

#202 4/16/18

(R-2018-331)

RESOLUTION NUMBER R- 311675

DATE OF FINAL PASSAGE APR 24 2018

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO APPROVING THE SALES AND MARKETING
SERVICES CONTRACT BETWEEN SAN DIEGO
CONVENTION CENTER CORPORATION, INC. AND
SAN DIEGO CONVENTION AND TOURIST BUREAU
d.b.a. SAN DIEGO TOURISM AUTHORITY.

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), on file with 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 pursuant to which SDCCC manages the San Diego Convention Center (Convention Center) located at 111 West Harbor Drive, San Diego, California 92101; and

WHEREAS, pursuant to the First Addendum to the Management Agreement effective as of March 20, 2012, SDCCC is permitted to enter into a written agreement to 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 (Booking Services), subject to prior written approval by the City through its Mayor and Council; and

WHEREAS, SDCCC had previously entered into a Sales and Marketing Services Contract (as amended most recently on July 1, 2017, the Original Marketing Contract) with

San Diego Convention and Tourist Bureau, dba San Diego Convention and Visitors Bureau (SDCTB), under which SDCTB provided Booking Services to SDCCC; and

WHEREAS, SDCTB currently does business under the dba, "San Diego Tourism Authority;" and

WHEREAS, SDCCC and the SDCTB have negotiated a new Sales and Marketing Services Contract (New Marketing Contract) under which SDCTB shall provide Booking Services to SDCCC; and

WHEREAS, the New Marketing Contract is for a term of five years with the option to renew for successive two-year terms upon ninety (90) days' advance written notice and provides for annual compensation of \$2,081,000 to be paid by SDCCC to SDCTB on a pro-rata monthly basis plus an additional one-time payment of \$40,000 in the first year of the New Marketing Contract, with a minimum escalation factor for each subsequent year and any additional compensation to be agreed upon through annual negotiation between the Boards of Directors of SDCCC and SDCTB; and


WHEREAS, the New Marketing Contract provides that SDCTB 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 New Marketing Contract; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, 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
Tourist Bureau d.b.a. San Diego Tourism Authority substantially in the form on file in the office
of the City Clerk as Document

No. RR- 311675

APPROVED: MARA W. ELLIOTT, City Attorney

By 
Bret A. Bartolotta
Deputy City Attorney

BAB:jdf
03/19/18
Or.Dept: Mayor's Office
Doc. No. 1684120

I hereby certify that the foregoing Resolution was passed by the Council of the City of
San Diego, at this meeting of APR 16 2018

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk


KEVIN L. FAULCONER, Mayor

Approved: 4/24/18
(date)

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on APR 16 2018, 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 24 2018

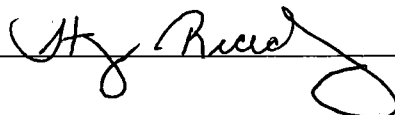
(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

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

(Seal)

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- 311675