

# Carlsbad Village Association

experience the village



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*The Carlsbad Village Association (CVA) is a non-profit organization whose core purpose is to lead the continual improvement of Carlsbad Village by promoting and enhancing its business, cultural, and community vitality, making it a premier destination.*

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June 16, 2020

City of Carlsbad  
City Council  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008

Re: Agenda Item #10

Dear Mayor Hall and City Council Members:

On behalf of the Carlsbad Village Association, I am writing to you in support of the "Carlsbad Is Calling" business promotion and tourism campaign, the cornerstone of the Economic Recovery and Revitalization Initiative Joint Marketing Plan. I am asking that you adopt the resolution that will enable Visit Carlsbad to implement the plan as outlined.

As a board member for Visit Carlsbad, our city's destination marketing organization, I know firsthand that they are perfectly situated to immediately implement and manage the plan and have the professional relationships in place to assist them as needed. Moreover, they have been retooling their marketing message to help bring tourism back to Carlsbad from the moment the pandemic caused our hotels, attractions, and businesses to shut down. They have stayed relevant and in front of our market via social media during the entire shutdown and are now poised to ramp up the message to help in our tourism recovery efforts.

In CVA's advisory role, along with the Carlsbad Chamber of Commerce, we have advocated for messaging to include the "return to main street" in support of the many small businesses in Carlsbad with an emphasis on our exceptional dining and shopping. To that end, we have discussed how the recovery message can include small businesses to assist in their ongoing recovery as well.

We are heartened to hear that many Village businesses are experiencing good business volume and great local support since reopening. We are confident that the Economic Recovery and Revitalization Initiative will help take their recovery to the next level.

Thank you for supporting this initiative and adopting the resolution.

Sincerely,

Christine Davis  
Executive Director

All Receive - Agenda Item # 10  
For the Information of the:  
CITY COUNCIL  
Date 6/16 CA  CC   
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