

Revised Scope of Work for TMD Sub-Region Implementation Plan

Submitted by James Oddo, Principal JOddo Consulting Group

Short Term Plan with Primary Concentration on:

Mission Valley Mission Bay La Jolla

T.M.D.:

- Create working calendar for next 90 – 120 days.
- Gather input from TMD to define Sub-Regions for present and future.
- Lay out blueprint for Sub-Region Organizations.
- Set up communication protocol with TMD Executive Director.
- Clarify goals, metrics and R.O.I. expectations for \$3,000,000 allocation.

Sub-Regions:

- Meet with each G.M./Owners Representative of each hotel over 100 rooms (over 50 properties) in the 3 Sub-Regions.
- Gather information from Hotels about their needs, priorities and ideas to drive incremental room nights to their regions.
- Consolidate the top priorities for each region and communicate same to the SDTA and TMD.
- Gather ideas as to organizational and communication needs of each Sub-Region.
- Generate input as to iconic images for video and still images of each Sub-Region.
- Begin, guide and monitor organization process for each Sub-Region.

SDTA:

- Meet with Joe Terzi, and the executive team members promptly and set up meeting frequency and communication protocol.
- Review Sub-Region budget, Y.T.D. expenses and remaining scope of work for F.Y. 2015.
- Communicate top Sub-Region priorities and ideas to SDTA leadership.
- Assist in creating monthly executive summary for all stakeholder groups and assist in distributing reports.
- Be the point person in stakeholder communication so that the SDTA executive teams' primary focus is supporting its core mission and organizational goals.