

(R-85-1679)

RESOLUTION NUMBER R- 262771

ADOPTED ON MAR 25 1985

WHEREAS, the emergence of San Diego's downtown as a major urban center will be highlighted late this year by the opening of the Horton Plaza Shopping Center, the Meridian, and the remodeled U. S. Grant Hotel; and

WHEREAS, in connection with these events, San Diego has a unique marketing opportunity to promote downtown, both within the region and throughout the United States; and

WHEREAS, a well-conceived and aggressive marketing program during 1985 and 1986 will showcase a vibrant and exciting downtown, which will draw attention to the entire San Diego region producing a business renaissance that will result in substantially increased tax revenues for the benefit of all San Diegans; and

WHEREAS, Mayor Hedgecock provided a report to the Rules Committee, dated March 8, 1985, setting forth the details and recommendations for a downtown 1985 Marketing Plan; and

WHEREAS, that report, (in memorandum form) by Mayor Hedgecock (attached hereto as Attachment "A") was considered and approved by a 4-0 vote at the regularly scheduled Rules Committee meeting on March 12, 1985; and

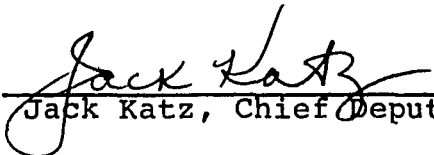
WHEREAS, the Rules Committee on that date directed the City Manager to report to the full Council on March 25, 1985 regarding financing sources and recommendations; and

WHEREAS, the Rules Committee now forwards the matter of the establishment of a downtown 1985 Marketing Program to the full Council for further action as recommended in the Mayor's March 8, 1985 memorandum and as approved by the Rules Committee; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that the recommendations set forth in Mayor Roger Hedgecock's memorandum of March 8, 1985 to the Rules Committee regarding establishment of a downtown 1985 Marketing Program be and the same are hereby approved.

APPROVED: John W. Witt, City Attorney

By

  
\_\_\_\_\_  
Jack Katz, Chief Deputy

JK:smm  
3/14/85  
Or.Dept:Rules  
R-85-1679  
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Passed and adopted by the Council of The City of San Diego on MAR 25 1985,  
 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 Struiksmas         | <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 type="checkbox"/>            | <input type="checkbox"/> | <input checked="" 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-262771 Adopted MAR 25 1985

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