

RESOLUTION NUMBER R- 310816
DATE OF FINAL PASSAGE DEC 16 2016

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO AUTHORIZING A CONTRACT FOR CULTURAL
TOURISM PROMOTION SERVICES WITH THE SAN DIEGO
TOURISM AUTHORITY.

WHEREAS, the City of San Diego Commission for Arts and Culture contributes to the growth of Transient Occupancy Tax by providing arts and cultural attractions that draw visitors to the City; and

WHEREAS, the Penny for Arts Five-Year Blueprint unanimously adopted by the City Council in October 2012, recommends investment in cultural tourism promotions to advance San Diego's position as an international cultural tourism destination. The promotion of cultural tourism also meets the goals of the City's General Plan; and

WHEREAS, a line item equaling \$374,802 in the Commission's Fiscal Year 2017 budget is set aside for cultural tourism promotions. Therefore, the Commission is required to expend budgeted Fiscal Year 2017 funds on cultural tourism promotion services; and

WHEREAS, the San Diego Tourism Authority (SDTA) who is the only vendor capable of providing the required cultural tourism promotions, will assist the City in implementing the cultural tourism promotions through June 30, 2017; and

WHEREAS, SDTA is a private, non-profit, mutual benefit corporation whose mission is to drive visitor demand to economically benefit the San Diego region. As a sales and marketing organization, the main objective of SDTA is to promote and market the San Diego region as a tourism destination. SDTA also represents and supports the interests of the visitor industry as a whole. The SDTA's unique expertise includes:

- Accreditation by Destination Marketing Association International
- Official recognition as the tourism authority for the San Diego region as a whole
- Sole ownership of the San Diego's official travel and tourism website
(www.sandiego.org)
- Established relationships with international, national, regional and local travel media
- Professional staff experienced in tourism marketing and advertising
- Established business infrastructure and resources for producing cultural tourism promotions

In Fiscal Year 2017, the SDTA will perform the following cultural tourism-related scope of services at the City's direction:

- Photography for website and online/print advertising campaigns
- Local arts and culture awareness campaign
- Materials for economic community impact report and press conference
- Advertising and media buys in markets such as Los Angeles and Nevada
- Arts and culture video editing
- Research services and expert advice on topics of tourism, marketing, branding, advertising and public relations
- Arts and culture content development/maintenance on SDTA website
(www.sandiego.gov)

NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the Mayor or his representative is authorized to execute an agreement with the San Diego Convention and Tourism Bureau dba San Diego Tourism Authority in an amount not to exceed \$374,802 for the purpose of cultural tourism promotion in Fiscal Year 2017.

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to expend an amount not to exceed \$374,802 from Cost Center 1414111611, Fund No. 200205 for the purpose of executing this Agreement.

APPROVED: JAN I. GOLDSMITH, City Attorney

By Catherine C. Morrison
Catherine C. Morrison
Deputy City Attorney

CCM:jvg
November 1, 2016
Or. Dept: Arts and Culture
Doc. No.: 1384080

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC 06 2016.

ELIZABETH S. MALAND
City Clerk

By Linda Krueger
Deputy City Clerk

Kevin L. Faulconer
KEVIN L. FAULCONER, Mayor

Approved: 12/14/16
(date)

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on DEC 06 2016, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherr Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District 3 - (Vacant)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage DEC 16 2016

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

KEVIN L. FAULCONER
Mayor of The City of San Diego, California.

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

(Seal)

By *Linda Irwin*, Deputy

Office of the City Clerk, San Diego, California

Resolution Number R- 310816