

Attachment A to Agenda File No. 2018-0249



	Shelter Island	Harbor Island	Embarcadero	National City Marina District	Chula Vista Bayfront	Imperial Beach Pier	Coronado Bayside
Unique Selling Proposition (USP)	 Hidden gem "Sail away"	 Variety w/ a view dining focus	 Lively, walkable Something for everyone	 Waterfront Activity	 New, different outdoor escape	 Classic SoCal Getaway	 Treat yourself to a trip
Primary Audience	Local Boomers (50y+) Boaters	Local couples w/o children	Local GenX friend groups (35-50y)	Working, Hispanic South Bay families	Millennials (18-36y), young families	Hyperlocal South Bay families	SD County 'mainland' Higher HH incomes
Secondary Audience	Sport-fishing enthusiasts	Out of town couples w/o kids	SoCal Visitor GenX friend groups	Event Organizers	RV Campers, Boaters?	Friends & Family of South Bay families	Overnight Visitors to SD County
Micro-Campaign Goals	Build affinity	Educate the audience about what there is to do	Position as place to be	Inform community of what's available	Chance to connect with nature	Grow repeat business	Cross the bay
Micro-Campaign Tone	Local, beloved spot "Ours"	Relaxing, sophisticated, escape	Fun, exciting	Low-cost, inviting	Natural, Accesible	Casual, affordable, kid-friendly	Memorable
Location Hashtags	#ShelterIsland #SanDiegoBay	#HarborIsland #SanDiegoBay	#Embarcadero #SanDiegoBay	#NationalCityMarina #SanDiegoBay	#CVBayfront #ThisisChula	#IBPier #IHeartIB	#CoronadoBayside #SanDiegoBay
Visitors' Origins (San Diego County and Beyond)	More county visitors			More out of town visitors.			Mix of visitors
Visitors' Age Profile	More GenX and Boomer Visitors			More Millennial Visitors			Mix of ages
Visitors' Family Status	Less likely to have kids			More likely to have kids			Mix of families
Visitors' Dogs				#1 for visitors with dogs	#2 for visitors with dogs	Visitors have dogs at home	
Media							