

RESOLUTION NUMBER R- 314090

DATE OF FINAL PASSAGE MAY 09 2022

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 SDCTB entered into a second Sales and Marketing Services Contract effective July 1, 2017 (Second Marketing Contract) for Booking Services; and

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

WHEREAS, the New Marketing Contract is for a term of five years with the option to renew for one additional 5-year term upon ninety (90) days' advance written notice and provides for annual compensation of \$2,650,000, payable in equal monthly amounts of \$220,833.34, with a minimum escalation factor of 3% 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 work to promote, market, advertise, and publicize the Convention Center to conventions, trade shows, conferences, and other events that will seek to maximize hotel room night generation from the destination, produce economic benefit to the region, and maximize operation revenue for the Convention Center, and also provide regular performance reports on various metrics; 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 New Marketing Contract substantially in the form on file in the office of the City Clerk as Document No. RR- 314090.

APPROVED: MARA W. ELLIOTT, City Attorney

By /s/ Bret A. Bartolotta
Bret A. Bartolotta
Deputy City Attorney

BAB:jdf
04/04/22
Or.Dept: Mayor's Office
Doc. No. 2939422

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 26 2022.

ELIZABETH S. MALAND
City Clerk

By [Signature]
Deputy City Clerk

Approved: 5/9/22
(date)

[Signature]
TODD GLORIA, Mayor

Vetoed: _____
(date)

TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 26 2022, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<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"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery Steppe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<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"/>
Raul A. Campillo	<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"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage MAY 09 2022.

(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:

TODD GLORIA
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- 314090