

RESOLUTION NUMBER R- 307055
DATE OF FINAL PASSAGE OCT 25 2011

RESOLUTION AUTHORIZING AN AMENDMENT
TO THE EXISTING FEE SCHEDULE FOR
QUALCOMM STADIUM.

WHEREAS, in response to a recommendation by the City Auditor, the City of San Diego retained AECOM, an economic and engineering consulting firm, to generate a business plan for Qualcomm Stadium (Stadium) and provide an assessment of the physical condition of the Stadium facility; and

WHEREAS, as part of AECOM's research for the business plan, AECOM surveyed similar stadiums in warm weather climates to act as benchmark to compare the economic performance of the Stadium to its peers; and

WHEREAS, AECOM's surveyed determined, among other factors, that: the current pricing schedule (also referred to as the "rate card") for the use/rental of the parking lot at the Stadium is lower than the Stadium's benchmarked peers; the current fixed-pricing fee schedule restricts the Stadium's ability to maximize the yield from individual events; and the setting of minimum rates, versus fixed rates, would allow for price increases when market conditions allow; and

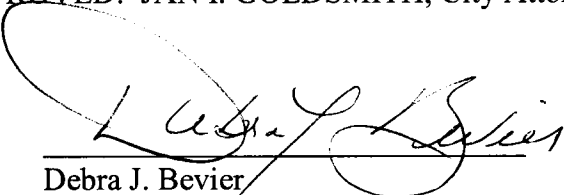
WHEREAS, AECOM recommends replacing the Stadium's current priced-price fee schedule for the parking lot with AECOM's suggested schedule of minimum rates which can be negotiated upward as market conditions allow; and

WHEREAS, the fee schedule for the Stadium's parking lot has not been changed since December 5, 2007; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego that the Amended Fee Schedule for Qualcomm Stadium, on file in the office of the City Clerk as Document No.

RR- 307055, is hereby approved.

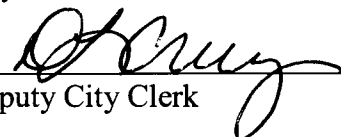
APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Debra J. Bevier
Deputy City Attorney

DJB:mcm
9/12/2011
10/14/2011 Cor. Copy
Or.Dept:READ
PLA#2011-07818

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 17 2011.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 10-26-11
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

OCT 17 2011

Passed by the Council of The City of San Diego on _____, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kevin Faulconer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Todd Gloria	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anthony Young	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carl DeMaio	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage OCT 25 2011

AUTHENTICATED BY:

JERRY SANDERS
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND
City Clerk of The City of San Diego, California.

By *W. Swenson-Cruz*, Deputy

Office of the City Clerk, San Diego, California

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