

Community Communication Update

TDP Committee Meeting

April 10, 2012



T2 Spanish Landing Entrance Closure

- Timing: October 2011
- E-alert
- Social media
- Signage



Green Build Discovery Center

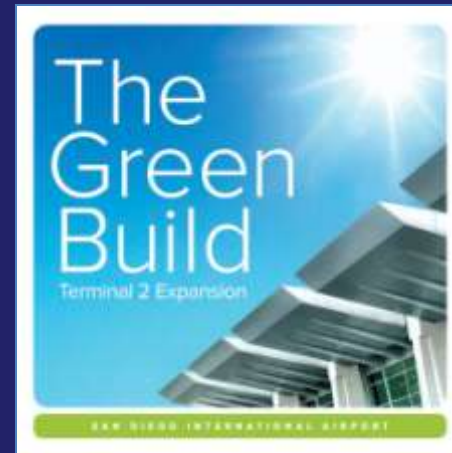
- Designed to educate the public on a wide array of upcoming 2013 improvements
- Opened February 2012
- Located in T2W next to Checkpoint 6
- Electric bike opportunity drawing



Green Build

Discovery Center Collateral

- Green Build overview brochure
- Green Build Discovery Center promotion card



"Let's meet at Sunset Cove."

Dual-level roadway. The new dual-level roadway will be built at the end of Terminal 2 and will include a new roadway bridge over the existing roadway bridge.

New pedestrian bridges. The new pedestrian bridges will be built over the existing roadway bridge and will provide a new pedestrian bridge over the existing roadway bridge.

Art that inspires your journey. The new art installation will be built in the new terminal building and will provide a new art installation in the new terminal building.

Expanded ticket lobby. The new ticket lobby will be built in the new terminal building and will provide a new ticket lobby in the new terminal building.

Double the lanes. The new double lanes will be built in the new terminal building and will provide a new double lane in the new terminal building.

More sustainable waiting areas. The new sustainable waiting areas will be built in the new terminal building and will provide a new sustainable waiting area in the new terminal building.

Customize sleek check-in. The new sleek check-in will be built in the new terminal building and will provide a new sleek check-in in the new terminal building.

Bigger US3 Center. The new bigger US3 Center will be built in the new terminal building and will provide a new bigger US3 Center in the new terminal building.

Airside enhancements. The new airside enhancements will be built in the new terminal building and will provide a new airside enhancement in the new terminal building.

1,000 new jobs and more. The new 1,000 new jobs and more will be built in the new terminal building and will provide a new 1,000 new jobs and more in the new terminal building.

Build Green. The new Build Green will be built in the new terminal building and will provide a new Build Green in the new terminal building.

More dining. More shopping. The new more dining and more shopping will be built in the new terminal building and will provide a new more dining and more shopping in the new terminal building.

Going for the Silver. The new Going for the Silver will be built in the new terminal building and will provide a new Going for the Silver in the new terminal building.

Green Build Discovery Center Collateral

- Website promotion
 - san.org home page
 - Click-through page
 - Entry form

The **ONLY** place to enter **TO WIN.**

**The Green Build
DISCOVERY
CENTER**

Enter **TO LEARN** about the biggest construction project in the airport's history.
The Green Build Terminal 2 Expansion.

See virtual graphic renderings of the new Terminal 2.
Watch a 3 minute, 30 second 3D tour of the station.
Check out the list of new shops and dining venues.

Get your **great airport** back off!

Enter **TO WIN** a new Tommy Bahama Electric Bike only when you visit
The Green Build Discovery Center, Terminal 2 West, 2nd Floor before security.
Just 5 minutes to see it all!

SAN DIEGO INTERNATIONAL AIRPORT. SAN BRUNO, CALIFORNIA

Here's your
chance to ride
away with a new
**TOMMY BAHAMA
ELECTRIC BIKE!**

Name: _____
Address: _____
City: _____
State: _____
Zip: _____

I agree to receive promotional emails from San Diego International Airport.

Good luck!

**LEARN
HOW YOU
CAN WIN A
TOMMY BAHAMA
ELECTRIC BIKE**

**The Green Build
DISCOVERY
CENTER**

See the ride. See what's inside.

**ENTER TO
WIN A NEW
TOMMY BAHAMA
ELECTRIC BIKE**

when you visit

**The Green Build
DISCOVERY
CENTER**

in Terminal 2 West, 2nd floor before security.
Just 5 minutes to see it all!

