

(R-85-152)

RESOLUTION NUMBER R- 261328

Adopted on AUG 6 1984

A RESOLUTION ESTABLISHING COUNCIL POLICY NO. 100-4 REGARDING ALLOCATION OF TRANSIENT OCCUPANCY TAX FUNDS TO THE CONVENTION AND VISITORS BUREAU.

BE IT RESOLVED, by the Council of The City of San Diego, that Council Policy No. 100-4 entitled, "ALLOCATION OF TRANSIENT OCCUPANCY TAX FUNDS TO THE CONVENTION AND VISITORS BUREAU," be and is hereby established as set forth in the Council Policy filed in the Office of the City Clerk as Document No. RR-
261328.

BE IT FURTHER RESOLVED, that the City Clerk is hereby instructed to add the aforesaid to the Council Policy Manual.

APPROVED: John W. Witt, City Attorney

By Stuart H. Swett
Stuart H. Swett
Chief Deputy City Attorney

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COUNCIL POLICY

| SUBJECT | POLICY NUMBER | EFFECTIVE DATE | PAGE |
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| ALLOCATION OF TRANSIENT OCCUPANCY TAX FUNDS TO THE CONVENTION AND VISITORS BUREAU | | | |

BACKGROUND

Since its formation in 1954, the San Diego Convention and Tourist Bureau (renamed the San Diego Convention and Visitors Bureau, CONVIS) has served to promote the City of San Diego as a destination for tourists and conventioners. Recognizing the importance of this function, the City of San Diego has funded CONVIS since their inception, with general funds initially, and with Transient Occupancy Tax funds since 1964.

PURPOSE

It is the intention of the City Council to continue to provide financial support to CONVIS to promote the City of San Diego. The purpose of this policy is to assure CONVIS a predictable level of funding to enable them to develop long-range plans and multi-year marketing programs to effectively carry out their function.

POLICY

1. Each fiscal year, the City of San Diego will allocate Transient Occupancy Tax funds to CONVIS in an amount equal to their previous year's allocation for general promotion in addition to a percentage increase equal to the Proposition J expenditure limitation.

This increase will be added to the base amount in calculating allocations in future years.
2. Allocations to CONVIS for other than general promotion are not affected by this policy and continued funding and/or increases will be considered on their own merits.
3. Every two to five years CONVIS will submit to a performance audit which will be conducted by a contractor selected by the City and financed with Transient Occupancy Tax funds other than those allocated to CONVIS.
4. Increases in the allocation to CONVIS for general promotion over and above the aforementioned formula may be granted by the City Council based on the above audit and justified requests from CONVIS.

DOCUMENT NO. RR-261328FILED AUG 6 1984
OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

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AUG 6 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 checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| William Jones | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ed Struiksma | <input type="checkbox"/> | <input checked="" 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 *June A. Blackwell* , Deputy.

Office of the City Clerk, San Diego, California

Resolution Number R-261328 Adopted AUG 6 1984

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