

RHDG

RIEZEBOS HOLZBAUR GROUP 847 SANSOME STREET, 3RD FLOOR, SAN FRANCISCO, CA 94111 T. 415.983.3700 F. 415.983.3701

SFCVB Taps RHDG for Strategic Business Plan

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Operating on a tight six-week timeline, Riezebos Holzbaur Group (RHDG) worked with the San Francisco Convention & Visitors Bureau (SFCVB) to develop a conceptual theme, and to design and produce their 2010–2011 Strategic Business Plan. Successfully incorporating the data tables and info-graphics for the Centennial Project into the Business Plan (the largest planning effort the SFCVB has ever undertaken) required an innovative design that integrated this complex content with rich photography. The goal was to develop a publication that captured the city in a way that conveyed both the inspiration and vision behind the business plan.

“It was a tremendous compliment to be entrusted with such a critical project,” said Yvo Riezebos, RHDG’s Executive Creative Director. “As an agency we not only enjoyed developing a creative solution for this project, but also the opportunity to become more familiar with the strategic goals of the SFCVB’s Centennial Project.”

Founded to reclaim San Francisco’s position as a world-class destination in the wake of the devastating 1906 earthquake and fire, the SFCVB continues that mission today with great success. To learn more about the SFCVB, please visit www.onlyinsanfrancisco.com. The Strategic Business Plan can be found at www.sfcvb.org/media/downloads/members/SFCVB_2010-11_Strategic_Business_Plan.pdf.