



This report encompasses the activities of the Coronado Tourism Improvement District during the second quarter of fiscal year 2014 from October 1 and December 31, 2013.

## **BOARD OF DIRECTORS**

Shortly after being approved as Chair in Q1, Brian Johnson was transferred within his parent company to Loews Hollywood Hotel. In November, the Board elevated Vice-Chair Claudia Ludlow to Chair and Andre Zotoff to Vice-Chair. The positions of Treasurer and Secretary were unchanged.

After several months without representation, Nusrat Mirza joined the Board on behalf of the Coronado Island Marriott Resort. As an assessed hotelier, he will sit on the National Marketing Subcommittee. Mr. Mirza completed his mandatory ethics training and disclosure statement with the assistance of the City Clerk.

## **COLLECTED ASSESSMENTS**

Combined, the CTID assessments collected during Q2 (October, November and December 2013) totaled \$107,985. The difference year-over-year was \$1,165 or about 1% over Q2 totals for FY13.

Year-to-date, the CTID assessment has reached \$306,977, 3% more than projected. (The difference, thus far, is \$9,473.)

The calendar year 2013 finished 5% over calendar year 2012. The difference was \$26,666.

## **MARKETING AND PUBLIC RELATIONS**

Because the Holiday season is crucial to hoteliers and merchants alike, each of the CTID marketing strategies were active during Q2:

- Full-page ads in national magazines such as *Travel + Leisure*, *Elle Décor*, *Town and Country*, *Real Simple* and *Food & Wine*.
- Hyperlinked banner ads and pay-per-click on TripAdvisor.com, VirtualTourist.com, LonelyPlanet.com, Sojern.com and Google.com
- Full-page ads in *San Diego Magazine*, *San Diego Home & Garden* and *Performances*.
- Traffic sponsorships on 15 San Diego radio stations
- Banner ads, feature columns and email blasts from UTSanDiego.com

While the national branding remained consistent (“*Where Mainstreet Meets Bare Feet,*”) the local marketing that targets day-visitors from San Diego (“*Come and Play Across the Bay*”) was holiday-themed.

As has been done for several years, the Executive Director (ED) lead a research project to measure the impact of the CTID’s marketing during Q2. During October, November and December, the ED collected year-over-year sales percentages from a variety of Coronado merchants, representing the hotel, hospitality, retail and recreation categories. To improve the reliability of the data, the sample rate of participants was increased from 47 to 89. In summary, local businesses averaged a 10% growth while the CTID campaigns were active. Other tabulations:

- |                |           |            |
|----------------|-----------|------------|
| • Hotel:       | Bay: +13% | City: +9%  |
| • Hospitality: | Bay: +12% | City: +15% |
| • Retail:      | Bay: +14% | City: +8%  |
| • Recreation:  | Bay: -5%  | City: +11% |

## **COMMUNITY GRANTS**

The vitality of the community is of importance to the Board. In November, they discussed improvements to the grant program that would impact a greater number of businesses, organizations and the City. In the current grant structure, the organizations choose where the granted marketing will be placed. They also design their own ads and submit paid invoices for reimbursement. The application process had also become cumbersome and there was growing doubt the program improved the attendance of the events. The Board instructed the ED to investigate solutions that maintain the good-natured intent of the program but produced better returns on the \$20,000 investment. He will make his recommendations during Q3, at the annual meeting of the CTID.

During Q2, three organizations that received grants from the CTID hosted their events:

- |  |               |
|--|---------------|
| • Coronado Playhouse “ <i>SUDS! The Rocking 60’s Musical</i> ” | \$3,000 grant |
| • Coronado Chamber “ <i>Snow Mountain/Holiday Parade</i> ”     | \$4,000 grant |
| • Lamb’s Players “ <i>An American Christmas</i> ”              | \$3,000 grant |

## **OTHER ACTIVITIES**

The CTID participated in the launch of a heritage tourism campaign being developed by the Port of San Diego.

The Executive Director (and City Staff) met with business leaders from Dana Point to discuss the structure of the CTID. In 2014, the Dana Point City Council will consider the establishment of a second business improvement district to benefit more businesses in their City.

The CTID and Coronado Golf Course (CGC) launched a beta program that should produce greater revenue for the City of Coronado as well as the Glorietta Bay Inn. Recently, CGC installed a digital system for reserving tee times. While residents of Coronado still get first-access to prime morning tee times, the reservation specialists at Glorietta Bay Inn are granted limited access to the system to create “Play and Stay” vacation packages. The program is closely monitored and will be evaluated before expanding to other hoteliers.

The CTID assisted a grass-roots effort to promote “Mistletoe Magic,” an event to strengthen holiday shopping in Coronado during the evening hours. While no funds were spent, the CTID used its social media networks and PR efforts to raise awareness of the event throughout San Diego. The event was a collaboration between the CTID, Coronado MainStreet, Coronado Chamber of Commerce and local retailers.

In early December the CTID partnered with Old Town Trolley to participate in the annual Holiday Open House and Parade through Coronado’s downtown business district. The CTID entry was hosted by Chair Claudia Ludlow and her family.