

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 industry, an important San Diego industry that is playing a pivotal role in improving and lengthening the quality of life for all Americans.
10. While invoking the Life Sciences industry, at the same time remains inclusive of all our other important industries and professions.
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.

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