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Convention Center Selected as Award Finalist for Saving Business during Firestorm 2003



The **San Diego Convention Center** has been selected as a national finalist for the **Best Crisis Communications Campaign of the Year by the Public Relations Society of America**. Our aggressive outreach efforts to keep clients informed during **Firestorm 2003** last fall are being considered for a **Silver Anvil Award**, the preeminent award in the public relations industry.

While the fires raged, the Center proactively reached out to 15 groups that were scheduled to hold conventions at the facility to alleviate their concerns and assure them that the convention center, our airport and all of downtown **San Diego were safe and open for business**.

Collectively, these groups were worth millions of dollars to the City of San Diego:

Economic Impact	\$109.7 million
Tax Revenues	\$2.3 million
Out-of-town Delegates	35,000 attendees

For more information visit our web site at www.sdccc.org.



As a result of our efforts, these events were held as planned: there were **NO CANCELLATIONS** and **ATTENDANCE LEVELS MET OR SURPASSED EXPECTATIONS.**

This award is a reflection of our on-going partnership to make San Diego one of America's top convention cities and tourism destinations.