



JODDO CONSULTING GROUP

TOURISM • LODGING • MARKETING

January 9, 2015

San Diego Tourism Marketing District Corporation
8880 Rio San Diego Drive, Suite 800
San Diego, CA 92108
Attention: Mr. Lorin Stewart, Executive Director

Dear Mr. Stewart,

I understand that the San Diego Tourism Marketing District Corporation (SDTMD Corp.) seeks to engage a qualified consultant to develop an effective implementation and communication plan for the SDTMD Sub-Regional Program as detailed in the San Diego Tourism Marketing District Management Plan-Funding Category "A2 SUB-REGIONAL TARGETING".

J Oddo Consulting Group, its Principal, James Oddo respectfully submits this proposal to provide consulting services for the SDTMD.

I believe I am uniquely qualified to assist the SDTMD. My vast experience in every phase of Lodging Industry Management, dedicated involvement to tourism promotion through my 20 plus years of leadership with the Board of the San Diego Tourism Authority/San Diego Convention and Visitors Bureau, and pioneering development and leadership of the Mission Valley Sub-Region will yield the best results for each of the stakeholder groups this program will serve.

My knowledge and passion of Tourism Promotion, each Lodging Sub-Regions' unique attributes and needs, the SDTA's need for a time-saving communication and reporting protocol and the SDTMD's need for maximum efficiency, R.O.I. and stakeholder satisfaction are all results I will deliver seamlessly and effectively. My long-term relationships with key participants in all stakeholder groups and willingness and ability to tackle all the tasks and time required are exemplified by my dependability and work history.

My detailed scope of work, qualifications and fee structure are enclosed for your review and consideration.

Sincerely,

James L. Oddo

Principal

J Oddo Consulting Group

