

RESOLUTION NUMBER R- 310664

DATE OF FINAL PASSAGE AUG 0 8 2016

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO  
MODIFYING THE SAN DIEGO TOURISM MARKETING DISTRICT  
AND THE SAN DIEGO TOURISM MARKETING DISTRICT  
MANAGEMENT PLAN.

WHEREAS, on November 5, 2007, by adoption of its Resolution No. R-303077, the City Council established the San Diego Tourism Marketing District (District) for a five year term; and

WHEREAS, on November 26, 2012, by adoption of its Resolution No. R-307843, the City Council renewed the District for a period of thirty-nine and one-half (39 ½) years commencing January 1, 2013, pursuant to the San Diego Tourism Marketing District Management Plan (District Plan) on file in the Office of the City Clerk as Document No. RR-307843; and

WHEREAS, the San Diego Tourism Marketing District Procedural Ordinance, San Diego Municipal Code section 61.2501 et seq., (Procedural Ordinance) authorizes the modification of the District and the District Plan; and

WHEREAS, the San Diego Tourism Marketing District Corporation and lodging industry representatives desire to modify the District and the District Plan to eliminate from the District and assessment those lodging businesses with fewer than 70 rooms and make other modifications consistent with and necessary to accomplish the elimination of lodging businesses with fewer than 70 rooms; and

WHEREAS, the rate of assessment will continue at two percent (2%) in total for lodging businesses with 70 or more rooms, and the District boundaries shall remain the same; and

WHEREAS, on JUN 28, 2016, the City Council adopted Resolution No. R- 310581, entitled "A resolution of the Council of the City of San Diego declaring the intention of the City Council to modify the San Diego Tourism Marketing District and the San Diego Tourism Marketing District Management Plan, and setting a date for a public hearing regarding the modifications" (Resolution of Intention), which stated the intention of the City Council to modify the District and the District Plan; and

WHEREAS, a proposed modified District Plan has been drafted to reflect all proposed modifications to the District, and is on file with the City Clerk as Document No. RR- 310664 and incorporated herein by reference (Modified District Plan);

WHEREAS, as directed by the Resolution of Intention, notice of a public hearing regarding the District modification was mailed to identified affected lodging businesses; and

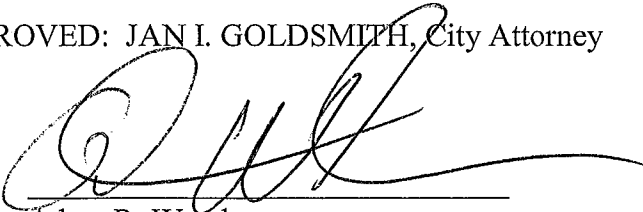
WHEREAS, on AUG 02, 2016, the City Council held a public hearing on the modifications to the District and the District Plan; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. City Council approves, effective September 1, 2016, the modifications and the Modified District Plan, which modifies the District to eliminate from the District and assessment those lodging businesses with fewer than 70 rooms and makes other modifications consistent with and necessary to accomplish the elimination of lodging businesses with fewer than 70 rooms.
2. The rate of assessment will continue at two percent (2%) in total for lodging businesses with 70 or more rooms within the District, and the District boundaries shall remain the same.

3. The Chief Financial Officer is authorized to establish an interest-bearing fund for the District, as modified.


APPROVED: JAN I. GOLDSMITH, City Attorney

By   
Adam R. Wander  
Deputy City Attorney

ARW:mm  
06/16/2016  
06/23/2016 Cor. Copy  
07/21/2016 Cor. Copy 2  
08/02/2016 Rev. Copy  
Or.Dept: Econ. Devel  
Doc. No.: 1331231

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 8/2/2016.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 8/3/16  
(date)

  
KEVIN L. FAULCONER, Mayor

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

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

Passed by the Council of The City of San Diego on AUG 0 2 2016, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri 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"/>
Todd Gloria	<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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage AUG 0 3 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 *Hy Bracy*, Deputy

Office of the City Clerk, San Diego, California  
Resolution Number R- 310664