



TIDELANDS ACTIVATION PROGRAM

FY 2018 - 19 Staff Event Evaluations

Tidelands Activation Program (TAP) FY2018-19

Community Event Evaluations

Organization & Event Name	Application #
Adorn The World LLC - 3rd Annual Black Unity Holiday Soiree	1
Barrio Logan College Institute - Opportunity for Impact	2
Bon Temps Social Club of San Diego - Gator By The Bay, Zydeco, Blues & Crawfish Festival	3
City of Chula Vista Office of Sustainability - South Bay Earth Day	4
City of Coronado - City of Coronado Fourth of July Celebration	5
City of Coronado - Movies on the Bay	6
City of Coronado - Snow Mountain and Holiday Events	7
City of Imperial Beach - Imperial Beach Independence Day Fireworks	8
City of Imperial Beach - Symphony by the Sea	9
Cuck Fancer - Best Coast Beer Fest	10
Diversity Solutions DBA - Military Inclusion - San Diego Military Hire Resource & Career Fair	11
Duncan McIntosh Company, Inc. - San Diego International Boat Show	12
Elite SDVOB Network - The Elite SDVOB 15th Annual National Conference	13
First Comes Love - Le Diner en Blanc	14
Good Neighbor Project - Annual Christmas Party	15
Good Neighbor Project - Cesar Chavez Pier - Community Awareness and Expansion Program.....	16
Good Neighbor Project - 47th Annual San Diego Bay Parade of Lights.....	17
Guide Dogs for the Blind - SD County Guide Dog Puppy Clubs - San Diego Fun Day.....	18
Ilan-Lael Foundation - Year of the Pacific Family/Pacific Rim Park 25th Anniversary.....	19
Imperial Beach Chamber of Commerce - Christmas Comes to IB.....	20
In Motion Events - America's Finest City Half Marathon & 5K.....	21
Institute for Shipboard Education/ Semester at Sea - Semester at Sea	22
Jacobs & Cushman San Diego Food Bank - Operation Gobble 2018	23
Jacobs & Cushman San Diego Food Bank - San Diego Blues Festival	24
Kiwanis Club of Imperial Beach/South Bay - Kiwanis Kids Fishing Derby.....	25
Leonardo da Vinci Health Sciences Charter School - da Vinci Dash 5k at the Port.....	26
Life Sports Foundation Inc. (previously KOZ Events) - Chula Vista Challenge Triathlon.....	27
Living Coast Discovery Center - Farm to Bay 2018	28
Living Coast Discovery Center - Animals on the Bay Day 2018	29
Makers Arcade - Makers Arcade Holiday Fair.....	30
Mandate Project Impact, Inc. - Bayside Gospel Concert Aboard the Midway	31
Mariachi Scholarship Foundation - 2018 San Diego International Mariachi Summit.....	32
Maritime Museum Association of San Diego - Port of San Diego Festival of the Sea.....	33
National City - Community Service Department - Aquatic Adventures by the Bay.....	34
National City Chamber of Commerce - 2nd Annual Binational Bayside Brew & Spirits Festival.....	35
Navy Region Southwest Morale Welfare Recreation (MWR) – Navy's 33rd Bay Bridge Run Walk.....	36
One World Bridge - Powwow by the Sea	37
Outdoor Outreach - San Diego Bay Youth Connection Project	38
Point Loma Rotary Club - Ride the Point.....	39
Rady Children's Hospital Auxiliary - Coronado unit - Coronado 5K Turkey Trot	40

Tidelands Activation Program (TAP) FY2018-19

Community Event Evaluations

Organization & Event Name	Application #
Rady Children's Hospital Foundation - Celebration of Champions	41
Rainbow Promotions LLC - The 2nd Annual San Diego Smooth Jazz Festival	42
Reggae Splash - Reggae Splash	43
Reva Tahiti Productions - Heiva San Diego	44
Sabor on the Bay, LLC - Sabor On The Bay	45
San Diego Alpha Foundation - San Diego Multi-Cultural Festival.....	46
San Diego Bicycle Club - Barrio Logan Grand Prix.....	47
San Diego Bird Festival/San Diego Audubon Society - San Diego Bird Festival.....	48
San Diego Blood Bank - Live Well San Diego 5K/10K.....	49
San Diego Brewers Guild - San Diego Brewers Guild Festival.....	50
San Diego County Bicycle Coalition - 11th Annual Bike The Bay.....	51
San Diego Fire Rescue Foundation - San Diego Fire Rescue 5K & Kids Run (+Fire Safety Expo)	52
San Diego Imperial Kids Wrestling Association - SDIKWA & Left Coast Wrestling National Youth Wrestling Tournament: Battle on the Midway.....	53
San Diego Japanese Community Center - San Diego Ramen Festival.....	54
San Diego Professionals Against Cancer - San Diego Festival of Beer	55
San Diego Spirits Festival - San Diego Spirits Festival.....	56
San Diego Sportfishing Council - Port of San Diego's Day At The Docks	57
San Diego Sportfishing Council - Youth Fishing Programs.....	58
San Diego Yoga Festival - San Diego Yoga Festival	59
San Diego-Imperial Council, Boy Scouts of America - Boating Experiences for Youth.....	60
Shep-Ty Inc. DBA Embrace - Game Changer.....	61
SoCal Day of Hope - SoCal Day of Hope	62
South Bay Alliance Association Incorporated dba., South Bay PRIDE - 11th Annual South Bay PRIDE Art and Music Festival	63
South Bay Salsa Festival "Puerto Rico Ilego" with The Young Lion's Jazz Conservatory - South Bay Salsa Festival "Puerto Rico Ilego".....	64
South Bayfront Sailing Association - Chula Vista Maritime Week.....	65
St. Vincent de Paul - San Diego International Triathlon	66
The Industry List (DBA: Street Food Cinema) - Street Food Cinema	67
The Islander Sports Foundation - Crown City Classic.....	68
The Ocean Foundation - Ocean Connectors Eco Tours	69
The San Diego Anglers - 24th Annual San Diego Anglers Open Bay Bass Tournament.....	70
The San Diego Anglers Foundation - Port of San Diego Kids Fishing Derby.....	71
The STEAM Collaborative - STEAM Leaders Summit.....	72
Tri-Titans - The Ultimate Summer Series	73
Valencia Cultural Point Incorporated - Paella Wine & Beer Festival.....	74
WILDCOAST - 15th Annual Dempsey Holder Ocean Festival & Surf Contest.....	75
Zeta Sigma Lambda Foundation - Martin Luther King Jr Parade.....	76
San Diego Regional Chamber of Commerce - TBD - San Diego Cultural/Social Event.....	77

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Adorn The World LLC	3rd Annual Black Unity Holiday Soiree	12/1/2018

Location: Port Pavilion on Broadway Pier, USS Midway Museum, Restaurant, Hotel or museum with internal catering abilities.

Applicant's Description: The purpose of the third annual Black Unity Holiday Soiree is to initiate future partnerships with like-minded, innovative disrupters, so we can execute efficiently. It also enriches the relationship people and businesses of color have with our dynamic waterfront. All African-American professionals, organizations and entrepreneurs are invited to fellowship and network in true elegance. The Black Unity Holiday Soiree provides an opportunity to: celebrate the holidays, share ideas, meet industry leaders, and promote black-owned businesses. This classy experience includes a cocktail hour, a magnificent three-course dinner, live performances, networking, dancing, and more.

Attendance: 200

Event Admission Fees: Corporate Sponsorship will be available for individuals or groups to be published on marketing materials at \$100 per person. Individual Tickets will be \$65.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$38,352	\$5425	\$43,777	114%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$24,455	(\$19,322)	(\$19,322)

Recipients of proceeds: Adorn The World LLC is an organization that furthers STEAM Education opportunities in the city of San Diego.

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: Adorn The World LLC is a for-profit organization that furthers STEAM (science, technology, engineering, arts and math) education opportunities in the city of San Diego. Adorn The World LLC is seeking funding and fee waivers to host its third annual Black Unity Holiday Soiree. The event provides an opportunity for attendees to network, dine, and celebrate with other black organizations and entrepreneurs during this holiday season. The event organizers state that the proceeds from the event support continuing education for the black community in STEAM. While there is a connection between STEAM education and the Port's mission, it is a remote one. Staff therefore recommends \$0 sponsorship funding and \$0 fee waivers for rental of the Port Pavilion; however, staff suggests that the organizers contact the Port regarding table sponsorship opportunities for this event. Note: The organizers stated they are "seeking to expand to a venue or restaurant with a 200-person capacity with internal catering capabilities". The requested location, the Port Pavilion on Broadway Pier, does not have internal catering.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Barrio Logan College Institute	Opportunity for Impact	5/15/2019

Location: Tom Ham's Lighthouse

Applicant's Description: Our event has been in existence since 2011. We have hosted our annual fundraiser at the Downtown Library, Tom Ham's Lighthouse, and the New Children's Museum. This year we will have our gala at Bali Hai. We have a space allocated for our guests to check-in/register for the event if they did not previously RSVP. Upon our guests' arrival, we have a cocktail hour in which our guests walk around to see the student/parent projects from each program (Elementary, Middle, High School, College Success, and our Parent Programs). Our guests have the opportunity to connect with the students and the parents on the work they do on a daily basis. In addition, we have a designated area for our senior class with poster boards with their college choice, allowing guests and students to engage in conversation in regards to college. During this time, we have mariachi and a guitarist playing in the background. After the cocktail hour, we allocate time for designated speakers to present (students, parents, and a board member). After our speakers present, we have a live auction, followed by the paddle raise. Our CEO then closes our event. Attendees have the opportunity to go back to the check-in/registration area to provide donations.

Attendance: 300

Event Admission Fees: \$200 for one person. However, attendees have the opportunity to join the honorary committee at the following levels: Graduate: \$1,000 (2 tickets); Honors: \$2,500 (4 tickets); Associates: \$5,000 (6 tickets); Bachelors: \$10,000 (8 tickets); Masters: \$20,000 (10 tickets)

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$0	\$50,000	20%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$482,400	\$472,400	\$472,400

Recipients of proceeds: Barrio Logan College Institute (BLCI)

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: Barrio Logan College Institute (BLCI) proposes to host their fundraising event at a tidelands restaurant, and has requested \$10,000 in sponsorship funds. For more than a decade, BLCI has served students and their families from a designated economically disadvantaged community adjacent to the working waterfront. The annual fundraising event proceeds support current participants in their program and enable future students to fulfill their aspirations of a higher education. This event does not have a sufficiently strong connection to the Port mission; therefore, staff does not recommend TAP sponsorship funding. The BLCI is encouraged to seek table sponsorship from the Port for their 2018 event.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Bon Temps Social Club of San Diego	Gator By The Bay, Zydeco, Blues & Crawfish Festival	5/9/2019

Location: Spanish Landing Park East & West, including Cancer Survivor's Park

Applicant's Description: Gator By The Bay, began in 2001, is an annual 4 day Louisiana themed music & food festival that brings the spirit, sounds and flavors of the Louisiana Bayou to San Diego's Spanish Landing Park, May 9-12, 2019. It presents a full range of great music while honoring the Louisiana traditions of Cajun, Zydeco, Blues & Jazz. The event has several components: 1) a free educational experience for school children on Thursday; 2) seated concert on Thursday evening; 3) a Friday evening festival opening; 4) two full festival days Saturday/Sunday; and 5) a Saturday night dance at our host hotel, Sheraton Hotel & Marina. The educational component for children includes music presentations, hands-on workshops, dance lessons, cooking demos, food sampling and a history of the Cajun experience. Thursday night we offer a seated concert to appeal to those who prefer a more structured experience. Cajun and Creole food options are available. Friday evening (3:30-10:30 PM) utilizes half the festival grounds with performances by fourteen musical acts on four stages. The food court is open, providing Cajun and Creole dishes, BBQ and international cuisines. The festival blossoms over the weekend with 2 full days Saturday & Sunday (10 AM-8 PM) of music, dance, food and fun featuring 100+ performances of Cajun, Zydeco, Blues, Jazz and Latin music on 7 stages with dance floors. Music workshops, cultural and cooking presentations, dance lessons and supervised kids' activities are presented all day both days. Vendors offer up unique crafts and clothing. The food court offers traditional southern foods including 10,000 pounds of fresh crawfish brought in from Louisiana. The experience is rich, diverse and authentic. An evening dance held Sat night at the Sheraton hotel caters to our local and visiting festival attendees.

Attendance: Day 1 (950) Day 2 (1,500) Day 3 (5,000) Day 4 (4,000)

Event Admission Fees: Thursday Education Day: Free; Thursday Concert: Attendance: \$25-\$95. Friday Evening Festival: \$25-\$35; Saturday & Sunday Attendance: \$25-\$40 Saturday Night Dance: \$20. Complimentary & discounted tickets available all days. Children under 18 w/adult & active duty military: Free

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$38,920	\$38,920
16-17	\$0	\$0	\$46,900	\$35,000
15-16	\$0	\$0	\$38,495	\$35,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$37,385	\$765,385	5%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$14,300	(\$23,085)	\$11,000

Recipients of proceeds: Bon Temps Social Club: \$14,300 (\$7,500 underwrites entertainment stage at Balboa Parks December Nights event; balance underwrites bands for various public dances). Beverage sales net goes to: Lions Clubs of SD: \$4,500, Rotary Clubs of SD: \$3,500, NOLA Vets Charity: \$2,000

Staff Recommendation & Comments

Funding:	\$0	Services:	\$34,085
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Comments: Gator By The Bay continues to provide a lively and popular cultural experience at Spanish Landing Park. Gator uses the park and associated parking for a week, at a calculated value of \$37,385. For 2019, the applicant has requested an additional set-up day that staff recommends not providing so that public access to the park is not affected more than it was last year. Given this, staff recommends providing services totaling \$34,085 (\$300 less than the value requested, to account for the cost of the third setup day requested) for which the Port recoups a flat fee of \$3,000 – less than 10% of the value of services provided – from the applicant, making staff's recommended amount \$34,085 in waived services.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Chula Vista Office of Sustainability	South Bay Earth Day	4/6/2019

Location: Bayside Park

Applicant's Description: South Bay Earth Day supports a key City and Port mission to promote environmental stewardship. The event is unique to the South Bay and the Bayfront as its entire focus is environmental and it supports a whole way of life for a healthy community and Bayfront. It will attract attendees from throughout the South Bay to enjoy the marina, learn about environmental stewardship, and participate in Earth Day activities. The event's environmental focus promotes sustainability from a broad spectrum by using interactive booths and activities to showcase green choices, recycling, reuse, energy and water conservation, and more. South Bay Earth Day has activities for all levels of attendees, so whether a citizen is learning about composting for the first time, or they are a green energy guru, everyone will learn new ways to be sustainably whole at the event. Partners include Chula Vista Clean Businesses, SDG&E, Republic Services, Living Coast Discovery Center, National City Chamber of Commerce, the Imperial Beach Environmental Division and more.

Attendance: 1 Day (3,000)

Event Admission Fees: Not charging for event entry

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$8,670	\$8,250
16-17	\$0	\$0	\$7,160	\$7,160
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$8,502	\$26,712	32%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$821	(\$7,682)	\$821

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$0	Services:	\$8,502
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Comments: South Bay Earth Day aligns with the Port's Green Port initiatives by educating attendees on environmental sustainability while promoting energy and water conservation and alternative fuel transportation, among other complementary environmental initiatives. This free event, in conjunction with Earth Day, activates the South Bay in an engaging way by drawing visitors to the Chula Vista waterfront, and provides important environmental education to an estimated 3,000 attendees. Activation events introduce visitors to Port tenant and non-tenant businesses in the area while providing a venue to highlight the Chula Vista Bayfront Development Plan.

The event organizers previously utilized 46 parking spaces in the north lot of the Bayside parking lot and staff has anticipated the parking to be necessary in 2019; thus, staff has included the related fees in the applicant's sponsorship request. Port staff recommends a full waiver of fees valued at \$8,502 for the use of Chula Vista Bayside Park, the parking lot, 46 parking spaces in the north lot of Bayside parking lot, and use of the Port stage.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Coronado	City of Coronado Fourth of July Celebration	7/4/2018

Location: The Coronado Fourth of July Parade follows Orange Ave. in Coronado south from First St. to R.H. Dana Place. Staging takes place on B Ave. through H Ave. between First St. and Third St. All permits are secured for this annual event.

Applicant's Description: 2018 will mark the 70th year of the Coronado's Fourth of July Parade and Events. The parade starts on First Street in Coronado traveling down Orange Avenue south to conclude at R.H. Dana Place. 80,000 to 100,000 spectators come annually to enjoy this celebration of American History that includes more than 112 entries including marching bands, floats and military vehicles. The day culminates with a fireworks display in Glorietta Bay which can be seen all over Coronado by residents and visitors alike.

Attendance: 80,000-100,000

Event Admission Fees: N/A

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$30,000	\$25,000	\$0	\$0
16-17	\$25,000	\$25,000	\$0	\$0
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$0	\$129,250	19%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$104,250)	(\$129,250)	(\$104,250)

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$25,000	Services:	\$0
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Comments: The City of Coronado and its Coronado 4th of July Committee provide a well-produced and highly popular set of Independence Day events. The Fourth of July Parade on Orange Avenue starts near San Diego Bay and activates the Port tidelands tenant and park spaces with visitors who enjoy the fireworks over Glorietta Bay, and provides a memorable way to celebrate the holiday on shore or in Glorietta Bay Marina. The event budget indicates that the event operates at a substantial deficit that is absorbed by the City of Coronado, with the requested Port funding constituting 19% of the anticipated costs. Staff recommends funding of the 2018 Fourth of July Celebration at \$25,000 – the amount provided in 2017.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Coronado	Movies on the Bay	7/7/2018

Location: Saturday, July 7, 2018 - Coronado Municipal Golf Course
Friday, July 27, 2018 - Tidelands Park
Friday, August 10, 2018 - Coronado Ferry Landing

Applicant's Description: Movies on the Bay is a series of family friendly outdoor movies held at various venues during the summer of 2018 and 2019. One outdoor movie will be shown in Coronado Tidelands Park, one at Coronado Ferry Landing, and one at Coronado Golf Course. This is the fourth year for the Movies on the Bay Series.

