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New Program To Promote South Bay Attractions

Campaign Promotes Less-Known Attractions Such As The Chula Vista Nature Center, Knott's Soak City, Cricket Amphitheater

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CHULA VISTA, Calif. -- A new program was established to promote some of San Diego County's less-famous attractions in the South Bay.

"San Diego Convention and Visitors Bureau didn't have a South County page on their website. They had a North County and an East County page," said South County Economic Development Council CEO Cindy Gompper-Graves.

There was no webpage for the South County, which is home to dozens of attractions such as the Chula Vista Nature Center, Knott's Soak City, Cricket Amphitheater and Imperial Beach.

Now, the South County EDC and the San Diego Convention and Visitors Bureau are partnering to promote South Bay attractions online using grant funding from the Unified Port of San Diego and AT&T.

The grant money will be specifically used to promote South County attractions to out-of-town visitors and San Diegans.

"Because San Diego likes to take vacations in our hometown, I think we've got some great opportunities," said Gompper-Graves.

A representative from the Chula Vista Nature Center told 10News the organization would love the added promotion. Attendance is already up 28 percent from last year.

Charles Gailband, Director of Communications for the Nature Center, said, "To have someone out there helping these multi-agency groups... under one umbrella to promote this for all of San Diegans is really a great thing."