better compete against other coastal meeting destinations (including San Diego proper.) There are many benefits associated with securing more group meetings:

- The majority of group events are held in off-season between September and May
- Group events generate higher hotel revenue/TOT/sales tax than leisure guests
- Lower headcount per hotel room, thus less crowded sidewalks and streets
- Business travelers bring a greater disposable income to spend city-wide
- Groups typically arrive via mass transit, requiring less vehicles/usage/parking

While there is a more valuable return on investment expected, the cost of the shift to engage group planners remains unchanged at \$328,000; the same budget expense as FY14.

DIGITAL DEVELOPMENTS

During Q4 the CTID developed it's Community Event Program. Instead of supporting just four or five local events, the new strategy will promote a greater number of events held in Coronado. In addition, it shifts the focus from having event attendees visit for a few hours to visiting for a few days. The Board developed a webpage that will spotlight twelve off-season events in Coronado. They will be equally promoted over a series of advertisements in *Los Angeles Magazine* (a publication most Coronado event planners cannot afford.) The webpage will encourage readers to book a stay at a CTID hotel before, during or after an event. Having guests stay for an extended period increases the chances they'll visit more restaurants, more shops and enjoy more activities in Coronado.

The website collaboration between the CTID and Coronado Visitor Center was developed as well during Q4. Representatives from each group met with a series of web development vendors to evaluate their capabilities and costs. A local Coronado company with strong ties to the community (Raindrop Marketing) was approved for the project that will serve those considering Coronado as a travel destination and those visitors/residents who are already on the island. The launch of the website is expected to be in early Fall to match the CTID's mission to improve the number of off-season visitors. The Board of Directors for both the CTID and Visitor Center have been briefed on this project and are updated as it progresses.

CITY OF CORONADO PROJECTS

The CTID usually does not promote activities and events held between Memorial Day and Labor Day. Because the Coronado-based Oz Con events are important to the future of Coronado Cultural Arts Commission, the Executive Director of the CTID has attended and contributed to the planning of the August events. This is being done to enrich the awareness of Coronado's art community and to hopefully secure the international Wizard of Oz convention business for the CTID hotels in Fall 2016.

In Q4, the CTID funded the wrapping of the City's Free Summer Shuttle. Because the artwork was so well received in FY13, it was unchanged for the second year of service. The ED worked closely with the wrapping vendor to deliver the completed project on-schedule and on-budget. The shuttle's operating schedule was extending to include additional service beginning in June 2014. The Free Summer Shuttle included internal advertisements for the four CTID hotels. The hotels educated their guests to the service as an alternative to vehicle usage.