(The City of Coronado has hosted outdoor movies in Coronado Tidelands Park Since 2008) as part of their Community Event Series funded by the Port District's Financial Assistant Program. Estimated total attendance for the three outdoor movies is expected to be 3,000. We will have pre-screen activities at all movies including face painting, inflatables, and family games.

Attendance: Approximately 1,000 people per movie

Event Admission Fees: None

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$17,500	\$10,000	\$2,100	\$2,100
16-17	\$10,000	\$2,500	\$1,050	\$1,050
15-16	\$6,000	\$3,000	\$2,100	\$2,100

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,500 (\$3,500 per movie x 3)	\$2,100	\$12,600	100%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$10,500	(\$2,100)	\$3,500

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$3,500	Services:	\$2,100
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Comments: Movies on the Bay continues to host a no-cost-to-attendees series of events that bring awareness to San Diego Bay from the Coronado shoreline. Only one of the three movie nights actually takes place in a Port park – Coronado Tidelands Park. Event organizers anticipate drawing 1,000 visitors per movie-night, which provides public access and promotes recreation on the bay. No-charge events introduce new visitors as well as local residents to the park and tenant businesses. Staff reports that organizers have shown short videos prior to the film that feature the Port's environmental initiatives. As in previous years, two other movie nights take place on adjacent leaseholds at the Coronado Ferry Landing and on the Coronado Municipal Golf Course, respectively. Events near the Coronado Ferry Landing location will bring increased awareness and additional revenues to a Port tenant. In consideration of TAP budget funds, and as one movie night is on public tidelands, staff recommends funding in the amount of \$3,500 and full waiver of fees for the movie night at Coronado Tidelands Park, valued at \$2,100.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Coronado	Snow Mountain and Holiday Events	12/7/2018

Location: Coronado Ferry Landing, 1201 First St., Coronado, CA 92118

Applicant's Description: Snow Mountain is held at the Coronado Ferry Landing as part of the City's Holiday Open house which is in the 43rd year. The event is held on December 7, 2018, expects 13,000 plus, children and adults to play on the snow, visit Santa, along with games, contests, refreshments and live entertainment. The event kicks off the start of the holiday shopping season for the port tenants located at the Ferry Landing and is a primary driver of customers in the area. The City and Port tenants coordinate for this annual event which brings in thousands of visitors and guests to the area in support of businesses at the Ferry Landing. Coronado's Holiday Open House starts with Santa (*and his fans) riding the ferry from San Diego to Coronado. Santa visits with children at the Ferry Landing before joining the parade and Christmas tree lighting ceremony in downtown Coronado.

Attendance: 13,000 plus

Event Admission Fees: None

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$30,000	\$25,000	\$0	\$0
16-17	\$30,000	\$25,000	\$3,150	\$3,150
15-16	\$30,000	\$25,000	\$3,150	\$3,150

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$30,000	\$0	\$30,000	100%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$30,000)	(\$7,500)

Recipients of proceeds: None

Staff Recommendation & Comments

Funding:	\$22,500	Services:	\$0
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Comments: Snow Mountain continues to be a holiday celebration showcasing a Port tenant, Coronado Ferry Landing, and its many specialty shops. This annual event gives local community members a fun way to experience snow. The event brings awareness to Port tenant businesses and promotes the use of the San Diego – Coronado Ferry, tying in the Port's missions of promoting public access and providing recreational opportunities. The requested sponsorship is 100% of the event budget. Upon consideration of the increasing number of TAP funding requests balanced with the total available budget, staff recommends funding in the amount of \$22,500, a slight decrease from last year's approved funding of \$25,000. Since this event attracts people to a Port tenant property that stands to benefit directly from 13,000 additional visitors, staff would like to see a measure of funding for Snow Mountain come from that tenant as a show of commitment to the success of Snow Mountain.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Imperial Beach	Imperial Beach Independence Day Fireworks	7/4/2019

Location: Imperial Beach Pier

Applicant's Description: Imperial Beach is fortunate to offer one of the premier Port tidelands locations, a Port pier, from which to display fireworks in a safe manner, and of which extensive and unique viewing opportunities exist from a well-maintained Port tidelands beachfront that is one of the most accessible public beaches in San Diego County. 80,000 to 100,000 spectators are expected.

Civic engagement will include the installation of welcome and celebratory banners which will include the Port of San Diego logo, along with the exhibition of American flags and bunting. Local musical groups will also be invited all of which will provide additional activation of the beachfront within Port tidelands. Additionally, although it is one of San Diego's smaller incorporated cities, Imperial Beach is home of a full-time military installation (the Naval Outlying Landing Field) and has historically been home to thousands of active duty and retired military, that, for good reason, should be a primary focus of recognition on this significant National holiday. Opportunities exist, therefore, for the Port and the City to further strengthen its relationship with its military installations by paying tribute to our region's military personnel (active and retired) during this event.

Attendance: 80,000 to 100,000

Event Admission Fees: 0

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$25,000	\$25,000	\$670	\$670
16-17	\$25,000	\$25,000	\$730	\$730
15-16	\$25,000	\$25,000	\$0	\$0

FY2018 / 2019 Financial Information:

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$0	\$50,000	50%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$17,000	(\$8,000)	\$17,000

Recipients of proceeds: n/a

Staff Recommendation & Comments

Funding:	\$25,000	Services:	\$0
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Comments: Imperial Beach Independence Day Fireworks is a highly popular event that the City and community work in cooperation to fund and produce. The City of Imperial Beach staff works smoothly with the appropriate regulatory agencies and Port staff to secure the necessary permits and permissions to hold this event. Staff recommends funding Imperial Beach Independence Day Fireworks in the amount of \$25,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of Imperial Beach	Symphony by the Sea	10/6/2018

Location: Portwood Pier Plaza, Imperial Beach

Applicant's Description: The Symphony by the Sea event will highlight the City's Beachfront and the unique Port District Facility – Portwood Pier Plaza. This event would feature beautiful orchestral music in an unmatched setting surrounded by magnificent vistas of the beach, the Port District's Imperial Beach Pier and the golden sunset. The sunset performance would be sure to appeal to people of all ages, ethnicities and backgrounds and would serve an expected crowd of 5,000 people from Imperial Beach and the surrounding communities including the Port Member cities of San Diego, National City, Chula Vista and Coronado. Imperial Beach's beautiful sunsets and warm nights create an enchanting setting for an outdoor concert event such as this. Additionally, the free concert event will make orchestral music accessible to everyone in our socio-economically diverse community. This event has a history going back to the 1990's.

Attendance: 5,000

Event Admission Fees: None

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$17,000	\$17,000	\$450	\$450
16-17	\$17,000	\$17,000	\$520	\$520
15-16	\$25,000	\$17,000	\$660	\$660

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$17,000	\$0	\$35,720	48%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$5,120)	(\$22,120)	(\$7,120)

Recipients of proceeds: None

Staff Recommendation & Comments

Funding: \$17,000	Services: \$0
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Comments: Symphony by the Sea in the City of Imperial Beach has featured San Diego State University's music ensembles, and the reported number of audience members continues to grow. The multi-generational concert supports the goals of recreation and waterfront access while increasing commercial business activity and visitor-serving developments in the city. As the event occurs at Portwood Pier Plaza, local residents, neighboring community members, and visitors enjoy cultural enrichment at a one-of-a-kind waterfront setting.

Given the continuing improvement in the city's business climate staff recommends that the organizers expand their efforts to garner additional sponsors and proactively cultivate alternative revenue streams to sustain the event. Continuing with fundraising efforts will augment the Port's sponsorship dollars in future years. Staff recommends funding of \$17,000 for the 2018 Symphony by the Sea.

Note: The pay parking lots at the intersections of Seacoast and Palm and at Seacoast and Elkwood are being considered for turnover to the City of Imperial Beach under an agreement with the Port. In anticipation of the agreement's approval, staff is withholding any Port recommendation for waivers of parking in those lots.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Cuck Fancer	Best Coast Beer Fest	3/9/2019

Location: Embarcadero Marina Park South

Applicant's Description: As one of San Diego's largest beer festivals, Best Coast Beer Fest will celebrate it's 5th year in San Diego in 2019. The event is held at Embarcadero Marina Park South. The festival will offer approximately 5,000 guests the opportunity to sample and learn about over 200 beers from over 75 local and regional breweries. In addition to featuring many of California's craft breweries, guests will experience local cuisine and entertainment.

Attendance: 5,000

Event Admission Fees:

GENERAL ADMISSION Tickets are \$35-50 and Include:

- Entrance to the festival • A souvenir tasting cup • Unlimited beer samples

VIP ADMISSION Tickets are \$80-\$100 and Include:

- An extra hour of tasting (12pm-1pm) • VIP entrance line • Entrance to the fes

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$13,550	\$166,635	12%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$3,915	(\$5,635)	\$14,365

Recipients of proceeds: Cuck Fancer - donation is \$10,000-\$20,000 depending on gross sales.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$9,550
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Comments: Cuck Fancer is a non-profit organization dedicated to educating and spreading awareness to young adults affected by cancer through financial assistance and community involvement. The Best Coast Beer Fest has grown into a well-attended event that features a Port park and draws craft beer enthusiasts to the waterfront. Staff believes this is a worthwhile event to have on Port tidelands as it exposes the Port to an engaged millennial demographic. Staff recommends no sponsorship funding but does recommend waiving a portion of the facility fees at a value of \$9,550. Cuck Fancer will be responsible for the remainder of Port's fees in the sum of \$4,000.

Note: The maximum number of parking spaces available for events at the Embarcadero Park South is 75; the remaining aggregate number of 25 spaces will be available for the event organizer's use on the set-up day.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Diversity Solutions DBA - Military Inclusion	San Diego Military Hire Resource & Career Fair	7/23/2018

Location: USS Midway, Broadway Pier & Pavilion or other location

Applicant's Description: San Diego Veteran Career Fair open to the general public the last 2 hours of the event. We launched the Veteran Career Fairs in April 2012 and now host events nationwide. Employers will attend to promote current and future job opportunities to veterans and civilians but we target the military community with invites. We expect 50-60 employers and 500-1,000 veterans, active duty, spouses and the unemployed civilian population to attend.

Attendance: The event will be a (1) day event and it will take place from 9 am-2 pm

Event Admission Fees: Event free to job seekers and employers will pay \$595.00 each

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000.00	\$7,500.00	\$21,500	128%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$27,000	(\$500)	(\$500)

Recipients of proceeds: 10% net proceeds will go to San Diego Inner-City Junior Golf Foundation

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: Diversity Solutions dba - Military Inclusion proposes to hold a San Diego Military Hire Resource & Career Fair at the Port Pavilion. This is one of several similar events held throughout the San Diego region. At the Pavilion event, the organizers are targeting 500 to 1,000 attendees and 50 employers exhibiting, based upon their budget figures. Staff recognizes the significance of the local armed services and the importance of supporting service members in the San Diego region; however considering the event's somewhat remote tie to the Port's mission, staff recommends no cash funding and no fee/service waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Duncan McIntosh Company, Inc.	San Diego International Boat Show	6/6/2019 – 6/9/2019

Location: Spanish Landing Park, East

Applicant's Description: The marine industry is a significant contributor to the economy of San Diego County, generating more than \$450M of revenue each year. These economic factors affect the marine businesses in the immediate area, including 20+ marinas in SD County. In 2019 the San Diego International Boat show will celebrate its 16th year. This 4-day event promotes the marine industry and boating lifestyle, and welcomes more than 10,000 attendees. The 2019 show will have more than 150 boats and yachts in the water and 100 booths in Spanish Landing Park. The show provides an opportunity for consumers to consider new boat purchases, gear, accessories and travel. Attendees can experience the boating lifestyle in a festive environment that includes seminars, plus SUP paddleboard and kayak demos. The event directly influences sales and future consumer interaction with exhibiting companies, SD Port tenants, local marine businesses, and surrounding entertainment establishments (i.e. hotels, restaurants, etc.). The show entrance and box office are located in the grass area at the eastern most point of Spanish Landing Park. Festival tents are erected in the park for booth displays. A temporary marina is constructed to accommodate in-water displays. Food and dining options include a "Rotary Club BBQ, SD-based food trucks, and Dock Lounge hosted by Fiddler's Green Restaurant. 100% of sales generated by the Rotary Club of La Mesa BBQ go to the organization.

Attendance: Day 1 (2,000), Day 2 (2,000), Day 3 (3,000), Day 4 (3,500)

Event Admission Fees: General Admission/Ticketing: \$15, Kids under 12 years FREE. Military adult tickets \$10. Exhibitors displaying in the park area pay \$10/sq ft with a festival tent provided. Exhibitors displaying in-water pay \$3.50/sq ft.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$39,920	\$39,920
16-17	\$40,000	\$0	\$36,620	\$36,620
15-16	\$25,000	\$0	\$43,260	\$42,260

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$41,000	\$47,582	\$504,121	18%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$28,753	(\$59,829)	(\$12,247)

Recipients of proceeds: Rotary Club of Le Mesa keeps 100% of profits from their concession area.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$47,582
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Comments: The San Diego International Boat show promotes boating and the sale of boats and boating equipment, serving to generate business for a variety of marine enterprises that includes a number of Port tenants. The location of the event on San Diego Bay showcases the bay as a recreational boating destination. Through interaction with marine-related agencies and businesses, attendees of the show also are exposed to information on safe, environmentally responsible boating. While not recommending funding for the show, staff recommends waiving all fees for Port services at a value of \$47,582.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Elite SDVOB Network	The Elite SDVOB 15th Annual National Conference	8/15/2018 - 8/17/2018

Location: Sheraton Hotel and Marina and USS Midway

Applicant's Description: The Elite SDVOB 15th Annual National Conference will be hosted in San Diego, California at the Sheraton Hotel and Marina on August 15-17, 2018. With a long standing history of fifteen years, the annual conference has been the paramount event for veterans to access networking opportunities, garner critical knowledge about business, and connect with several agencies to ultimately foster entrepreneurial business development, job creation, and economic stimulus. This event boasts a national presence and fosters participation from veterans and industries across the United States. It is anticipated that over 1500 people will participate in this 3 day event.

The first day will offer a Welcome Reception and Early Bird Workshops focused on the Veteran and Business. The second day will offer a tradeshow, workshops, and an elegant dinner on the USS Midway. The final day will provide matchmaking sessions. The Elite SDVOB Network has built a national organization that has been able to guide thousands of veterans towards the possibility of achieving the American Dream: for which they have sacrificed so much to protect. Recognition at the largest SDVOB event attended by most SDVBE companies.

Attendance: Day 1 (1,000) Day 2 (1,500) Day 3 (1,000)

Event Admission Fees: Average registration is \$150

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$50,000	\$0	\$122,250	41%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$116,031	\$66,031	\$66,031

Recipients of proceeds: All funds from this event will be used to support veterans in building their capacity to build and sustain businesses. The Elite SDVOB Network is 100% volunteers. The funds received will directly support the mission of the network – ‘Helping Vets Help Themselves.’ By supporting the veterans, San Diego will be the ultimate beneficiary.

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: Elite SDVOB Network, a San Diego-based not-for-profit 501(c)(4), is hosting its 15th Annual National Conference at various Port tenant facilities. The organization has chapters all across the country and the conference is held in a different city annually. The conference attracts veterans and features access to networking opportunities, includes sessions for attendees to garner critical knowledge about business, and offers opportunities to connect with several agencies to ultimately foster entrepreneurial business development, job creation, and economic stimulus.

Staff recognizes the multi-faceted impacts of the local armed services and the importance of supporting service members and veterans in the San Diego region. The event, however, has a remote connection to the mission of the TAP and the Port and staff recommends \$0 funding or services.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
First Comes Love	Le Dîner en Blanc	9/13/2018

Location: Embarcadero Marina Park South

Applicant's Description: ABOUT THE EVENT

Le Dîner en Blanc is a worldwide event, spanning five continents, in which people flash-gather in a public space and set up a temporary, chic dining area. The principles of the event are simply that guests dress formally in white; and that they enjoy quality food, wine, and good company. Only a select number of participants who have previously signed up are made privy to the location the day of the dinner, and generally converge in an iconic city location.

DINER EN BLANC IS:

- First and foremost a dinner. It revolves around food and sharing a meal together with friends
- About elegance and the art of living
- About enjoying your city and its green spaces
- A network of friends and friends' friends
- A prestigious and sophisticated event

Attendance: 3,000

Event Admission Fees: \$40 per person

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$12,650	\$77,875	36%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$7,125	\$475	\$33,125

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$0	Services:	\$6,650
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Comments: Le Dîner en Blanc bills itself as a friendly gathering of which the purpose is to create a magical evening, where guests are in good company, and join together in an environment that is both unusual and extraordinary. Organizers state that Le Dîner en Blanc may not be associated with, or used as a means to raise funds for, another organization. This "pop-up" or "flash gather" event engages with a diverse audience to experience the beauty and value of their city's public spaces. Organizers have requested the San Diego Bay waterfront as the 2018 location; this introduces a countywide demographic to the tidelands. Participants with tables, chairs, and picnic baskets in hand are transported from various locations throughout the county by chartered bus to the venue. This is a for-profit event for which staff recommends waiving \$6,650 in services with negotiated promotional considerations and no cash funds, with the organizer responsible for the balance of service fees and in the amount of \$6,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Good Neighbor Project	Annual Christmas Party	12/15/2018

Location: Perkins Elementary School, San Diego CA

Applicant's Description: This will be our fifth event to be held at Perkins Elementary School. The event is put together each year by collaborating with the principals at eight elementary schools and with Good Neighbor Project San Diego (GNPSD) volunteers and community leaders.

This past year the Good Neighbor Project held its yearly Christmas party in which needy children from all eight schools and their families were invited to attend. We were able to give out over 300 gifts and gift cards to the children and feed them and their families. Our goal this year is to increase the number of children and families being served.

Attendance: 600-800

Event Admission Fees: \$0

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$2,500	\$0	\$0	\$0
16-17	N/A	N/A	N/A	N/A
15-16	\$10,000	\$0	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$0	\$6,000	42%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$2,500)	(\$2,500)

Recipients of proceeds: no beneficiaries

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: While the Good Neighbor Project of San Diego is a valuable partner and community asset, the Port has established a set of criteria for the Tidelands Activation Program to focus specifically on events that are closely linked with the Port's mission and goals. Given the lack of a connection to these, staff does not recommend funding this event.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Good Neighbor Project	Cesar Chavez Pier - Community Awareness and Expansion Program	7/4/2018, 12/16/18 & 12/23/18

Location: Cesar Chavez Park and Pier

Applicant's Description: The Good Neighbor Project (GNP) will set up a booth and provide information to the community regarding resources available through the Port of San Diego and the services and events available at Cesar Chavez Park and pier. GNP will advertise with flyers and online prior to each date. This will be done for the 4th of July as well as both dates of the next San Diego Bay Parade of Lights. Our overall objective is to provide resources directly to the community that otherwise would not be communicated by Port resources and to show support for the valuable resources that have been provided for the park and pier. The pier is a very underused facility. GNP will also be providing information to the local schools and other organizations within the community to utilize the facilities available.

Attendance: 800+ each day of the event

Event Admission Fees: No admission charged

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,200	\$0	\$6,000	70%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$4,200)	(\$4,200)

Recipients of proceeds: No beneficiaries

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: The Good Neighbor Project is proposing to promote the public's use of Cesar Chavez Park and pier through banners and flyers that attract people from Barrio Logan and, more specifically, to the park's viewing pier to enjoy the Big Bay Boom July 4th Fireworks Show and the two evenings of the San Diego Bay Parade of Lights. When at the park, attendees would be given information about the park by GNP, with the goal of attracting them for return visits. Per the GNP's budget, they are requesting \$4,200 in funding to pay for promotional banners and associated hardware to be posted on poles on and near Logan Avenue. Staff has considered this offer and determined that, in order to ensure a coordinated effort to activate and attract people to the Port's parks, Port staff will continue its role of promoting recreational opportunities in all parks without targeting any individual park at this time. Staff therefore recommends that the Port not provide funding for this initiative.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Good Neighbor Project	47th Annual San Diego Bay Parade of Lights	12/9/2018 and 12/16/2018

Location: Fisherman’s Landing to east end; Shelter Island across America’s Cup Harbor entrance to west end Harbor Island to east end Harbor Island; to the Embarcadero north of Maritime Museum's ferry, past First Judge Location on a Maritime Museum boat, back to Embarcadero.

Applicant’s Description: Participation in the two-night annual San Diego Bay Parade of Lights. The parade is held on two Sunday evenings in December. The Good Neighbor Project will go out on a boat both nights and invite local at-risk youth and their families as well as GNPSD volunteers to attend. The children and their families will also be given costumes so that they can participate as part of the parade and not just as spectators. There will be approximately 80,000 spectators lining the parade route as well as those watching from local establishments along the parade route. While the event is held on two nights, for us, it is a three-month process working with the local communities, schools, and other leadership groups for planning and decoration of the boat.

Attendance: 100 each night on boat and 80,000 spectators

Event Admission Fees: We don't charge admission

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$4,200	\$3,500	\$0	\$0
16-17	\$4,000	\$3,500	\$0	\$0
15-16	\$11,000	\$3,500	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,200	\$0	\$15,000	28%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$4,200)	(\$200)

Recipients of proceeds: No beneficiaries

Staff Recommendation & Comments

Funding: \$4,000	Services: \$0
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Comments: The Good Neighbor Project gives persons from underserved communities the opportunity to be on a boat on San Diego Bay and participate in the two evenings of the annual Parade of Lights. The Port’s funding goes toward participant costumes and the costs associated with decorating, operating, and commemorating the holiday season onboard the *Dolphin*, the sportfishing vessel on which they ride in the parade. Staff recommends continuing to support this activity, which gives access to Port tidelands to those who might not otherwise have it. In light of the rising costs of operating the vessel and participating in the parade, staff recommends the Port’s funding increase to \$4,000, \$500 more than the FY17-18 funding level.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Guide Dogs for the Blind - SD County Guide Dog Puppy Clubs	San Diego Fun Day	4/21/2019

Location: Ruocco Park

Applicant's Description: Our San Diego Fun Day is an annual event produced by the three Guide Dogs for the Blind (GDB) Puppy Raising clubs in San Diego County. GDB has held fun day events in San Diego for over 25 years. Since moving to the Port of San Diego's bayfront Embarcadero Marina Park North the event has steadily increased in size, this includes Guide Dog puppy raisers, Guide Dog users, Guide Dogs for the Blind staff, Puppy Club leaders, and the public.

The San Diego Fun Day is an opportunity for GDB staff and Puppy Club leaders to observe puppies in training working in a real-life environment which includes not only the Ruocco Park but many of the shops and restaurants nearby. We will set up several different areas that we refer to as stations each with a unique focus. For example, we will have a grooming station staffed by an experienced Puppy Club leader, this leader will teach the puppy raisers the proper techniques for cleaning the puppy's ears, brushing their teeth, trimming their nails and of course brushing their coat. We will also arrange to have puppy raisers take their puppies into several of the shops and restaurants while being observed by an experience Puppy Club leader. We will have a GDB senior staff executive in attendance to talk to the puppy raisers, leaders, and public about happenings at GDB.

GDB puppies and raisers attending this event will be traveling from throughout California as well as Arizona and Nevada. Last year's event had over 100 puppies and raisers in attendance along with additional family members, Puppy Club leaders, local blind and visually impaired Guide Dog users, and GDB staff members. We also had a lot of members of the public stop by our information booth to learn more about our puppy raising program.

Attendance: 150 Puppy Raisers & Blind Users plus the public

Event Admission Fees: \$10 per puppy raiser, free to the public

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$2,000	\$0	\$1,810	\$1,810
16-17	\$3,000	\$0	\$1,060	\$1,060
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$1,000	\$1,059	\$3,185	65%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$7,810	\$5,751	\$6,810

Recipients of proceeds: Guide Dogs for the Blind

Staff Recommendation & Comments

Funding:	\$0	Services:	\$1,059
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Comments: This event continues to support recreation and public access to the waterfront and promotes activation of Ruocco Park. Puppy raisers take their puppies into several of the nearby shops and restaurants while being observed by an experienced Puppy Club leader, thus supporting the economic benefit of tourism and exposing attendees and handlers to the concepts of universal design and accessibility for the visually impaired. Guide Dogs for the Blind is a non-profit with a very important mission, and while the attendance has continued to grow, the event attracts a relatively small number - 150 - attendees. Staff recommends \$0 funding and waiving park fees in the amount of \$1,059.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Imperial Beach Chamber of Commerce	Christmas Comes to IB	12/8/2018

Location: This event will take place at Portwood Pier Plaza located at 10 Evergreen Avenue. Musical performers will take stage on the Port stage, parked directly in front of the grass area on Seacoast Drive Vendors will line the park perimeter

Applicant's Description: This free annual holiday event is held at Portwood Pier Plaza in Imperial Beach and has been a staple event in our community since 2002. This event is the Chambers way of giving back to the families and the community. Christmas Comes to IB will take place December 8, 2018. Featured events for the family friendly festival will include a Christmas Tree (to be lighted at 5pm) and Santa will arrive with the help of the Imperial Beach Fire Department on a firetruck, along with Mrs Claus. The completely remodeled Sleigh will hold Santa so the children can get their photo with him. The Grinch will make an appearance as well. Local school bands, Christmas carolers and church groups and other community groups perform on stage for the public. There are booths setup for kids crafts, cookie decorating, coffee and hot chocolate, a jumpie for the kids. There will be a gingerbread competition and hopefully an ugly sweater contest. Our community comes together by donating bikes, toys, games, and gift certificates. This event brings holiday cheer and sets the stage for Christmas with the tree lighting.

Attendance: 5000 spectators, 100 performers, 30 vendors

Event Admission Fees: Free community event, we do charge the vendors to participate with a booth. \$56 to \$125

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$1,000	\$1,700	\$1,700
16-17	\$8,000	\$2,000	\$1,250	\$1,250
15-16	\$4,000	\$2,000	\$1,250	\$1,250

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,000	\$1,250	\$4,850	108%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$5,400	\$150	\$2,400

Recipients of proceeds: The Imperial Beach Chamber of Commerce is a non-profit entity. Proceeds will be used to further tourism and commerce in Imperial Beach.

Staff Recommendation & Comments

Funding: \$1,000	Services: \$1,250
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Comments: Christmas Comes to IB remains a successful holiday celebration that is free to attendees; the organizers expect 5,000 guests. As in prior TAP cycles, staff continues to encourage the applicant to seek additional funding sources by targeting the city's business community and service organizations. The Port has sponsored this event for a number of years and, as it appears to be more financially self-sufficient, staff recommends maintaining the funding level at \$1,000 and a full waiver of fees totaling \$1,250. Staff encourages the Imperial Beach Chamber of Commerce to enhance event outreach activities and continue its promotion efforts to attract an even greater audience.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
In Motion Events	America's Finest City Half Marathon & 5K	8/19/2018

Location: Point to point race from Cabrillo National Monument through Loma Portal to Harbor Drive near Shelter Island; then, through downtown San Diego and up Sixth Avenue hill to Balboa Park finish area

Applicant's Description: The 41st annual America's Finest City Half Marathon has a long and storied history as San Diego's oldest major running event. In 1978, as the original running boom was about to take off, then San Diego mayor Pete Wilson thought it would be a good idea to have a running event as a part of the "America's Finest City Week" celebration that took place each August. The race was a hit from the get-go and over the years, it has raised millions of dollars for charities and continues to benefit local organizations each year. Last year's race benefited the Cabrillo National Monument Foundation, Pancreatic Cancer Action Network, Friends of Balboa Park and the San Diego Fire Rescue Foundation.

