

# San Diego

## *The City of Life*

America's Finest City

### 101 Reasons San Diego is the *City of Life*

San Diego arguably has the best quality of "life" of any city in the world. The city's stunning visual beauty, geographic location, and extraordinary year-round weather have spawned a one-of-a-kind atmosphere of unlimited possibilities and opportunities. Let's take a look at what makes San Diego such an incredible *City of Life*:

#### Recreation / Entertainment

70 miles of spectacular beaches  
Numerous bays, harbors and tidelands  
Sailing and boating on San Diego Bay, Mission Bay and the Pacific Ocean  
Whale Watching  
Swimming and snorkeling in La Jolla Cove  
Deep sea ocean fishing  
Fishing in lakes and streams  
Waterskiing in San Diego Bay, Mission Bay and on multiple nearby lakes  
Numerous Indian Reservations and Gaming Casinos  
Cabrillo Monument – birthplace of modern California  
San Diego Mission settled by Spanish missionaries  
Old Town  
World class bird watching  
Golfing, hiking and swimming at Torrey Pines State Park  
Hiking in Mission Trails Park  
Yachtfest – The annual west coast premier yacht show  
Thunderboat Racing on Mission Bay  
Festival of Sail of historic tall ships in San Diego Harbor  
The Star of India ship in San Diego Harbor

USS Midway Museum on board the aircraft carrier in San Diego Harbor  
Vibrant nightlife in the downtown Gaslamp Quarter  
MCAS Miramar Air Show featuring the U.S. Navy Blue Angels  
San Diego Zoo  
San Diego Wild Animal Park  
Sea World  
Legoland  
Disneyland (a mere one hour away)  
Horton Plaza  
Shopping in the stylish Cedros Design District of Solana Beach  
Temecula vineyards and wine tasting  
San Diego County Fair at the Del Mar Fairgrounds  
Del Mar Horse Racing  
Hot Air Ballooning over Del Mar and Rancho Santa Fe  
The historic Del Coronado Hotel on Coronado  
Birch Aquarium at Scripps  
Driving and hiking through the rising mountains of Cleveland National Forest  
Playing in the snow on Mount Cuyamaca and Mount Laguna  
Mount Palomar and Mount Laguna Observatories  
Eating apple pie in the historic mining town of Julian  
Relaxation and golf in nearby Palm Springs, Palm Desert and Borrego Springs  
Dune bugging, motorcycle riding, and hiking in vast deserts to the east  
Glamis Sand Dunes to the east  
Skiing in Big Bear to the north (or world-class skiing a one hour flight away)  
Snorkeling on Catalina Island to the northwest  
Big wave surfing at Cortez Banks off the coast  
Historic Highway 101 – the original artery that winds along the California coast

### **Sporting Activities**

*Sports Illustrated* named San Diego, “*Sportstown, USA*”  
San Diego Hall of Champions  
San Diego Padres professional baseball  
San Diego Chargers professional football  
Olympic Training Village  
Surfing  
Sailing  
Boating  
Swimming  
Diving  
Water skiing and jet skiing  
Golfing – over 90 golf courses including the spectacular Torrey Pines which hosted the 2008 U.S. Open  
Tennis  
Biking  
Skateboarding

Motorcycle off-road riding  
Running  
Hiking  
Hang Gliding over Torrey Pines State Park and beaches

### **Arts & Culture**

Balboa Park  
San Diego Museum of Art  
Museum of Contemporary Art San Diego – La Jolla & Downtown  
Timken Museum of Art  
Mingei International Museum  
San Diego Natural History Museum  
San Diego Museum of Man  
Museum of Photographic Arts  
Maritime Museum of San Diego  
Reuben H. Fleet Science Center  
San Diego Air & Space Museum  
San Diego Automotive Museum  
The New Children’s Museum  
San Diego Film Festival  
San Diego Opera  
San Diego Symphony  
Old Globe Theater  
La Jolla Playhouse at UCSD  
Street Scene Music Festival  
Fashion Week San Diego – featuring designers from Southern California and Mexico  
Old Town Art Festival  
Little Italy Art Walk  
Christian Youth Theater (CYT)  
A diverse community where English and Spanish are both widely used  
Public Art that engages our citizens

### **Business, Military, Science & Education**

San Diego’s rising metropolitan skyline  
San Diego - the third largest “Life Sciences” hub in the nation  
Torrey Mesa (a.k.a. Life Sciences Mesa)  
University of California, San Diego (UCSD)  
San Diego State University (SDSU)  
University of San Diego (USD)  
Salk Institute  
Scripps Institute  
Burnham Institute

Major U.S. Naval base with multiple aircraft carriers  
US Naval Air Station  
Marine Corp Recruiting Depot (MCRD) and Miramar Air Station  
Camp Pendleton (Marine Corp) to the north  
Qualcomm – leader in wireless technology  
Ecke Poinsettia farms in Encinitas  
San Diego Convention Center

## Mexico

Tijuana / San Diego is one of the largest population concentrations on the west coast  
The Tijuana / San Diego border crossing is the busiest border crossing in the world  
Tijuana – birthplace of the Caesar Salad  
Bullfighting and Mariachis in Tijuana and Ensenada  
Rosarito Beach  
Eating lobster in beautiful Puerto Nuevo  
The spectacular Guadalupe Valley vineyards  
Ensenada  
Hussong's Cantina in Ensenada  
San Felipe to the southeast  
Mike's Sky Ranch for off-road motorcycle riders  
Tecate Beer factory  
Guadalupe Islands – mating grounds of the Great White Shark

## Sound Marketing

- ✓ The *City of Life* is the perfect umbrella theme for the San Diego Convention Center & Visitor Bureau's (ConVis's) recent marketing campaigns:  
"San Diego: A Sunny Outlook" and "San Diego: 365 Days of Ahhh"
- ✓ The *City of Life* is the perfect umbrella theme for the City of San Diego Commission for Arts and Culture's recent marketing campaign:  
"San Diego: Vibrant Culture, Vibrant City"
- ✓ "Conde Nast Publications this week released its annual "IT LIST", placing San Diego with Paris and Mozambique as one of the world's 10 must-visit destinations for 2008." (The San Diego Union-Tribune 1/10/2008 front page A1.) Now that San Diego has been recognized as one of the "IT CITIES" in the world, maybe it's time to adopt an identifier that is TRUE...the *City of Life*.

## Why the *City of Life*?

Why the *City of life*, as opposed to “*Biotech Beach*”, “*Telecomm Valley*”, “*City of Guacamole*” or any other number of ideas? Perhaps a better approach is to ask if there is an alternative catchphrase that successfully accomplishes the following:

1. Appeals to San Diego’s physical attributes as a place with endless sunshine and a diverse beauty along the Pacific Ocean.
2. Symbolizes the San Diego “mindset” of warmth, unlimited possibilities, and being able to do anything, any time of the year.
3. Defines the “vibrancy” and “excitement” of San Diego as exemplified by our revitalized Gaslamp District, new downtown ballpark, rising skyline, and spectacular beaches and harbors.
4. Personifies San Diego as an outdoor sporting and activity metropolis with sailing, surfing, swimming, golfing, tennis, biking, running, hiking, park activities, etc. (After all, *Sports Illustrated* had declared San Diego “Sportstown, USA”.)
5. Portrays San Diego as an uplifting “Beacon of Optimism”.
6. Presents a unique, world class image for San Diego.
7. Incorporates original and exciting complimentary visual imagery that will be “emblematic” for San Diego, and possibly even “iconic”.
8. Includes a respect for the Mexican and Spanish influences on our city.
9. Invokes the Life Sciences, an important San Diego industry and education base that is playing a pivotal role in improving and lengthening the quality of life for all Americans.
10. While invoking the Life Sciences, at the same time remains inclusive of all our other important industries, professions, and higher education institutions.
11. Embodies the meaning of the April 2004 *Partners for Livable Communities* announcement of San Diego as one of the “MOST LIVABLE” cities in our nation. (Front page story of *The San Diego Union-Tribune*, April 20, 2004.)
12. Embodies the meaning of the June 2004 issue of *Men’s Journal* featuring “The 50 Best Places to Live” with San Diego ranked #1.

The *City of Life* successfully accomplishes all of the above.