

RESOLUTION NUMBER R- 307760

DATE OF FINAL PASSAGE OCT 25 2012

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO APPROVING THE PROPOSED PENNY FOR THE ARTS FIVE-YEAR BLUEPRINT AND AUTHORIZING THE SAN DIEGO COMMISSION FOR ARTS AND CULTURE TO IMPLEMENT THE BLUEPRINT AS FUNDING FROM TRANSIENT OCCUPANCY TAX IS INCREASED.

WHEREAS, the City of San Diego's (City's) arts program is administered by the San Diego Commission for Arts and Culture (Commission), which was established in 1988 to serve in an advisory capacity to the Mayor and City Council (Council) on promoting, encouraging and increasing support for the City's artistic and cultural assets, integrating arts and culture into community life and showcasing the City as an international cultural tourist destination; and

WHEREAS, the Commission is funded through the Transient Occupancy Tax (TOT) pursuant to Council Policy 100-03; and

WHEREAS, for Fiscal Year 2013 (FY 2013), the TOT funding for the Commission was budgeted to be approximately \$7.9 million, which is less than half of the amount of TOT funding received by the Commission in FY 2002 on a relative percentage basis; and

WHEREAS, recognizing the positive net impact (both economic and non-economic) that funding of arts and culture provides to the City, in Fiscal Year 2012 (FY 2012), the Council requested that the Commission conduct community outreach and gain stakeholder input on developing a three to five year plan for achieving an increased funding level for the Commission from TOT similar to that which existed in FY 2002; and

WHEREAS, based on such community outreach and stakeholder input received over several months, the Commission has presented to the Council for approval a "Penny for the Arts Five-Year Blueprint" (Blueprint) in Report to the City Council 12-120 (Report) on file with the City Clerk's Office as Document No. RR-307760 which outlines specific projects, programs and initiatives that would be pursued by the Commission, as well as the high level of accountability of the Commission that would be established for the increased TOT funding it would receive thereunder; and

WHEREAS, the Commission has requested that the Council approve the Blueprint and authorize the Commission to implement the recommendations contained therein as TOT funding levels are increased; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Council hereby approves the Penny for the Arts Five-Year Blueprint proposed in the Report and the attachments thereto.


BE IT FURTHER RESOLVED, that the Mayor, or his designee, is authorized to implement the recommendations contained in the Blueprint as TOT funding levels are increased.

BE IT FURTHER RESOLVED, that the Council hereby requests that the Mayor include in the FY 2013 mid-year budget the adjustment of \$1 million presented in the Blueprint to help underwrite the 2015 Centennial Celebration of Balboa Park.

BE IT FURTHER RESOLVED, that the Council hereby requests that the Budget and Finance Committee consider the inclusion of the FY 2013 mid-year budget adjustment of \$1 million presented in the Blueprint to help underwrite the 2015 Centennial Celebration of Balboa Park.

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to establish all separate funds deemed necessary to implement the Blueprint, if any.

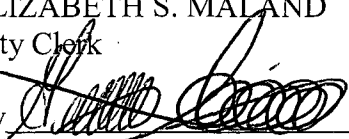
APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Bret A. Bartolotta
Deputy City Attorney

BAB:sc
10/10/12
10/22/12 REV.
Or.Dept: Commission for Arts and Culture
Doc. No. 444929

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 22 2012.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 10-25-12
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor