

RESOLUTION NUMBER R- 299626

ADOPTED ON SEP 13 2004

WHEREAS, through Transient Occupancy Tax [TOT] funding, Special Promotional Programs seek to advance the City's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace; support programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax and other revenue; develop, enhance, and maintain visitor-related facilities; and support the City's cultural amenities and natural attractions; and

WHEREAS, the Holiday Bowl has been a San Diego tradition since 1978 and the City has provided TOT funding to the San Diego Bowl Game Association for the annual Holiday Bowl since Fiscal Year 1988; and

WHEREAS, using the common yardstick by which college bowl games are measured, team payout, the Holiday Bowl ranks 8th among the 28 national college bowl games, and is one of the most prestigious post season games in college football; and

WHEREAS, over 1,500 citizens volunteer on various committees each year and it is managed by a board of directors composed of 33 local executives representing our diverse community; and

WHEREAS, the Holiday Bowl brings thousands of tourists to San Diego annually and, through media exposure, San Diego is represented to the nation as an ideal location for tourism and conventions; and

WHEREAS, because the Holiday Bowl consistently supports the mission of Special Promotional Programs as described above and because the Bowl Game Association has a particular requirement to demonstrate long term financial stability; NOW, THEREFORE,

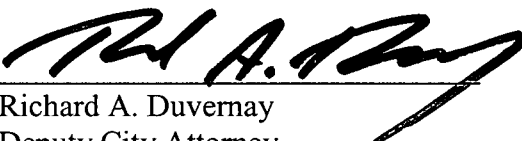
BE IT RESOLVED, by the Council of the City of San Diego, that (1) subject to availability of funds in a given year, (2) subject to the discretionary prerogatives of the City Council to annually adopt a budget and annual appropriation ordinance for the City pursuant to the City Charter, and (3) subject to the City Auditor and Comptroller certifying the availability of funds by issuing an auditor's certificate prior to any contractual commitment, the Council expresses a desire and intention to fund the Holiday Bowl with TOT allocations in accordance with the following schedule:

**Proposed Schedule of Funding**

FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
\$434,597	\$459,597	\$484,597	\$509,597	\$534,597	\$559,597

APPROVED: CASEY GWINN, City Attorney

By

  
Richard A. Duvernay  
Deputy City Attorney

RAD:jab  
07/23/2004  
Or.Dept: Fin.Mgmt.  
R-2005-128