

RESOLUTION 2014-106

RESOLUTION ESTABLISHING BOARD OF PORT COMMISSIONERS (BPC) POLICY NO. 771 – TIDELANDS ACTIVATION 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 21 of the Port Act states that the Board of Port Commissioners (BPC) may pass all necessary ordinances and resolutions for the regulation of the District; and

WHEREAS, over several years, the District has had a Marketing Sponsorship Program which sponsors events and activities that generate positive economic and promotional return and attracts visitors to District Tidelands in support of the District's strategic goals; and

WHEREAS, the District's sponsorship support has included direct funding as well as waivers of fees for District services including the fees to use District parks and facilities; and

WHEREAS, the Marketing Sponsorship Program was refined year to year to better achieve its objectives and attract a wide range of applicants, but without a BPC policy; and

WHEREAS, due to the program's high visibility, popularity, and significant annual funding, staff recommends adopting a BPC policy to provide needed guidance and criteria for the program; and

WHEREAS, District staff worked with the District's Marketing Sponsorship Ad Hoc Committee to develop processes and criteria to guide the program and captured it in a proposed BPC policy on sponsorships; and

WHEREAS, to reflect the central purpose of the sponsorships which is to attract people to the Tidelands through events and activities, the proposed sponsorship policy has been named Tidelands Activation Program and codified as BPC Policy No. 771, and is Attachment A to the corresponding Agenda Sheet.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

That BPC Policy No. 771 – Tidelands Activation Program - is hereby adopted and a copy is on file in Office of the District Clerk.

APPROVED AS TO FORM AND LEGALITY:
PORT ATTORNEY



By: Assistant/~~Deputy~~

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 6th day of May 2014, by the following vote:

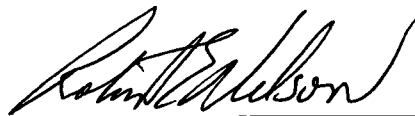
AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, Nelson, and Valderrama

NAYS: None.

EXCUSED: None.


ABSENT: None.

ABSTAIN: None.



Robert E. Nelson, Chairman
Board of Port Commissioners

ATTEST:



Laura Nicholson
Deputy District Clerk

(Seal)