

RESOLUTION NUMBER R- 307844
DATE OF FINAL PASSAGE NOV 27 2012

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING THE MAYOR, ON BEHALF OF THE CITY, TO ENTER INTO AN AGREEMENT WITH THE SAN DIEGO TOURISM MARKETING DISTRICT CORPORATION FOR THE OPERATION OF THE TOURISM MARKETING DISTRICT.

WHEREAS, the San Diego Tourism Marketing District Procedural Ordinance, San Diego Municipal Code section 61.2501 et seq., (Procedural Ordinance) authorizes the creation of a Tourism Marketing District for the City, and authorizes the levy and collection of an assessment against businesses to fund Tourism Marketing District activities; and

WHEREAS, on September 25, 2012, the Council adopted Resolution No. R-307702, entitled "A Resolution of the Council of the City of San Diego Declaring the Intention of the City Council to Renew the San Diego Tourism Marketing District, and Associated Assessment, Through June 30, 2052, Directing the Mailing of Ballots to Identified Businesses, and Setting Dates for a Public Meeting and a Public Hearing with Respect to the Renewal" (Resolution of Intention), which stated the intention of the City Council to renew the San Diego Tourism Marketing District (TMD) through June 30, 2052, and took certain related actions; and

WHEREAS, a proposed District Management Plan for the renewal period, including a description of the assessment to be levied in connection with the TMD, is on file with the City Clerk as Document No. RL-307843 and incorporated herein by reference (District Plan); and

WHEREAS, as directed by the Resolution of Intention, notice of a public meeting and of a public hearing regarding the TMD renewal was mailed to identified lodging businesses; and

WHEREAS, an assessment ballot was enclosed with each mailed notice; and

WHEREAS, on October 23, 2012 at 2:00 p.m. in the City Council Chambers located at, 202 "C" Street, 12th Floor, San Diego, CA, the City Council held a public meeting on the renewed TMD and received public testimony on the proposed assessment in connection with the renewed TMD (Assessment); and

WHEREAS, on NOV 26 2012 at 2:00 a.m. ~~pm~~ in the City Council Chambers located at, 202 "C" Street, 12th Floor, San Diego, CA, the City Council held a public hearing on the renewed TMD at which all persons were permitted to present written and oral testimony regarding the District and the Assessment (Public Hearing); and

WHEREAS, the City Clerk, as directed by the Resolution of Intention, accepted completed assessment ballots through the close of the Public Hearing; and

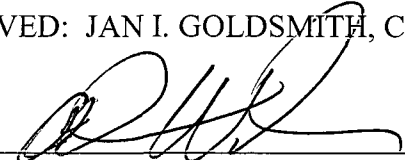
WHEREAS, the City Clerk has tabulated the ballots submitted, and not withdrawn, in support of or opposition to the proposed assessment and determined that no majority protest exists, as that term is defined in section 61.2508(a)(10) of the Procedural Ordinance;

WHEREAS, the City desires that the San Diego Tourism Marketing District Corporation administer the TMD in accordance with the District Plan NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor or his designee, on behalf of the City, pursuant to section 61.2522 of the Procedural Ordinance, is hereby authorized to enter into an agreement with the San Diego Tourism Marketing District

Corporation, a California non-profit mutual benefit corporation, with an initial term of no more than five years for the implementation of the District Plan.

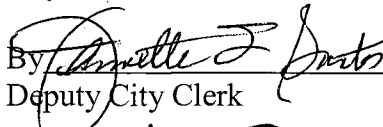
APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Adam R. Wander
Deputy City Attorney

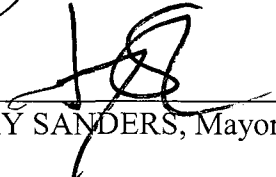
ARW:sc
11/21/12
Or.Dept: Econ. Devel
Doc. No. 477533

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of NOV 26 2012

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 11-27-12
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor