

RESOLUTION NUMBER R- 307074

DATE OF FINAL PASSAGE NOV 02 2011

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE
A MEMORANDUM OF UNDERSTANDING BETWEEN THE
CITY AND BALBOA PARK CELEBRATION, INC.
REGARDING A CENTENNIAL CELEBRATION OF THE 1915
PANAMA CALIFORNIA INTERNATIONAL EXPOSITION.

WHEREAS, the proposed Memorandum of Understanding (MOU) between the City of San Diego and Balboa Park Celebration, Inc. (the "2015 Committee") sets forth the City's desire to authorize the 2015 Committee to organize and implement a significant, multi-faceted celebration to highlight the 100th Anniversary of the 1915 Panama California Exposition ("Celebration"); and

WHEREAS, as set forth in the proposed MOU, the City intends that the Celebration be an event that will build to and span the 2015 year, generate positive impacts on the local and regional economies, and attract local, national, and international visitors through community, cultural, recreational, and promotional events and programs showcasing Balboa Park and the City of San Diego; and

WHEREAS, the 2015 Committee is a non-profit public benefit corporation formed for the primary purpose of planning, organizing, promoting, and implementing the Celebration, including fundraising to support that purpose and to benefit Balboa Park; and

WHEREAS, to create an outstanding Celebration of the intended scope, quality, and impact, including the cost of planning, organizing, and implementing a successful Celebration, the interests of the City are better served by authorizing the 2015 Committee to plan, organize, manage, and fund the Celebration, including the scheduling of special events in Balboa Park for

the Celebration, rather than the City, on the terms and conditions set forth in the proposed MOU;
and

WHEREAS, as set forth in the proposed MOU, the City and the 2015 Committee desire to incorporate the leadership, stewardship and missions represented by institutions, organizations, foundations, and individuals throughout the region seeking to support the Celebration; and

WHEREAS, the City and the 2015 Committee desire to accommodate as many uses and events as possible during this time period, incorporate traditional events, activities, and uses during the Celebration, and plan a broad range of activities with content and pricing that reflect the demographic, economic, and cultural diversity of the region, including events that are free to the public; and

WHEREAS, under the terms of the proposed MOU, the 2015 Committee will be the City's official organizer of the Celebration with exclusive authority to plan, oversee, manage, and conduct the Celebration on behalf of the City, including the scheduling of events for the Celebration and the scheduling of special events in Balboa Park during the time period for the Celebration; and

WHEREAS, under the terms of the proposed MOU, the 2015 Committee, and not the City, will be fiscally responsible for the Celebration; and

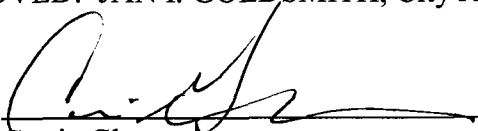
WHEREAS, under the terms of the proposed MOU, the 2015 Committee will seek City, Balboa Park Committee, and community input on the plans for the Celebration and will obtain all necessary permits and approvals for Celebration events and activities; and

WHEREAS, the proposed MOU contemplates that the City will, pursuant to a separate funding agreement and separate action by the City Council, provide \$450,000 from the City's

Major Events Revolving Fund (MERF) to support planning and implementation of the Celebration; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor be and he is hereby authorized and empowered to execute, for and on behalf of said City, a memorandum of understanding between the City and the Balboa Park Celebration, Inc. authorizing Balboa Park Celebration, Inc. to plan, oversee, manage and conduct a celebration to highlight the 100th Anniversary of the 1915 Panama California Exposition, including the scheduling of special events in Balboa Park during the time period for the celebration, all on the terms and conditions as set forth in the proposed Memorandum of Understanding on file in the office of the City Clerk as Document No. RR- 307074.

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Carrie Gleeson
Deputy City Attorney

CG:als
10/12/11
Or.Dept:P&R

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 25 2011, 2011.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 11-2-11
(date)



JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor