

This report summarizes the activities of Discover Coronado between January 1 and March 31, 2019.

## **BOARD OF DIRECTORS**

In February, Nusrat Mirza, the General Manager of the assessed Coronado Island Marriott Resort announced his job transfer to the JW Marriott in Anaheim, California. His replacement as General Manager has not been announced.

Because Nusrat Mirza was also an Officer, the Board discussed and approved his replacement as Treasurer, Claudia Ludlow. Sean Clancy was nominated and approved as Chair and Harold Rapoza Jr. was approved as Vice-Chair. Sue Gillingham was approved as Secretary. They will serve through FY20.

## **GROUP MEETING SALES**

The Director of Destination Sales traveled extensively during the third quarter of FY19. Over the course of 90 days, she met with meeting planners in San Francisco, Denver and Atlanta. Conversely, Discover Coronado welcomed planners from across the US to the island through a partnership with San Diego Tourism Authority.

During the quarter, Discover Coronado began planning a client event at Opening Day for the San Francisco Giants for meeting planners based in Silicon Valley.



In preparation for FY20, the Destination Sales Team within Discover Coronado outlined target markets and initiatives. San Francisco, Seattle, Los Angeles and Canada continue to be priority marketplaces. Because hosting clients in Coronado provides the greatest return on investment, the team decided to reduce out-bound efforts to allow for more familiarization trips for clients to our island.

Familiarization trips are ideal because clients become more quickly engaged. They are also ideal for mitigating concerns. During Q2, two of the four assessed resorts were undergoing extensive renovations. Educating clients in-person helps them envision their event in new meeting spaces being constructed.

## **OTHER GROUP SALES**

In January, the Board received an update on its efforts to bring water polo and swim teams to Coronado so they can train during winter. This campaign benefits Glorietta Bay Inn which does not have traditional meeting space. These teams train at the Brian Bent Memorial Aquatic Center during the day, then spend their evenings at local restaurants. Thus far, the program has generated \$120,661 in return on investment.

At the first meeting of 2019, the Board of Directors approved a partnership with the Coronado Golf Course. Because many corporations insist that golf be a part of their convention plans, Discover Coronado has funded a campaign to market corporate opportunities at the Course. This includes the development of promotional photos, videos and collateral. Best of all, attracting corporate teams to Coronado Golf Course would not negatively impact established schedules for local clubs and residents.



The new event space and restaurant at the Course will be included in the outreach efforts for groups requiring meals and space for an awards presentation.

## **ORGANIZATION**

Throughout the quarter, the Executive Director and Board of Directors developed an Annual Report, due to the City of Coronado in early April. The Report summarizes the scope of work the Board supervises during the fiscal year and the goals they've set for the following year. Within the Report are recap budgets for FY18 and projected budgets, per district, for the upcoming fiscal year.

Prior to developing the FY19 Annual Report, the Executive Director met with Council Members to update them and field questions about the scope of work. This open dialogue helps to underscore projects underway and the need to continue them into FY20.

In January, the agreed upon procedures between Discover Coronado and the City of Coronado were audited by an independent firm chosen by City Council. No discrepancies or infractions were found.

## **REVENUE**

In Q3, the collected assessment was directly impacted by renovations at the Hotel del Coronado and Coronado Island Marriott Resort. During the quarter, \$140,730 was collected in each district, \$15,629 less than Q3 of FY18.