SAN DIEGO INTERNATIONAL AIRPORT

Green Build Discovery Center

- Media coverage:
 - Fox 5
 - San Diego 6
 - NBC San Diego
 - 10 News
 - Univision
 - U-T San Diego



Concessions Profiles

- Interviewed incoming concessionaires
- Drafted profiles
- 10 complete
- Available on san.org

Phil's BBQ  SAN DIEGO INTERNATIONAL AIRPORT

Sweet and Sour with a Little Bit of Spice



In the not too distant future, San Diego International Airport will be one of just a few airports to serve up barbecue for travelers, when San Diego's own Phil's BBQ brings its top-secret recipes to Terminal 2 West.

Phil Pace, owner/operator of Phil's BBQ, cooked his first slab of ribs when he was 15 years old, and a few years later began working in the restaurant business in Ohio. After 12 years of working his heart out barbecuing in Ohio, Pace decided to take a sabbatical and relocated to San Diego to figure out what he really wanted to do with his life.

Three years of soul searching led Pace to return to his roots. The restaurant business was in his blood: his parents owned a little coffee shop

PHIL'S B.B.Q.

Phil's BBQ will be located in Terminal 2 West and will offer its signature airt wash station.

gives meat a nice balanced flavor. "I learned flavor blending and from my Hungarian mother

Pannikin Coffee & Tea  SAN DIEGO INTERNATIONAL AIRPORT

San Diego's Original Roast



San Diego International Airport travelers will soon be able to get their caffeine fix – and a fresh scone, muffin or cookie – from San Diego's original coffee roaster, Pannikin Coffee & Tea.

Pannikin first opened its doors in San Diego in 1968. The shop had a small coffee roaster, which founder Bob Sinclair used to roast high quality coffee beans. Pannikin quickly became known as the only place to get fresh roasted whole bean coffee in San Diego.

Responding to the demand for roasted coffee and tea, Sinclair relocated to a larger space in 1972, and expanded its coffee and tea menu. But in 1997, after more than 30 years in the business, Sinclair decided it was time to move on. When a sale to a large national chain fell through, Shawn and Carol Holder came on board to help Sinclair and see if the business was the right fit for them. Six months later, the Holders were owners of San Diego's premier coffee business.

The Holders proved to be a good team. The couple introduced fresh daily baking to the Pannikin business, starting out by mixing banana bread in a bucket with a paddle! Today, everything except the French pastries are made in-house from scratch, no mixes allowed. The same approach is taken in the kitchen. The food is hearty, healthy and made from scratch.

Fourteen years later, Pannikin Coffee and Tea, while still small, continues to thrive.

The Holders are proud to be part of the "local flavor" coming to San Diego International Airport.

"We're San Diegans," said Holder. "We've grown up here, our son works in the business and we're very excited to represent San Diego to the many visitors coming in and out of the airport." Pannikin will be operated by High

Pannikin will have 3 locations: Terminal 1, Terminal 2 East and Terminal 2 West.



Travelers will soon be able to get their caffeine fix from San Diego's original coffee roaster, Pannikin Coffee & Tea.

the airport these days. Travelers have time to sit and enjoy a cup of coffee rather than just buy a cup and continue on their way. We're excited to bring them that experience."

The airport locations also mean more local jobs. The Holders are proud that most of their employees have been with them since they took on the business 14 years ago. And they look forward to adding many new members to their team to support the needs of the new airport locations.

Pannikin Coffee & Tea will be available in Terminal 1, Terminal 2 East and Terminal 2 West.

Flying Foods, a boutique, family-owned and operated company that manages airport concessions. Its airport locations will feature Pannikin's signature roasted coffee beans and baked goods. The batters and dough will be prepared from scratch in Encinitas and sent to the airport location for baking daily.

"The airport locations are a big deal for our little company," said Holder. "We're excited to bring this local flavor to the airport location for baking daily."

Communications Tools



**12,905
Fans**



**5,903
Followers**



**1,636 Alert
Sign-ups**



**279 Text
Alert
Sign-ups**

**Reaching more than 20,000 residents and
travelers – a 100% increase over June 2011**

Green Build Advertising



SDBJ “Green Economy” Issue



SDBJ “Book of Lists” Advertisement



Miramar Air Show Program Advertisement

Milestone: Construction 50 Percent Complete

- Media alert
- Media tour
- SANews
- SAN e-newsletter
- E-alerts/text alert
- Social media

Sunset Cove Glass Installation

- Timing: May
- Media alert
- Media tour



Pedestrian Bridge Installation



- Timing: May
- Media release
- Time-lapse video
- SANews
- SAN e-newsletter
- E-alert
- Social media

Cell Phone Lot Expansion

- Timing: May
- Expanding to 92 spots
- Media release
- E-alert
- Social media



Award-Winning Outreach for The Green Build

- Finalist for national Sabre Awards: Government Agency campaign
- Winner will be announced May 8 in New York

