

RESOLUTION NUMBER R- 312199
DATE OF FINAL PASSAGE FEB 07 2019

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO APPROVING THE EXTENSION OF THE
NAMING RIGHTS FOR SDCCU STADIUM.

WHEREAS, on March 18, 1997, pursuant to Resolution R-288449, the Council of the City of San Diego (Council) renamed San Diego Jack Murphy Stadium to QUALCOMM Stadium (Stadium) in connection with QUALCOMM, Inc.'s (QUALCOMM) purchase of naming rights for a 20 year period; and

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

WHEREAS, the City of San Diego (City) 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 (SDCCU) was made in accordance with the request for proposals and offers the City the best overall value; and

WHEREAS, Council approved the re-naming of the Stadium to SDCCU Stadium until December 31, 2018, pursuant to the agreement between SDCCU's contract with Fox; and

WHEREAS, pursuant to the terms of the Agreement between the City and Fox, the City received \$325,000 of SDCCU's \$500,000 payment for naming rights of the Stadium; and

WHEREAS, as a result of the extension of other agreements at the Stadium, the City has extended its contract with Fox to provide sponsorship and advertising sales at the Stadium through December 31, 2020; and

WHEREAS, Fox and SDCCU have reached an agreement to amend their original agreement to extend the term of the naming rights for SDCCU Stadium through December 31, 2020; and

WHEREAS, that agreement requires SDCCU to pay Fox \$720,000 for the calendar year 2019, and \$792,000 for the calendar year 2020, and the City will receive seventy-eight percent (78%) of these payments, equaling \$561,600 in 2019 and \$617,760 in 2020, pursuant to the City's agreement with Fox; and

WHEREAS, SDCCU's proposal includes requested signage that consists of SDCCU'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 Council of the City of San Diego (Council), that the Stadium will continue to be named "SDCCU Stadium."

BE IT FURTHER RESOLVED, that this extension of the naming rights is pursuant to SDCCU's agreement with Fox to pay \$1,512,000 for the naming rights over the remaining term of that agreement.

BE IT FURTHER RESOLVED, that this name shall be effective only through December 31, 2020, unless extended or otherwise modified by 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 SDCCU's signage for the Stadium.

APPROVED: MARA W. ELLIOTT, City Attorney

By Melissa Ables
Melissa Ables
Deputy City Attorney

MDA:nja
01/17/19
Or. Dept: READ
Doc. No.: 1812428

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of FEB 05 2019.

ELIZABETH S. MALAND
City Clerk

By Kevin L. Faulconer
Deputy City Clerk
Kevin L. Faulconer
KEVIN L. FAULCONER, Mayor

Approved: 2/7/19
(date)

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on FEB 05 2019, 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"/>
Jennifer Campbell	<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"/>
Monica Montgomery	<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"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gómez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage FEB 07 2019.

(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 [Signature] for Stacy Ready, Deputy

<p>Office of the City Clerk, San Diego, California</p> <p style="text-align: center;">312199</p> <p>Resolution Number R-_____</p>
--