

(R-86-221)

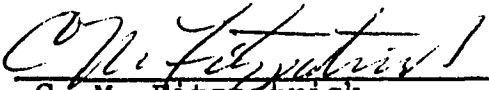
RESOLUTION NUMBER R- 263886

ADOPTED ON AUG 19 1985

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 it is hereby modified as set forth in the Council Policy filed in the office of the City Clerk as Document No.

RR- 263886 to reflect the allocation of 2/10 of the additional one (1) cent Transient Occupancy Tax imposed on October 1, 1984.

APPROVED: JOHN W. WITT, City Attorney

By   
C. M. Fitzpatrick  
Assistant City Attorney

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8/6/85  
Or.Dept:Mayor  
R-86-  
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AUG 19 1985

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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ed Struiksmma	<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"/>
District 7 - vacant	<input 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 *Ellen Bovard*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number *R-263886* Adopted *AUG 19 1985*

ATTACHMENT #2

RULES 7/8/85  
ITEM #10

DRAFT

ALLOCATION OF TRANSIENT OCCUPANCY TAX FUNDS TO  
THE CONVENTION AND VISITORS BUREAU

POLICY NUMBER 100-4

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.

On October 1, 1984 the City Council adopted ordinances increasing the T.O.T. to 7% and amending Chapter III, Article 5, Section 35.0116 of the Municipal Code to provide that CONVIS shall receive 20% of 6% of the transient occupancy tax net of administration costs and Navy Field revenue.

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.~~

It is the purpose of this policy to give policy guidance to the City Manager for preparation of the annual budget submittal to Council to provide for further financial support to CONVIS to promote the City of San Diego.

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 the future years.~~

1. Each fiscal year the City Council shall consider in the course of the budget review, the allocation of an amount equal to 2.85% of the total annual revenues derived by the Transient Occupancy Tax (this is equal to 2/10 of the additional 1% tax), less proceeds from hotels on Navy Field and administrative costs, for additional promotional activities which shall be added to the City's minimum annual contribution to the San Diego Convention and Visitors Bureau as presently provided for in Section 35.0116A(d)(1) and (2) of the Municipal Code.

2. The City Manager shall include such allocations in the annual proposed budget for City Council consideration.

DOCUMENT NO. RR-263886

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FILED AUG 19 1985

OFFICE OF THE CITY CLERK

3. The adoption of this policy is not intended to be and shall not constitute an irrevocable commitment by the Council to allocate monies for this purpose. Such a commitment may be made only at the time the annual budget ordinances are adopted.
4. 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.
5. 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.
6. 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.

(Formerly titled "Cooperative Funding of Cultural Institutions with the County of San Diego")

Adopted by	Resolution No. 214497	10-15-76
Amended by	Resolution No. 220257	02-08-78
Repealed by	Resolution No. 250684	11-19-79
Adopted by	Resolution No. 261328	08-06-84