Tourism Grants Target Off-Season Events

FOR IMMEDIATE RELEASE
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CORONADO, Calif. (May 15, 2013) -- The Coronado Tourism Improvement District, or CTID, begins its new fiscal year in July with a tradition of helping those organizations who help local businesses during the tourism off-season.

In 2010, the CTID launched a community grant program that promotes off-season events in Coronado to attract day visitors and promote hotel occupancy.

Last year, five Coronado organizations received grants of $4,000 to help advertise their events. Each organization helped increase the number of overnight guests at local hotels as well as the revenues of nearby merchants.

The organizations and their events were: Coronado Historical Association's Coronado Art Walk; Superfrog Inc.'s Superfrog and SuperSEAL Triathlons; Coronado Chamber of Commerce's Holiday Open House and Parade; Lamb's Players Theatre's "An American Christmas and Festival of Christmas;" and Coronado School of the Arts' Nations of International Dance Festival.

The grants have allowed organizers to buy ads they had been unable to afford previously. Their ad campaigns, and the other marketing strategies funded by the CTID, contributed to an average 6 percent growth for local businesses last fall.

In February, CTID reserved up to $20,000 for a new series of community grants and local organizers are encouraged to apply. The CTID will review grant applications in July and will single out events that show the greatest promise of helping local merchants during the quiet off-season.

Completed applications are due May 31 and can be downloaded at CoronadoTourismDistrict.org.

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