

RESOLUTION NUMBER R- 307572
DATE OF FINAL PASSAGE JUL 12 2012

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING A SECOND ADDENDUM TO THIRD AMENDED AND RESTATED MANAGEMENT AGREEMENT BETWEEN THE CITY AND THE SAN DIEGO CONVENTION CENTER CORPORATION AND APPROVING THE SALES AND MARKETING SERVICES CONTRACT BETWEEN SAN DIEGO CONVENTION CENTER CORPORATION, INC. AND SAN DIEGO CONVENTION AND VISITORS BUREAU.

WHEREAS, the City and the San Diego Convention Center Corporation, a California corporation (SDCCC), of which the City is the sole member, are parties to that certain Third Amended and Restated Management Agreement between the City of San Diego and San Diego Convention Center Corporation, Inc. (Management Agreement), filed in the Office of the San Diego City Clerk as Document No. RR-300480 on May 24, 2005; and

WHEREAS, the Management Agreement provides the terms and conditions under which SDCCC manages the San Diego Convention Center (Convention Center) located at 111 West Harbor Drive, San Diego, California 92101; and

WHEREAS, City and SDCCC entered into a First Addendum to the Management Agreement (First Addendum) to, among other things, allow SDCCC to enter into a written agreement to: (1) assign certain sales, marketing and promotion obligations under the Management Agreement to a third party for events that are booked more than eighteen (18) months in advance, subject to prior written approval by City through its Mayor and Council; and (2) stipulate the allocation of any surplus operating funds between "capital projects/renovations" and "sales and marketing/new business development"; and

WHEREAS, pursuant to the First Addendum, SDCCC has negotiated a proposed Sales and Marketing Services Contract with the San Diego Convention and Visitors Bureau (SDCVB) for sales, marketing, and promotion of events at the Convention Center booked more than eighteen months in advance (Marketing Contract); and

WHEREAS, the Marketing Contract is for a term of four years with two options to renew of two years each and provides for compensation of \$1,900,000 to be paid by SDCCC to SDCVB on a pro-rata monthly basis for services provided by SDCVB in the first year, with compensation for each subsequent year to be agreed to through annual negotiation; and

WHEREAS, the Marketing Contract provides that SDCVB shall develop and implement a comprehensive long term sales and marketing plan to promote market, advertise, and publicize the Convention Center to maximize hotel room night generation, produce economic benefit to the region, and maximize operating revenue for the Convention Center, provide long term sales and marketing services to SDCCC in accordance with an annual plan, and meet the production goals set forth in the Contract; and

WHEREAS, based upon the proposed Marketing Contract, City and SDCCC agree that the allocation for surplus operating funds set forth in the First Addendum is unnecessary; NOW, THEREFORE,

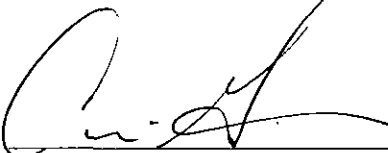
BE IT RESOLVED, by the City Council of the City of San Diego, that the Mayor or his designee is authorized to execute the Second Addendum to Third Amended and Restated Management Agreement, on file in the Office of the San Diego City Clerk as Document No.

RR-307572

BE IT FURTHER RESOLVED, that subject to the Mayor's approval, the City Council does hereby approve the Sales and Marketing Services Contract Between San Diego Convention

Center Corporation, Inc. and San Diego Convention and Visitors Bureau substantially in the form on file in the office of the City Clerk as Document No. RR- 307572

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Carrie Gleeson
Deputy City Attorney

CLG:sc
06/27/12
Or.Dept: Mayor's Office
Doc. No. 393745

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUL 10 2012

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 7.12.12
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor