

RESOLUTION 2019-004

**RESOLUTION AUTHORIZING AN AGREEMENT
WITH H.P. PURDON & COMPANY FOR
SPONSORSHIP OF THE 2019 PORT OF SAN
DIEGO BIG BAY BOOM JULY 4TH FIREWORKS
SHOW IN THE AMOUNT OF \$190,000 IN FUNDING
AND \$140,000 IN DISTRICT SERVICES FOR A
MAXIMUM AMOUNT NOT TO EXCEED \$330,000**

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 1, (Port Act); and

WHEREAS, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials, and equipment, and grants; and

WHEREAS, on May 25, 2017, the BPC approved Article 14 of the San Diego Unified Port District Code, the District Fireworks Display Ordinance (Fireworks Ordinance); and

WHEREAS, the Port of San Diego Big Bay Boom July 4th Fireworks Show ("Show") draws hundreds of thousands of visitors—local and out-of-region—to San Diego Bay and the waterfront; and

WHEREAS, an analysis by consultants at the Fermanian School of Business at Point Loma Nazarene University has shown that the Show generates substantial economic and promotional impact through visitor spending and strong media exposure; and

WHEREAS, the 2019 Show is anticipated to be viewed by approximately 500,000 people in person and on live television; and

WHEREAS, the Show has been an annually recurring event for the last 18 years, and fireworks for the Show have historically been discharged from four barges in North San Diego Bay that are located near Seaport Village, the Embarcadero, Harbor Island, and Shelter Island; and

WHEREAS, District staff recommend that the Board authorize an agreement with H.P. Purdon wherein the District would be the title sponsor of the 2019 Show and would provide funding in the amount of \$190,000 and waived

services fees not to exceed \$140,000, for a total District contribution of \$330,000; and

WHEREAS, to implement the 2019 Show, H.P Purdon will be required to conform in full with the Fireworks Ordinance and obtain and comply with any other necessary approvals and permits.

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

That the Executive Director or her designated representative is hereby authorized on behalf of the San Diego Unified Port District to enter into an agreement with H.P. Purdon & Company, Inc. for sponsorship of the 2019 Port of San Diego Big Bay Boom July 4th Fireworks Show in the amount of \$190,000 in funding and \$140,000 in District services for a maximum amount not to exceed \$330,000.

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 16th day of January 2019, by the following vote:

AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, and Zucchet

NAYS: None.

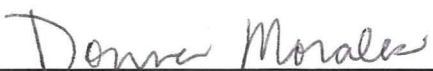
EXCUSED: Valderrama

ABSENT: None.

ABSTAIN: None.


Garry J. Bonelli, Chairman
Board of Port Commissioners

ATTEST:


Donna Morales
District Clerk

(Seal)

