

**From:** [Margret Hernandez](#)  
**To:** [Ann Moore](#); [Danielle Moore](#); [Commissioner Rafael Castellanos](#); [Frank Urtasun](#); [REDACTED]; [Michael Zucchet](#); [Sandy Naranjo](#)  
**Cc:** [Commissioner Services Staff](#); [ELG - cc Assistants](#); [Attorney's Office](#); [Sally Raney](#); [Janet Graham](#); [Carrie Ehrhart](#)  
**Subject:** Agenda Related Materials (Item #17): BPC 4/11/23: Comments on Amending BPC Policy No. 771, Tidelands Activation Program  
**Date:** Tuesday, April 11, 2023 10:24:52 AM

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Commissioners,

Passing along Agenda Related Material (below) received for the Board from Larry Blumberg, CEO Fleet week regarding item 17, 2023-0045, DISTRICT SPONSORSHIP PROGRAMS A. RECEIVE UPDATES ON DISTRICT EVENT SPONSORSHIP PROGRAMS MANAGED BY PARKS & RECREATION AND PROVIDE DIRECTION TO STAFF REGARDING PROPOSED CHANGES TO SPECIAL EVENT SPONSORSHIP PROGRAMS AND BALANCED ACCESS TO PORT PARKS B. ADOPT RESOLUTION AMENDING BPC POLICY NO. 771: TIDELANDS ACTIVATION PROGRAM, TO INCORPORATE POLICY UPDATES, RE-DEFINE SPECIAL EVENT SPONSORSHIP CATEGORIES, AND CLARIFY ADMINISTRATIVE PRACTICES

Sincerely,  
Margret

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**From:** Larry Blumberg <[ceo@fleetweeksandiego.org](mailto:ceo@fleetweeksandiego.org)>  
**Sent:** Monday, April 10, 2023 7:46 PM  
**To:** [PublicRecords@portofsandiego.org](mailto:PublicRecords@portofsandiego.org)  
**Cc:** Sharon Cloward <[sharon@sdworkingwaterfront.com](mailto:sharon@sdworkingwaterfront.com)>; Maggie Young <[maggie@fleetweeksandiego.org](mailto:maggie@fleetweeksandiego.org)>  
**Subject:** Comments on Amending BPC Policy No. 771, Tidelands Activation Program

The following written comments are provided on Amending BPC Policy No. 771, Tidelands Activation Program:

The San Diego Fleet Week Foundation, producers of "Fleet Week San Diego", a "Signature Event" of the Tidelands Activation Program (TAP), strongly supports the Staff recommendation to amend BPC Policy No 771 concerning Community and Signature Event Sponsorship. We are particularly in favor of the recommendation to replace the TAP Advisory Committee process of funding "Signature Events" with the "Business Negotiated Events", (BNE's) process.

As a participant in the TAPAC process from 2015 until the COVID pause, the Fleet Week Foundation found the process to be extremely resource intensive, not only for the staffs of the non-profit participants, but from our perspective the Port Staff charged with the management and review of the process as well. While the information provided in the "on line " application was for the most part relevant, meaningful and necessary to justify requests for funding support, our impression was that much of the detailed information provided therein was not reviewed or recognized by the TAP Advisory Committee, nor could it be adequately conveyed in the short presentations allotted to the individual requestors appearing before the

committee. This is by no means meant to denigrate or make light of the efforts of the well-meaning citizens of San Diego who volunteered their time to participate on this committee, but rather is attributed to not only the volume of the material presented, but as noted in the Staff recommendations on this issue, those events which are the most “Well Known” to the public, tended to receive the majority of the available funding.

Our view is that “Sunsetting” of the TAP Advisory Committee combined with the introduction of the BNE program will not only Streamline the direct funding process, but also, and most significantly, by returning the primary evaluation and recommendation process to the in-house staff who have the most in-depth perspective of the current Port District priorities, will serve to ensure that the major Community Events that are part of the BNE program, provide the maximum return on investment for the Port District.

The value of this perspective hit home for Fleet Week in 2017 and 2018 when we introduced two significant new events to the Fleet Week line up, namely the “Innovation Zone” in 2017 and the “Student STEM” Days in 2018. For Three Days during Fleet Week the Innovation Zone transforms the Broadway Pavilion into a ‘trade show like environment that allows the public to view the latest technology and innovative products produced by companies and organizations, in San Diego and used by the military. The numbers of San Diego students participating in Student Stem Days has grown considerably over the years. In 2019 the last year prior to COVID we had 2,500 student grades 5-12 participate in the many exciting hands on interactive displays inside the Innovation Zone. In 2021 the first year after COVID we had 1500 student participate, in 2021 that number grew to over 2,500, and last year the number was 3,000.

From our perspective these new events introduced by Fleet Week meet many of the criteria such as education, attracting new and diverse demographics, and fostering relationships between the Port District and its stakeholders which are important when evaluating funding for events. The Innovation Zone also provides an excellent venue for the Port to showcase its environmental initiatives.

While we understand that COVID has had a considerable impact on the direct funding available, we sincerely believe that the introduction of the BNE program is the correct way to proceed. The San Diego Fleet Week Foundation and Staff look forward to working with the Port District Staff in a spirit of close collaboration to produce future “Fleet Week San Diego’s” which completely supports the Port’s mission, vision and values.

Sincerely,

Larry Blumberg

President/CEO

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