The event provides an awareness and fundraising opportunity for additional charities including the Children's Tumor Foundation, The Hoyt Foundation, St. Vincent de Paul Village and National Multiple Sclerosis Society. *Runner's World* magazine has touted the AFC Half Marathon as one the country's best races for many years. August can be warm in San Diego, but an earlier race start time has been a huge hit with participants and lessened the impact on affected residents and businesses along the route.

The scenic, point-to-point half marathon course offers approximately 5,000 participants a tour of San Diego with support stations nearly every mile. The 5K features a mostly flat loop course in historic and beautiful Balboa Park for approximately 1,000 participants and starts and finishes in the same place as the half marathon finishes. All participants are treated to chilled water, a finisher's food bag, TruMoo Chocolate Milk and a festive finish line celebration featuring a Ballast Point craft beer garden, live entertainment, photo opportunities, vendor booths and much more!

Attendance: 5,000

Event Admission Fees: Half Marathon: \$79-\$130; 5K: \$25-\$50; price depends on registration date

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$1,000	\$349,356	3%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$211,637	\$200,137	\$200,137

Recipients of proceeds: Cabrillo National Monument Foundation (\$7,500 donation), Pancreatic Cancer Action Network (\$5,000), Friends of Balboa Park (\$1,000), San Diego Fire Rescue Foundation (\$500).

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: The America's Finest City (AFC) Half Marathon is a highly successful event that attracts an upper income demographic to San Diego and through the downtown San Diego waterfront, promoting the possibility of runners returning to tenant businesses and open spaces on the tidelands. The Port annually issues a pass-through permit to the organizers at a nominal cost of \$1,000 for an event with a budget of almost \$350,000. This is the first time that the Port TAP has been solicited for sponsorship of this event. Given the prolonged success of the AFC Half Marathon – which includes projected net proceeds of over \$200,000 in 2018 – and the nominal amount of the Port's fees, staff recommends that Port resources be allotted to events that are attempting to get established. Staff recommends \$0 funding and \$0 service fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Institute for Shipboard Education/ Semester at Sea	Semester at Sea – Homecoming Voyage, Open Ship Event, Parent Event and multiple educational events	12/23/2018 - 1/05/2019

Location: Broadway Pier and/or B Street Pier

Applicant's Description: The Semester at Sea program will once again visit San Diego this winter with intentions to stay at the Port of San Diego from 23 December 2018 to 4 January 2019. Semester at Sea's 53-year history has included many visits to San Diego including 1-2 visits/year for the past decade. Our Program takes ~566 university-age students, ~24 Lifelong Learners and ~60 faculty/staff around the world for a college semester while taking classes onboard our floating campus, the MV World Odyssey. Our student population hails from all over the world, with a notably large footprint from Southern California residents making up about ~20-25% of our students each semester.

Our intentions for our time in the Port of San Diego are to showcase our program and our one-of-a-kind campus through various onboard events targeting different populations and demographics. Our events would engage not only local residents but attract visitors arriving from all over the U.S. for extended stays in San Diego, utilizing local hotels, restaurants, and transportation services. Full descriptions of each, estimated costs/revenues, anticipated participations, and various other details are included in this application. We are requesting to be alongside Broadway Pier/B Street Pier from 23 December 2018 to 5 January 2019 with a short 4 day Homecoming Cruise (29 December to 1 January)(10 days). This short voyage allows the full use of the Broadway Pavilion in our absence over New Year's Eve. All funding requests are based upon dockage in the port for the duration of the 10 days with repositioning during our Homecoming voyage.

Attendance: Fall Voyage Welcome Home Reception - 12/22/18 - Port Hotel (Hyatt in previous years) - 150 in attendance / Fall Voyage Disembarkation - 12/23/18 - B Street Pier - 600+ in attendance / Homecoming Voyage Embarkation - 12/29/18 - B Street Pier - 400+ in attendance

Event Admission Fees: Several onboard events have no admission charge, including the prospective student open ship. Homecoming Voyage admission: \$450-\$1500/ticket; Bon Voyage Reception: \$25/ticket

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$0	\$39,934	\$39,934
16-17	\$178,090	\$0	\$58,258	\$30,800
15-16	\$0	\$0	\$2,585	\$2,585

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$50,097	\$644,344	9%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$339,247)	(\$394,344)	(\$365,443)

Recipients of proceeds: Institute for Shipboard Education

Staff Recommendation & Comments

Funding:	\$0	Services:	\$28,901
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Comments: The Institute for Shipboard Education (ISE) intends to dock their vessel MV World Odyssey at a Port cruise terminal for up to 8 days and has requested that the Port waive the dockage fees, security surcharges, and passenger fees that a cruise ship would customarily pay; and fund a \$5,000 partial scholarship for a Spring 2019 voyage student from San Diego County. Semester at Sea provides a positive learning opportunity for college students and lifelong learners, and staff sees value in supporting the program. The Port's maritime tariff allows waivers of dockage fees for vessels that provide educational opportunities. Waiving the entirety of ISE's passenger fees (\$9,989) as well as all dockage and wharfage (\$18,912) totals a substantial amount, \$28,901. Staff recommends waiving \$28,901, but not the Port's 15% security cost surcharge of \$21,196.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Jacobs & Cushman San Diego Food Bank	Operation Gobble 2018	11/14/2018

Location: Cesar Chavez Park

Applicant's Description: Operation Gobble is a program partnership between Assemblywoman Lorena Gonzalez Fletcher and the San Diego Food Bank to distribute FREE turkeys, fresh produce, and provide resources during the thanksgiving holiday season. We've worked with the Port of San Diego 3 years (going on 4 this year) to make this event happen in Chavez Park, which is one of our largest distributions serving over 400 families in Barrio Logan last years event alone to ease the burden of the holidays. This is also an opportunity to have community organizations and health clinics participate in a resource fair during the event and provide medical assistance, information, and make a connection with the residents in attendance.

Attendance: 450+

Event Admission Fees: This is free event that relies solely on donations prior to the event, with support from staff & volunteers to help execute it.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$2,500	\$1,505	\$1,505
16-17	\$5,000	\$1,500	\$1,590	\$1,590
15-16	N/A	\$2,500	\$1,590	\$1,590

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$3,000	\$1,585	\$9,327	45%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$1,742)	(\$6,327)	(\$2,242)

Recipients of proceeds: No Beneficiaries

Staff Recommendation & Comments

Funding:	\$2,500	Services:	\$1,585
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Comments: Operation Gobble attracts 450+ people from Barrio Logan and nearby underserved-neighborhoods to Cesar Chavez Park to receive free turkeys and fresh produce for Thanksgiving. Participants also have an opportunity to interact with health and community service exhibitors. This event is important to communities neighboring Port operations on the working waterfront. Staff recommends \$2,500 in funding and a full waiver of the fees for the use of Cesar Chavez Park in the amount of \$1,585.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Jacobs & Cushman San Diego Food Bank	San Diego Blues Festival	9/8/2018

Location: Embarcadero Marina Park North

Applicant's Description: Now in its eighth year, the San Diego Blues Festival has become a major fundraiser for the Jacobs & Cushman San Diego Food Bank and its effort to fight hunger in the region.

The festival has gained a reputation of the most respected blues festivals in the country and has become an annual event for San Diegans as well as visitors at Embarcadero Marina Park North. Two stages feature local and national blues acts in what serves as a celebration of the African-American culture.

The festival's mission is multi-pronged:

Hunger awareness: San Diego County has 494,000 people who will need food assistance this year. That includes homeless, seniors, disabled and children as well as an alarming number of military dependants and displaced workers in their 40s and 50s.

Admission Price: Ticket prices are below market to help raise awareness of hunger. The standard general admission tickets in 2018 will be \$25, although several discount programs will be offered. Children 12 and under are admitted free. VIP tickets will be \$150.

Entertainment: The festival celebrates the African-American art form of the blues and features musicians in the Blues Hall of Fame and well as up and coming local and regional artists.

Tourism: The festival is an important cog in the region's tourism. More than 20 percent of festival attendees live beyond the county, including people from 17 other states and four other countries. They accounted for more than 650 hotel room nights.

Food Bank benefits: As well as educating the public about hunger in our community, the festival has raised 14 tons of food for the needy through a food drive and \$735,000 to spend on fighting hunger.

