

**RESOLUTION 2019-039**

**RESOLUTION ADOPTING A LINE ITEM BUDGET IN AN AMOUNT NOT TO EXCEED \$430,200 IN SPONSORSHIP FUNDING AND NOT TO EXCEED \$1,093,887 IN WAIVED DISTRICT SERVICES TO SUPPORT 68 EVENTS THROUGH THE PORT OF SAN DIEGO FY20 TIDELANDS ACTIVATION PROGRAM; FUNDS REQUIRED FOR FY20 WILL BE BUDGETED IN THAT FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF THAT FISCAL YEAR'S BUDGET**

**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**, the District sponsors several events each year as part of its Tidelands Activation Program (TAP) which is designed to attract people to the Tidelands, promote the District's mission, enhance stakeholder relationships, and generate economic and/or promotional impact to the District and its tenants; and

**WHEREAS**, Board of Port Commissioners (Board) Policy No. 771 establishes criteria and a process to consider and grant sponsorships in support of events and activities promoting the mission of the District, and also establishes the Tidelands Activation Program Advisory Committee (TAPAC), an appointed advisory committee charged to review staff recommendations and make its own recommendations, when applicable, for funding and/or waivers of fees for District services; and

**WHEREAS**, the District's Waterfront Arts & Activation Department is responsible for administering the annual TAP; and

**WHEREAS**, each year, under the TAP, the District sponsors diverse events to attract people to the waterfront, promote the District's mission, enhance stakeholder relationships, and generate economic and/or promotional impact to the District and its tenants; and

**WHEREAS**, the annual TAP is a way for the District to ensure a variety of events are held year-round throughout its five cities; and

**WHEREAS**, the FY20 TAP funding recommendation included a comprehensive analysis of TAP applications by a cross-functional team of District staff, followed by review by the Tidelands Activation Program Advisory Committee (TAPAC); and

**WHEREAS**, this process was completed between January and March 2019 and included the evaluation of 77 applications from organizations requesting approximately \$1.6 million in funding and \$1.2 million in waived fees for District services; and

**WHEREAS**, of the 77 applications received, District staff initially recommended sponsorship of 68 events for an aggregate amount of \$369,000 in funding and \$1,075,387 in waived services; and

**WHEREAS**, on March 19, 2019, the TAPAC reviewed staff's recommendations and recommended an increase of \$36,700 in funding and an additional \$28,000 in waived services; and

**WHEREAS**, in preparing the final recommendations for the Board, staff accepted the TAPAC's increased funding recommendations and staff recommended an additional \$14,500 in funding for four events, bringing the total funding recommendation to \$420,200; and

**WHEREAS**, in preparing the final recommendations for the Board, staff accepted \$4,500 in increased waived services recommended by the TAPAC and did not accept \$24,000 in increased waived services recommended by the TAPAC, bringing the total recommendation for waived District services to \$1,079,387; and

**WHEREAS**, in its review of staff's final recommendations, the Board increased the funding for two events by \$5,000 each for a total of \$10,000 in funding increases, making the final funding total \$430,200; and

**WHEREAS**, in its review of staff's final recommendations, the Board increased the waived services for two events by \$10,000 and \$4,500 respectively, for a total of \$14,500 in waived services increases, making the final waived services total \$1,093,887.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Port Commissioners of the San Diego Unified Port District that a line item budget in an amount not to exceed \$430,200 in sponsorship funding and waived District services not to exceed \$1,093,887 to support 68 events through the FY 2020 Tidelands Activation Program, a list of which is on file with the Office of the District Clerk, is hereby adopted.

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 9<sup>th</sup> day of April 2019, by the following vote:

AYES: Bonelli, Castellanos, Merrifield, and Valderrama

NAYS: None.

EXCUSED: Malcolm, Moore, and Zucchet

ABSENT: None.

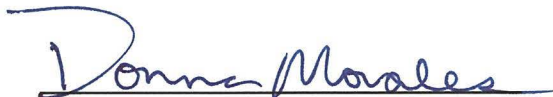
ABSTAIN: None.



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Garry J. Bonelli, Chairman  
Board of Port Commissioners

ATTEST:



Donna Morales  
District Clerk

(Seal)

