

RESOLUTION NUMBER R- 311328

DATE OF FINAL PASSAGE SEP 20 2017

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO RENAMING QUALCOMM STADIUM TO  
“SDCCU STADIUM”.

WHEREAS, on March 18, 1997, pursuant to Resolution R-288449, the San Diego City Council renamed San Diego Jack Murphy Stadium to QUALCOMM Stadium (Stadium) in connection with QUALCOMM, Incorporated’s purchase of naming rights for a twenty year period; and

WHEREAS, QUALCOMM Incorporated’s naming rights expired on May 7, 2017; and

WHEREAS, the City of San Diego contracted with Fox Sports Net, Inc. (Fox) to provide sponsorship and advertising sales at the Stadium; and

WHEREAS, Fox issued a request for proposals for a new naming rights sponsor for the Stadium and received four proposals in response; and

WHEREAS, Fox and City staff determined that the proposal from San Diego County Credit Union was made in accordance with the request for proposals and offers the City the best overall value; and

WHEREAS, San Diego County Credit Union proposes to pay a four equal installment payments totaling \$500,000 for naming rights at the Stadium until December 31, 2018; and

WHEREAS, pursuant to the terms of the Agreement between the City and Fox, the City will receive \$325,000 of San Diego County Credit Union’s payment for naming rights of the Stadium; and

WHEREAS, San Diego County Credit Union’s proposal includes requested signage that consists of San Diego County Credit Union’s abbreviated name and sail logo; and

WHEREAS, Council Policy 900-20 establishes the criteria, conditions, and procedures governing the renaming of City facilities and does not permit the use of corporate logos, insignia, or advertising slogans in a permanent renaming of a City facility; NOW, THEREFORE,

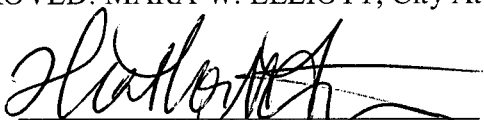
BE IT RESOLVED, by the City Council of the City of San Diego, that the QUALCOMM Stadium be and is hereby renamed "SDCCU Stadium."

BE IT FURTHER RESOLVED, that this name change is pursuant to San Diego County Credit Union's agreement with Fox to pay \$500,000 for the naming rights over the term of that agreement.

BE IT FURTHER RESOLVED, that this name change shall be effective only through December 31, 2018, unless extended or otherwise modified by the City Council.

BE IT FURTHER RESOLVED, that the applicable provisions of Council Policy 900-20 governing the use of logos in renaming a City facility is waived with respect to San Diego County Credit Union's signage for the Stadium.

APPROVED: MARA W. ELLIOTT, City Attorney

By   
Heather M. Ferbert  
Deputy City Attorney


HMF:nja  
09/13/17  
Or.Dept: READ  
Doc. No.: 1581567

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of SEP 19 2017.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 9/20/17  
(date)

  
KEVIN L. FAULCONER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

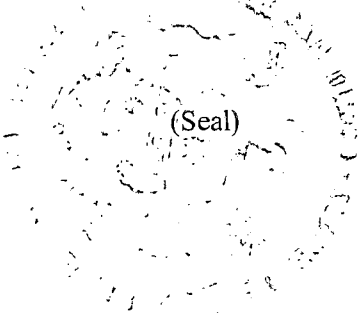
Passed by the Council of The City of San Diego on SEP 19 2017, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<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"/>
Chris Ward	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage SEP 20 2017.

**(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:



(Seal)

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

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

By , Deputy

Office of the City Clerk, San Diego, California  
Resolution Number R- 311328