

RESOLUTION 2019-096

RESOLUTION AUTHORIZING AGREEMENTS FOR DISTRICT SPONSORSHIP OF UPCOMING TIDELANDS ACTIVATION PROGRAM SIGNATURE EVENTS:

A) AGREEMENT WITH 3D ART EXPO LLC FOR SPONSORSHIP OF ANNUAL U.S. SAND SCULPTING CHALLENGE AND DIMENSIONAL ART EXPOSITION IN AN AMOUNT NOT TO EXCEED \$15,000 IN FUNDING AND \$78,450 IN WAIVED FEES FOR DISTRICT SERVICES EACH YEAR FOR TWO YEARS, FOR TOTAL FUNDING NOT TO EXCEED \$30,000 AND TOTAL WAIVED DISTRICT SERVICES NOT TO EXCEED \$156,900. FUNDS REQUIRED FOR FY2020 ARE BUDGETED. FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR'S BUDGET;

B) AGREEMENT WITH THE NATIONAL CITY CHAMBER OF COMMERCE FOR SPONSORSHIP OF ANNUAL INTERNATIONAL MARIACHI FESTIVAL AND COMPETITION IN AN AMOUNT NOT TO EXCEED \$65,000 IN FUNDING AND \$31,237 IN WAIVED FEES FOR DISTRICT SERVICES EACH YEAR FOR TWO YEARS, FOR TOTAL FUNDING NOT TO EXCEED \$130,000 AND TOTAL WAIVED DISTRICT SERVICES NOT TO EXCEED \$62,474. FUNDS REQUIRED FOR FY2020 ARE BUDGETED. FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH 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's Waterfront Arts & Activation department administers the annual Tidelands Activation Program (TAP); and

WHEREAS, on April 9, 2019, the Board approved a line-item budget for funding and services for the FY20 TAP cycle in support of activation events on District tidelands; and

WHEREAS, it was subsequently included in the District's FY2020 Annual Budget which was approved on June 18, 2019; and

WHEREAS, included in this agenda item are approvals of the corresponding agreements for two TAP events: Annual U.S. Sand Sculpting Challenge and Dimensional Art Exposition (Sand Sculpting) and the Annual International Mariachi Festival and Competition (Mariachi Festival); and

WHEREAS, both of these are classified as TAP Signature Events per BPC Policy No. 771: Tidelands Activation Program; and

WHEREAS, Signature Events are those that attract large numbers of people to the District tidelands, generate substantial documented financial and/or promotional impact; and provide the District with title sponsorship or similar consideration; and

WHEREAS, per policy, the producers of Signature Events are offered the option of negotiating a multi-year agreement with the District for sponsorship of their events; renewal of the agreement for the second year and beyond is contingent upon satisfactory completion of the event and approval of funding each year as part of the District's annual budget process; and

WHEREAS, both 3D Art Expo, LLC and the National City Chamber of Commerce, who are the producers and TAP sponsorship recipients for Sand Sculpting and Mariachi Festival respectively, have requested two-year agreements with the District for sponsorship of their FY20 and FY21 events' and staff is recommending Board approval of these two TAP agreements.

NOW, THEREFORE, BE IT RESOLVED that the Board of Port Commissioners of the San Diego Unified Port District authorizes and directs the Executive Director or her designee to enter into 1) an agreement with 3D Art Expo LLC For Sponsorship of Annual U.S. Sand Sculpting Challenge and Dimensional Art Exposition in an amount not to exceed \$15,000 in funding and \$78,450 in waived fees for District services each year for two years, for total funding not to exceed \$30,000 and total waived district services not to exceed \$156,900 and 2) an Agreement with the National City Chamber of Commerce for sponsorship of Annual International Mariachi Festival and Competition in an amount not to exceed \$65,000 in funding and \$31,237 in waived fees for District services each year for two years, for total funding not to exceed \$130,000 and total waived District services not to exceed \$62,474.

2019-096

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 13th day of August 2019, by the following vote:

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

NAYS: None.

EXCUSED: None.

ABSENT: None.

ABSTAIN: None.



Garry J. Bonelli, Chairman
Board of Port Commissioners

ATTEST:



Donna Morales
District Clerk

(Seal)