

RESOLUTION NUMBER R- 261048

Adopted on JUN 25 1984

WHEREAS, the Costa Cruise Lines is the largest cruise ship company in the free world; and

WHEREAS, said Line is proposing to conduct a "trial run" of three trans-Canal cruises stopping in San Diego; and

WHEREAS, the San Diego Cruise Industry Consortium (herein "Consortium") desires to advertise San Diego as a new "Costa" port, with the purpose of enticing potential passengers to stay in San Diego before and after the cruises; and

WHEREAS, under this proposal, Costa and Consortium would each contribute \$30,000 to the joint advertising effort, which would follow established ConVis cooperative advertising guidelines; and

WHEREAS, the funds are available under the \$200,000 program approved by Council in January 1984; and

WHEREAS, pursuant to Resolution No. R-259955 adopted January 10, 1984, it was determined that Council would be advised of and be given advance opportunity to review the Cruise Ship Line for which the expenditure of promotional funds are proposed; and

WHEREAS, this proposal for promotional advertising of the Costa Cruise Lines meets the purpose and intent of that resolution; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, having reviewed the matter of funding for

promotional advertising for the Costa Cruise Lines trans-Canal
trial cruises, does hereby express its approval of the
expenditure of \$30,000 for a joint advertising effort in
connection therewith, under the ConVis cruise program
appropriation heretofore approved.

APPROVED: John W. Witt, City Attorney

By Jack Katz
Jack Katz
Chief Deputy City Attorney

JK:smm
6/19/84
Or.Dept:Council-Cleator
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JUN 25 1984

Passed and adopted by the Council of The City of San Diego on
by the following vote:

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Roger Hedgecock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

ROGER HEDGECOCK
Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

By *Barbara Baxter*, Deputy.

Office of the City Clerk, San Diego, California

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