



750 B Street, Suite 1500
San Diego, CA 92101

SANDIEGO.ORG

July 8, 2026

City of San Diego Planning Commission
Delivered via email

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and members of the Commission:

On behalf of San Diego Tourism Authority, I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

SeaWorld San Diego has long played an important role in the region's tourism economy by providing a destination for fun, environmental stewardship, and educational opportunities. SeaWorld also is critical to the rescue and rehabilitation of thousands of animals every year. It is the environmental stewardship that led SeaWorld to attain the very first ever coastal drone permit from the CA Coastal Commission earlier this year, marking a significant shift from fireworks to drones along our coastline.

This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually.

For these reasons and so many more, I respectfully urge support for the SeaWorld San Diego Master Plan.

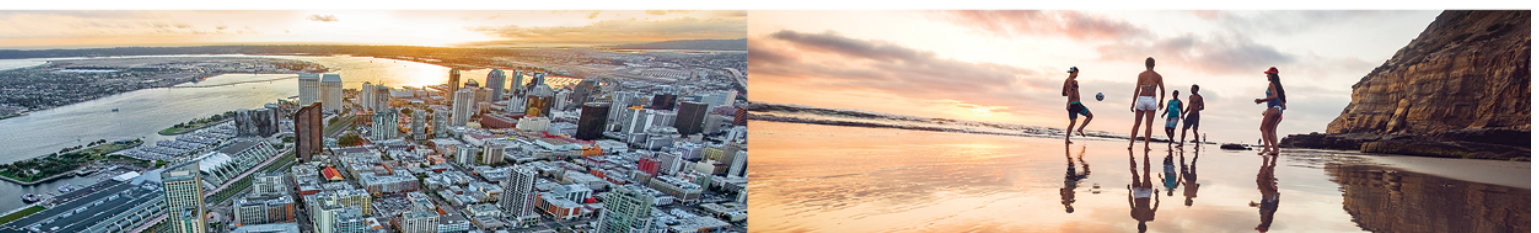
Sincerely,

A handwritten signature in black ink, appearing to read "DK", written over a white background.

Daniel Kuperschmid

President & CEO

San Diego Tourism Authority





402 West Broadway, Suite 1000
San Diego, CA 92101-3585
p: 619.544.1300

www.sdchamber.org

July 7, 2026

City of San Diego Planning Commission
7650 Mission Valley Rd
San Diego, CA 92108

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and Planning Commissioners:

On behalf of the San Diego Regional Chamber of Commerce (Chamber), I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

SeaWorld San Diego has long played an important role in the region's tourism economy by providing a destination for fun, environmental stewardship, and educational opportunities. SeaWorld also is critical to the rescue and rehabilitation of thousands of animals every year. It is the environmental stewardship that led SeaWorld to attain the very first ever coastal drone permit from the CA Coastal Commission earlier this year, marking a significant shift from fireworks to drones along our coastline. This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually. Seaworld is an important piece of our local economy and this Master Plan update will help continue that momentum.

For these reasons the Chamber respectfully urges your support for the SeaWorld San Diego Master Plan.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cate', with a stylized, cursive script.

Chris Cate
President and CEO
San Diego Regional Chamber of Commerce

July 7, 2026

City of San Diego Planning Commission
Delivered via email

Re: Support for the SeaWorld San Diego Master Plan

Dear Chair Moden and members of the Commission:

On behalf of San Diego Regional Economic Development Corporation (EDC), I am writing in strong support of the SeaWorld San Diego Master Plan, a thoughtful planning effort that has been years in the making and reflects the kind of careful, responsible approach needed for the continued evolution of one of San Diego's most significant tourist destinations.

The SeaWorld San Diego Master Plan has always served as the guiding document for development of the park. Now that most of the park is built out, SeaWorld has updated the plan to reflect a more comprehensive approach to maintain and holistically improve the park over time. Importantly, the Master Plan recognizes SeaWorld's unique location within Mission Bay and the responsibility that comes with operating in such an important coastal and recreational setting.

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This new Master Plan will allow the park to continue adapting to changing visitor expectations and environmental realities while supporting between 2,000-4,000 jobs annually. For these reasons and so many more, I respectfully urge support for the SeaWorld San Diego Master Plan.

Sincerely,



Mark Cafferty
President & CEO