

Community & Grand Opening Events Update

TDP Committee Meeting

October 25, 2012



T2 Parking Reopens

- Terminal signage
- Radio spots
- E-alert
- Media release
- Media event
- Advertisements



SAN.ORG

**TERMINAL 2
AIRPORT PARKING**
RE-OPENS EARLY AUGUST
SAN DIEGO INTERNATIONAL AIRPORT

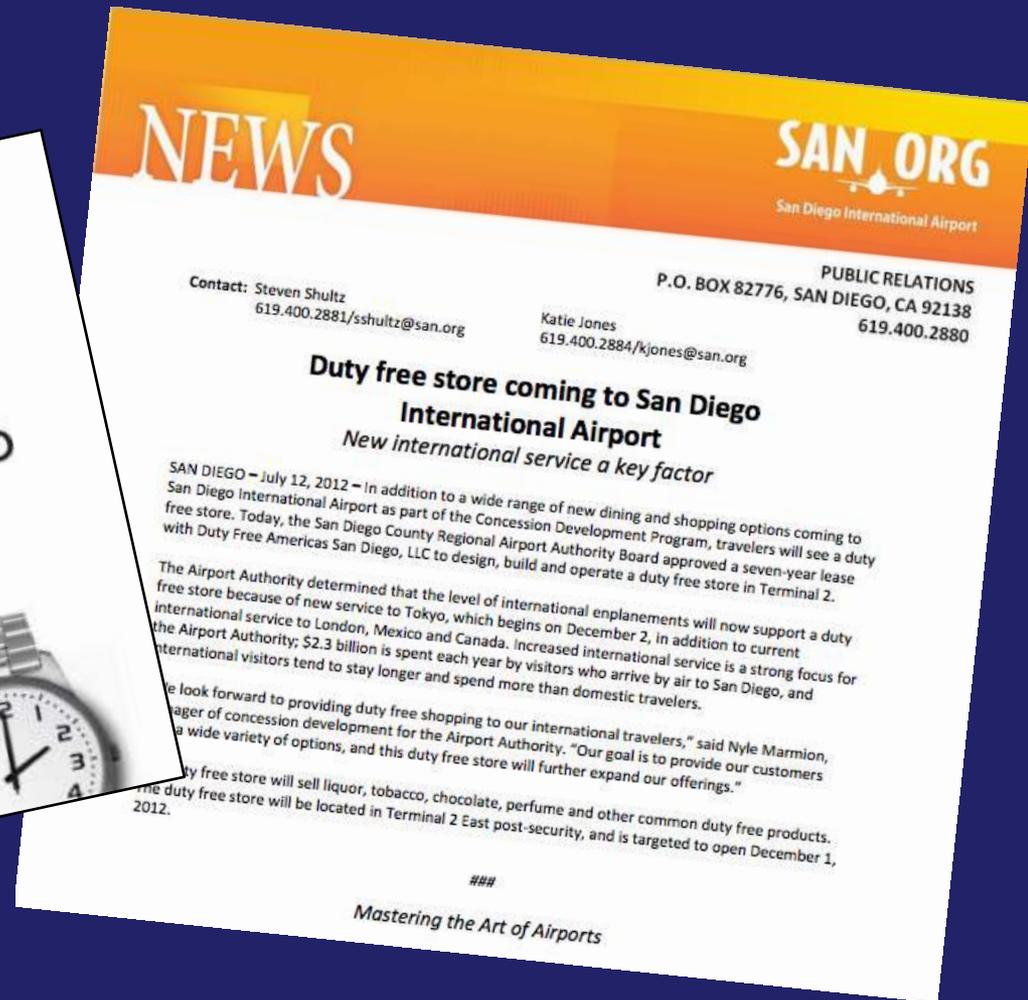


**NEW SPOTS
WITH STRIPES**

A promotional banner for Terminal 2 Airport Parking. On the left, the text 'SAN.ORG' is written vertically in white on a blue background. The main text reads 'TERMINAL 2 AIRPORT PARKING' in large blue letters, followed by 'RE-OPENS EARLY AUGUST' and 'SAN DIEGO INTERNATIONAL AIRPORT' in smaller blue letters. In the center is a top-down illustration of a blue car with green stripes on the roof and trunk, and its trunk is open. On the right, the text 'NEW SPOTS WITH STRIPES' is written in green, with 'NEW SPOTS' in a larger font.

Duty Free Store Announcement

- Media release
- Wall wrap



Concessions Profiles

- Continued interviews with incoming concessionaires
- Drafted profiles
- Available on san.org

San Diego Bay News with Caffé Calabria

Extra! Extra! Read All About It!



There's nothing quite like popping a shopping bag, free delivered like groceries with you, and the morning paper. And with the news from the San Diego Bay News, you'll be able to do just that at San Diego's new kiosk. The kiosk is a one-of-a-kind addition to the airport, offering a unique selection of articles to a large, diverse audience of visitors to a landmark location. It's a new, exciting, and innovative way to deliver news, and it's a great way to connect with the community. The kiosk is a great way to connect with the community and provide a unique service to our visitors.

According to San Diego's News, San Diego Bay News is a new addition to the airport. It's a great way to connect with the community and provide a unique service to our visitors. The kiosk is a great way to connect with the community and provide a unique service to our visitors.



Saffron

Flying High with Pad Thai



Back in 2005, Saffron's owner, San Diego's first and only Thai restaurant, opened its doors. The restaurant has since become a local favorite, and its success has led to the opening of Saffron's second location at San Diego International Airport.

"I had a vision to go into the airport food scene to take on the market," said Saffron's owner, San Diego's first and only Thai restaurant, and its success has led to the opening of Saffron's second location at San Diego International Airport.

And that's what it's all about. The restaurant is a great way to connect with the community and provide a unique service to our visitors. The kiosk is a great way to connect with the community and provide a unique service to our visitors.

Saffron's solid rolls are a unique twist on burritos. They are a great way to connect with the community and provide a unique service to our visitors. The kiosk is a great way to connect with the community and provide a unique service to our visitors.



So far, the use of local produce and Saffron's dishes.

You're helping to support the restaurant. It's a great way to connect with the community and provide a unique service to our visitors. The kiosk is a great way to connect with the community and provide a unique service to our visitors.

"So when you come to Saffron, I want to see a glimpse of your family and how you and your children are doing."

Look Ahead: Concession Development Program Roll-out

- New restaurant and store announcements
 - December 2012
 - May 2013
 - August 2013
 - Q1 2014



Look Ahead: Local/Small Business Involvement

- Good news: media release
- Final total numbers for local/small business contracts



Look Ahead: Tensile Fabric Installation

- Media event TBD



Look Ahead: Receiving & Distribution Center Opening

- Media & VIP event
- Timing: November 14



Grand Opening Events



- Planning under way
- Funding split evenly between Authority and two prime contractors



THE
**GREEN
BUILD**

QUESTIONS?