Attendance: Day 1: (40); Day 2 (3,500); Day 3 (10)

Event Admission Fees: Basic ticket charge is \$25, but there will be several opportunities to buy discounted tickets. We also have a VIP at \$150.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$11,570	\$6,845
16-17	\$16,120	\$0	\$10,520	\$6,000
15-16	\$0	\$0	\$18,620	\$18,620

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$9,918	\$369,968	3%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$154,950	\$145,032	\$150,950

Recipients of proceeds: Gross proceeds go directly to the Jacobs & Cushman San Diego Food Bank

Staff Recommendation & Comments

Funding:	\$0	Services:	\$5,918
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Comments: The San Diego Blues Festival remains a successful event on the San Diego bayfront for which the organizers are projecting attracting 3,500 people. The Blues Festival is a model activating event that benefits its charity while generating revenues for a variety of tenants, including local hotels. In 2016, the Blues Festival was scaled back to one day and organizers have maintained that format. Given the significant financial success that the San Diego Blues Festival has achieved in its years on the waterfront, staff recommends no funding and a partial waiver of fees in the amount of \$5,918. The applicant is responsible for \$4,000 of the total of \$9,918 in fees for the use of Embarcadero Marina Park North and its associated parking spaces.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Kiwanis Club of Imperial Beach/South Bay	Kiwanis Kids Fishing Derby	8/18/2018

Location: Portwood Pier Plaza and Imperial Beach Pier

Applicant's Description: Since 1983, Kiwanis offers basic fishing education, providing children under 16 years-old with the rods and reels, tackle, and bait to make pier fishing an activity to last a lifetime. All participants receive a t-shirt with Port logo and are served pizza and a beverage for lunch. Children are awarded medallions and trophies at the closing ceremony.

Attendance: 150 children; 50 parents/guardians

Event Admission Fees: none

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$1,200	\$1,000	\$0	\$0
16-17	\$1,000	\$1,000	\$0	\$0
15-16	\$1,000	\$1,000	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$1,500	\$0	\$3,350	45%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$1,500	\$0	\$1,000

Recipients of proceeds: none

Staff Recommendation & Comments

Funding:	\$1,000	Services:	\$0
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Comments: The Kiwanis Kids Fishing Derby remains a well-run, family-friendly event that takes place at Portwood Pier Plaza. The energetic organizers have prominently recognized the Port's sponsorship. The event promotes the Port's goals of recreation and environmental stewardship. Toddlers to teens, accompanied by their families, are encouraged to have fun while they visit and learn to care for the local watershed. Staff recommends continuing the Port's sponsorship in the amount of \$1,000 in funding for the 2018 Kiwanis Kids Fishing Derby, as the Port receives prominent recognition for this relatively small amount of funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Leonardo da Vinci Health Sciences Charter School	da Vinci Dash 5K at the Port	11/4/2018

Location: Race begins and ends at Bayside Park. It takes a loop around the port surrounding near the park. Here is a proposed course map <http://www.gmap-pedometer.com?r=7176425>

Applicant's Description: Our goal is to raise money for our non-profit charter school in Chula Vista but also providing a fun and valuable community event with a 5k. We will have booths from different companies and vendors, food trucks and a 5k that will begin and end at Bayside Park in Chula Vista.

Attendance: Day 1 - Race Day, 800 participants

Event Admission Fees: \$25 per participant, 1 discount code created at the beginning and closer will bring it to \$20 per participant

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$18,000	\$5,678	\$20,568	115%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$29,110	\$5,432	\$11,110

Recipients of proceeds: The proceeds will go to Leonardo da Vinci Health Sciences Charter School to provide programming that enriches the lives of our students via in-school events, tutoring, EL and intervention programs, field trips and after school programming.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$5,678
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Comments: The da Vinci Dash 5k at the Port is a new event that contributes to the ongoing activation of, and regional focus on the Chula Vista Bayfront. The event producer is a small, independent charter school with 300+ students from more than 25 different schools within the county. Approximately 38% of students are English learners, 29% have qualified for free or reduced lunch, and 10% are receiving special education services. The Port acknowledges that moving events offer an opportunity to highlight the recreational features of the South Bay waterfront. In light of a substantial projected attendance of 800 for an event that showcases the bayfront, staff recommends fee waivers of \$5,678 in order to help the da Vinci Dash get established; however, given that there are other applicant events with closer connections to the Port and TAP mission, staff recommends \$0 in funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Life Sports Foundation Inc. (previously KOZ Events)	Chula Vista Challenge Triathlon	8/12/2018

Location: Bayside Park, Chula Vista

Applicant's Description: The Chula Vista Challenge Triathlon is in its 8th year. This is a triathlon starting and finishing on the bay in Chula Vista. This year's event will be on August 12, 2018. This event brings a wonderful opportunity to the South Bay helping both the athletes and local vendors in the area with increased attendance and attraction to the area.

This event brings local and regional athletes to the South Bay helping local businesses and hotels in the region.

The swim takes place in the bay at the Bay Side Park. The bike portion goes along the bay on Bay Boulevard, Main Street, and Broadway. Athletes then run along the local side walk areas and bike paths.

This small community event needs your sponsorship to grow and bring athletes to the South Bay Area. Your sponsorship dollars are greatly appreciated and used to market this event promoting the area and the Port of San Diego to Athletes within the Southern California area.

Attendance: 1,500

Event Admission Fees: \$80 - \$250

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$4,000	\$0	\$8,140	\$8,140
16-17	\$2,500	\$0	\$9,860	\$9,860
15-16	\$10,000	\$2,500	\$6,200	\$6,200

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,000	\$4,554	\$172,397	5%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$20,961	\$12,407	\$16,961

Recipients of proceeds: All proceeds will benefit Life Sports Foundation Inc.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$4,554
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Comments: The Chula Vista Challenge is a triathlon event that continues to grow. The event contributes to the increasing activation of Chula Vista's bayfront and expands the focus on the South Bay region while supporting the Port's mission regarding public access and recreation. Staff recommends a full waiver of the requested \$4,554 in service fees. In light of the total TAP budget limitations, no funding is recommended.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Living Coast Discovery Center	Farm to Bay 2018	8/4/2018

Location: Living Coast Discovery Center, Chula Vista

Applicant's Description: Now in its ninth year, Farm to Bay is a culinary celebration supporting coastal wildlife, education and sustainability. Farm to Bay is the only local fundraiser that takes place on a national wildlife refuge set against the beautiful backdrop of San Diego Bay. Guests sample fine culinary delights from restaurants, craft breweries and wineries and experience up-close animal encounters, live music, and an exciting auction.

In 2017, the Living Coast Discovery Center raised \$84,000 in net proceeds. The funds were generated through a combination of sponsorships, ticket sales, auction proceeds and Raise the Paddle donations and support coastal wildlife, education and sustainability programs at the Living Coast throughout the year. Over 400 guests attended Farm to Bay in 2017 and the Port of San Diego was one of the community sponsors along with Marine Group Boat Works, UTC Aerospace Systems, the City of Chula Vista, and many others.

In keeping with the Living Coast's commitment to the environment and sustainability, the event committee took the necessary steps toward producing a Zero Waste event. As a result of our efforts, 88 percent of event waste was recycled or composted and diverted from landfills in 2017. Our team continues to build upon its successes each year by utilizing more Earth-friendly materials and processes.

The Living Coast Discovery Center inspires care and exploration of the living Earth by connecting people with coastal animals, plants and habitats. We look forward to another successful partnership with the Port of San Diego!

Attendance: 400

Event Admission Fees: \$100 General Ticket

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$7,500	\$0	\$0	\$0
16-17	\$10,000	\$2,500	\$0	\$0
15-16	\$7,500	\$7,500	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$0	\$37,225	13%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$100,775	\$95,775	\$95,775

Recipients of proceeds: Living Coast Discovery Center

Staff Recommendation & Comments

Funding: \$0 **Services:** \$0

Comments: The Living Coast Discovery Center (LCDC) continues to be an important regional asset providing environmental education and community programs that teach youth, their families, and visitors about the importance of wildlife and habitat preservation. Proceeds from Farm to Bay 2018 will help the LCDC continue with its important programs. This event aligns with the Port's mission of being an environmental steward of San Diego Bay and the Green Port Program by being a sustainable, zero-waste event that promotes recycling and composting. The event will also raise awareness of the LCDC and possibly attract additional supporters. Through its Environmental Fund, the Port has \$100,000 in service agreements with LCDC to provide environmental education programs, thereby supporting LCDC and the Port's environmental education efforts. Given this existing support for LCDC, staff recommends no TAP funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Living Coast Discovery Center	Animals on the Bay Day 2018	10/7/2018

Location: Living Coast Discovery Center, Chula Vista

Applicant's Description: Originated in 2010, Animals on the Bay Day is a free community event held in October at the Living Coast Discovery Center on San Diego Bay. The Living Coast's premier environmental event introduces thousands of guests to coastal animals, plants, and habitats. In 2017, the event hosted 2,567 attendees of all ages and anticipate a similar number of attendees in 2018.

The purpose of this event is:

- To produce a fun-filled, family-friendly event and comprehensive day of environmental education in partnership with environmental stakeholders,
- To inspire attendees to understand their impact on the environment and promote coastal conservation in their every-day lives, and
- To connect underserved communities with coastal animals, plants, and habitats. Prominent environmental stakeholders will host educational booths at this event. Past participants include U.S. Fish and Wildlife Service, Birch Aquarium, I Love a Clean San Diego, Cabrillo National Monument, Chula Vista Kayak, Water Conservation Garden, Project Wildlife, REI, SDG&E, SeaPerch and many others. Together with programs offered by the Living Coast, each booth will feature environmental education on a wide variety of topics. This event is specifically designed to be family-friendly featuring nature crafts, games, hands-on scientific experiments, watershed model demonstrations, guided nature walks, and guest lecturers throughout the day.

