

RESOLUTION 2014-144

**RESOLUTION AUTHORIZING A LINE ITEM BUDGET
IN AN AMOUNT NOT TO EXCEED \$579,000 AND
DISTRICT SERVICES NOT TO EXCEED \$713,025
FOR FISCAL YEAR 2014-2015 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, in accordance with Board of Port Commissioners (Board) Policy No. 771, the District funds an annual Tidelands Activation Program (formerly Marketing Sponsorship Program) that supports events and activities that meet a variety of goals including attracting people to the Tidelands to recreate, promoting the District and its mission, enhancing stakeholder relationships and generating positive economic and promotional impact to the District and its tenants; and

WHEREAS, the District received 72 sponsorship applications requesting \$1,381,693 in funding and \$775,335 in District services; and

WHEREAS, District staff evaluated the sponsorship requests based on criteria in Board Policy No. 771, received recommendations from the Tidelands Activation Program Advisory Committee, and prepared its recommendation to the Board.

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 \$579,000 and District services in an amount not to exceed \$713,025 for fiscal year 2014-2015 Tidelands Activation Program in accordance with staff's recommended distribution, a copy of which is on file in the Office of the District Clerk.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL



By: ~~Assistant~~/Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 8th day of July 2014, by the following vote:

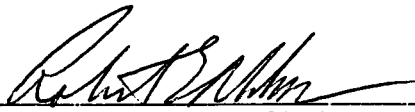
AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, Nelson, and Valderrama.

NAYS: None.

EXCUSED: None.

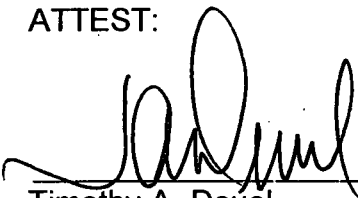
ABSENT: None.

ABSTAIN: None.



Robert E. Nelson, Chairman
Board of Port Commissioners

ATTEST:



Timothy A. Deuel
District Clerk

(Seal)