

This report encompasses the activities and accomplishments of the Coronado Tourism Improvement District (CTID) between October 1st and December 31st, 2014.

BOARD OF DIRECTORS

In December, Denise Schwab, who represented the Coronado Chamber of Commerce, stepped down from the Chamber and CTID. Denise's duties as Secretary will be managed by Claudia Ludlow until a new Secretary can be nominated and elected for FY16.

REVENUE

GROUP MEETING OUTREACH

On November 1st, Melinda Smith started her position with the San Diego Tourism Authority as National Incentive Sales Director, leading the group meeting program for the CTID-assessed hotels. In early November she toured Coronado, met with hotel sales teams and reviewed their meeting capabilities. She also met with the Executive Director to create initiatives that benefit the assessees, nearby businesses and the City of Coronado.

BENEFIT STUDY

Believing that knowledge is power, the CTID approved \$22,000 for a study that documents the potential of Coronado's group meeting strategy. The report forecasted market share, room occupancy, marketing budgets and guest tax/assessments for five competitive meeting destinations. Currently, the CTID assessment is .05% and the study provides tabulations based on that percentage and a hypothetical 1% CTID assessment. The report was approved by the Board and forward to City Council for consideration.

NEW CAMPAIGN

Prior to Q2 the CTID Board agreed to freshen the "*Come Play Across the Bay*" campaign used to attract day-visitors from San Diego. The CTID's agency of record, Ideaworks, provided three possible directions. The Local Marketing Subcommittee preferred a dual-image campaign that promoted "things you never knew you could do in Coronado." The new campaign featured custom photos that profiled Coronado's dining, retail and recreation categories.

LOCAL MARKETING

The new campaign launched on November 1st in San Diego Magazine as well as SanDiegoMagazine.com. The publication also offered ad space in their emails to loyal subscribers.

To reach other San Diegans, "*Play Across the Bay*" appeared in radio spots on thirteen local radio stations and on Sunset.com, the digital side of the legendary travel magazine.

For the first time the CTID invested in 10-second television ads during local newscasts. The second quarter of FY15 also marked the debut of "pre-roll ads," 15-second commercials that play before most internet videos can be watched. Recognizing the importance of smartphones, ads promoting Coronado appeared on the popular iHeartRadio mobile app.

VISITCORONADO.COM

During Q1 the CTID Board approved \$15,000 to replace the website for the Coronado Visitor Center. The goal was to create a more compelling and contemporary landing page for guests who clicked on the campaign ad space mentioned above.

In October the CTID and Coronado Visitor Center worked closely to design, populate and promote VisitCoronado.com. The website offers a comprehensive list of things guests never knew they could do in Coronado. Each Coronado business that depends on visitors and tourism received a business profile that included photos, a description and turn-by-turn directions. There was no cost to business owners and no grant money from the City of Coronado to the Visitor Center was used for this project.

Because certain generations prefer video to text, the CTID produced three videos that spotlight Coronado. The CTID partnered with Coronado TV (CTV) to edit and distribute the footage. More videos are planned for Q3.

To create further synergy between the CTID and the Visitor Center, many of the photos taken for the website were repurposed for the newly-printed Coronado Visitor Guide.

OTHER ACTIVITIES

The Executive Director spoke at two conferences during Q2. In October, he assisted Councilmember Mike Woiwode's presentation to the National Bicycle Tourism Conference. In November, he was asked to speak on local tourism trends at the Institute of Real Estate Management Conference.

The ED regularly contributes to the collective tourism efforts of the South County Economic Development Council.