

RESOLUTION 2013-121

RESOLUTION AUTHORIZING A LINE ITEM BUDGET IN AN AMOUNT NOT TO EXCEED \$500,000 AND DISTRICT SERVICES NOT TO EXCEED \$626,115 FOR FISCAL YEAR 2013-2014 MARKETING SPONSORSHIP PROGRAM

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the Legislature in 1962 pursuant to Harbors and Navigation Code Appendix I (Port Act); and

WHEREAS, Section 82 of the Port Act allows the money in the District's Revenue Fund to be used for advertising the commercial and other advantages and facilities of any harbor in the District, and for encouraging and promoting commerce, navigation, and transportation in and throughout the harbor; and

WHEREAS, the District funds an annual Marketing Sponsorship Program that supports events and activities that generate positive economic impact to the District and its tenants, or support other District strategic goals; and

WHEREAS, the overall program consists of revenue and promotion generating sponsorships (RPGS) that generate significant incremental revenue or promotional benefit to the District, and community sponsorships (CS) which help sustain events and activities that support non-revenue goals such as attracting visitors to areas throughout the Port Tidelands to recreate, educating the region about the Port of San Diego, and sustaining relationships between the District, its tenants and community stakeholders; and

WHEREAS, requests for sponsorship were available to interested parties on December 26, 2012 and due to the District February 19, 2013; and

WHEREAS, the District received 20 requests for sponsorship for RPGS totaling \$969,250, and 38 requests for requests for sponsorship for CS applications totaling \$470,420; and

WHEREAS, District staff evaluated the sponsorship requests based on refined criteria that were aligned to the District's strategic goals and objectives and recommendations from the Port Tenants Association regarding the revenue and promotion generating sponsorships, and recommendations were presented to the Marketing Advisory Committee on June 13, 2013; and

WHEREAS, a line item budget has been formulated conceptually identifying potential funding for individual sponsorship events based on staff's

recommendations with input from the Port Tenants Association and Marketing Advisory Committee.

NOW, THEREFORE, BE IT RESOLVED that the Board of Port Commissioners of the San Diego Unified Port District, hereby authorizes a line item budget in an amount not to exceed \$500,000 and District services in an amount not to exceed \$626,115 for fiscal year 2013-2014 Marketing Sponsorship Program in accordance with staff's recommended distribution, a copy of which is on file in the Office of the District Clerk.

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 16th day of July, 2013, by the following vote:

AYES: Castellanos, Malcolm, Merrifield, Moore, Nelson, Smith, Valderrama

NAYS: None.

EXCUSED: None.


ABSENT: None.

ABSTAIN: None.



Ann Y. Moore, Chair
Board of Port Commissioners

ATTEST:



Laura Nicholson
Deputy District Clerk

(Seal)