Attendance: 2,700

Event Admission Fees: This is a free community day. Admission will not be charged.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$7,500	\$0	\$0	\$0
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$7,500	\$0	\$12,500	60%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$15,000	\$7,500	\$7,500

Recipients of proceeds: Living Coast Discovery Center

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: The Living Coast Discovery Center (LCDC) is located on the waterfront of Chula Vista and has been providing quality educational programs to students and adults for years. The Animals on the Bay Day is a free community event that enables attendees to see the wildlife at LCDC and to learn about preservation, conservation and other environmental initiatives. This event is in alignment with the Port's role as an environmental steward of San Diego Bay. LCDC is located on federal property that is part of the Sweetwater Marsh National Wildlife Refuge. Supporting this event will also help promote the refuge and educate the public about the importance of having wildlife refuges. Through its environmental fund, the Port has \$100,000 in service agreements with LCDC to provide environmental education, thereby supporting LCDC and the Port's environmental education efforts. In consideration of the Port's on-going support of LCDC, staff recommends no funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Makers Arcade	Makers Arcade Holiday Fair	12/8/2018

Location: Broadway Pier including the Pavilion, View Court, Foyer and Forecourt

Applicant's Description: Makers Arcade began 4 years ago and it is an artists and crafters event that offers a fun filled shopping day to our San Diego patrons. Over 100 artists sell their handmade artisan goods for people to shop and enjoy. Makers Arcade is a full day event with shopping, live music, craft cocktails and beer, food trucks, free crafts, free photo booth, styled lounges and a kids play area. Around 3,000 people attend the Holiday Fair. We have had our last four fairs at the Broadway Pier.

Attendance: One day only - 3,000

Event Admission Fees: \$5 admission to general public; \$185 for each booth space rented to artists

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$26,925	\$0	\$8,050	\$4,025
16-17	\$23,525	\$0	\$8,050	\$8,050
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$8,050	\$24,910	32%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$26,715	\$18,665	\$21,715

Recipients of proceeds: We partner with Young Life each time and give around 5 percent of net proceeds.

Staff Recommendation & Comments

Funding: \$0	Services: \$3,050
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Comments: The Makers Arcade organizers continue to report that their event is profitable and has been well attended, with the majority of the attendees in the 25-35 age group. The event calls itself a "regionally based artisan experience" that showcases several art forms and features hands-on crafting activities. Staff believes that their admission fee of \$5 helps create an affordable destination on the waterfront, and positively impacts neighboring businesses. Projected attendance compared to the income numbers reported in the proposed budget indicates that approximately 26% of attendees (800) are unpaid; it is important to note that children are admitted at no charge. While staff has found this to be a worthwhile event that features a Port tidelands venue, Makers Arcade is a for-profit entity that generates a positive bottom line; therefore staff recommends \$0 funding. Given the quality of this activation, staff does recommend waiving approximately 40% of the total facility fees, at a value of \$3,050. Makers Arcade will be responsible for the remainder of Port facility fees in the sum of \$5,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Mandate Project Impact, Inc.	Bayside Gospel Concert Aboard the Midway	9/9/2018

Location: USS Midway Aircraft Carrier & Museum

Applicant's Description: Mandate Project Impact, M.A.N.D.A.T.E. Records and the Urban League of San Diego invites the Port of San Diego to partner on the 5th Annual Bayside Gospel Concert Aboard the Midway, to take place Sunday, 9/9/18 on the flight deck of the USS Midway Aircraft Carrier for this outstanding and memorable evening of great music with PURPOSE. Celebrate the American art form of Gospel music, honor military Veterans, feature internationally acclaimed headliners and San Diego based artists; designed to bring diversity and community together around a stellar, annually sought after event; increase tourism and recreation on the San Diego Bayfront with audiences coming from across California, neighboring states and beyond; further the relationship between community, the USS Midway and the Port of San Diego; increase business at nearby hotels and restaurants, and Port tenant businesses, artists and individuals; help feed Veterans and provide some of them with subsidized tickets; provide employment training for inner-city low-moderate income youth; and draws high ranking city officials and national TBN cable audience attention. Bayside Gospel is a real-life training ground for MPI's Mentorship/Internship Program participants as they learn to become next generation music industry professionals. Net proceeds from this event go to fund this educational program.

Attendance: 1,500

Event Admission Fees: General Admission: \$25 Advance/\$35 At Door
VIP Reserved Seating: \$50 Advance/\$60 At Door - Sponsor Family of Four: \$100 Advance

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$7,500	\$1,000	\$0	\$0
16-17	\$10,000	\$1,500	\$0	\$0
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$7,500	\$0	\$58,130	13%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$7,870	\$370	\$370

Recipients of proceeds: 10% of net proceeds will be donated to the San Diego Food Bank in support of their military outreach program. Subsidized tickets for pre-identified Veterans families provide an opportunity to take part in this major cultural arts experience, which they might not otherwise have. The remaining 90% of net proceeds from Bayside Gospel Concert Aboard the Midway goes to help fund employment training for inner-city mid-low-income youth and young adults via Mandate Project Impact's Mentorship/Internship Program, focusing on raising up next-generation music industry professionals.

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: Bayside Gospel Concert Aboard the Midway event promotes cultural tourism and brings a diverse audience to a Port tenant, the USS Midway; and helps activate the waterfront by drawing visitors from out of state to San Diego Bay. Mandate Project Impact's budget for Bayside Gospel Concert Aboard the Midway does not show beneficiary expenses/donations. Ticket revenue projections appear low when compared to revenue cited on the budget. Bayside Gospel Concert Aboard the Midway has become established as an event and appears to have the ability to secure a variety of corporate sponsorships. In light of this, and the Port's limited TAP budget, staff recommends \$0 funding or services for the event in FY2018-19.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Mariachi Scholarship Foundation	2018 San Diego International Mariachi Summit	8/15/2018 - 8/18/2018

Location: Bayside Park, San Diego Civic Theatre, Southwestern College

Applicant's Description: The 2018 San Diego International Mariachi Summit brings the world's top mariachi and ballet folklórico performers, educators and historical figures to San Diego for public performances, student instruction and educational forums. The Mariachi Scholarship Foundation has expanded their partnership with the city of Chula Vista this year to include a full day of mariachi and ballet folklórico performances at Chula Vista Harborfest, August 18 — the culmination of the Summit. To begin the week of cultural activities, mariachi and ballet folklórico students from all over the southwest will come to Southwestern College for educational workshops and performances from Wednesday through Friday, August 15-17. The Gala Concert on Friday, Aug. 17, features the world famous Mariachi Vargas de Tecalitlán ("The Greatest Mariachi in the World") with San Diego's own Symphonic Mariachi Champaña Nevin, the San Diego Binational Symphony Orchestra and Ballet Folklórico Internacional at the San Diego Civic Theatre. Between the concerts and forums at Southwestern College, the Gala Concert at the Civic Theatre and mariachi stage at Harborfest, at least 20,000 San Diegans will experience some of the world's greatest mariachi events during the 2018 San Diego International Mariachi Summit.

Attendance: Day 1 (500), Day 2 (500), Day 3 (3,000), Day 4 (20,000)

Event Admission Fees: Mariachi Performances at Bayside Park, 8/18/18: FREE
Student registration for Mariachi Summit (includes instruction, materials and tickets to all events) \$65
Concerts at Southwestern College, 8/15-16 \$10; Gala Concert at San Diego Civic Theatre, 8/17 \$20-\$100

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$30,000	\$2,500	\$200	\$200
16-17	\$25,000	\$2,500	\$0	\$0
15-16	\$20,000	\$5,000	\$4,700	\$4,700

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$0	\$131,100	11%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$40,200	\$25,200	\$27,700

Recipients of proceeds: The Mariachi Scholarship Foundation will receive 100% of net proceeds, which are used to fund college scholarships to San Diego mariachi and ballet folklórico students and promote mariachi education in San Diego area schools.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: The San Diego International Mariachi Summit consists of a series of events primarily off Port tidelands, and the grand finale of the series takes place on stage at Chula Vista's largest waterfront event, HarborFest. While staff is already recommending substantial funding for the production of HarborFest, in previous years, additional funding for the Mariachi Scholarship Foundation was awarded to assist this organization in producing its offering at the festival. In light of the positive revenues reported and upon consideration of the FY2018-19 TAP budget, Port staff does not recommend sponsorship funding and encourages organizers to expand their sponsorship efforts and diversify their funding base. The Port services associated with hosting this 'event within an event' will be attributed to Chula Vista HarborFest; the request and staff recommendation for Port services for the mariachi performances is \$0.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Maritime Museum Association of San Diego	Port of San Diego Festival of the Sea	5/25/2019 - 5/27/2019

Location: Maritime Museum of San Diego.

Applicant's Description: The Museum, drawing on 18 years' expertise hosting the Port of San Diego Festival of Sail, is proposing to reimagine the Festival and initiate it in Spring 2019 as The Port of San Diego Festival of the Sea, to be held at the Museum, using the space aboard Museum vessels, the quayside walkway, and some adjacent parking spaces.

The Festival will be a premier art, culture, education and entertainment event. The core Festival aspect will be a visual arts display by prominent area and regional artists, with a focus on Bay and ocean-focused art. Artists' creations, including painting, photography, jewelry, and pottery, will be available for purchase. A Plein Aire Art Exhibition will highlight the sea as artistic inspiration.

The Festival also will incorporate a celebration of Pacific cultures, in appreciation for the cultures of America's Pacific coast, the South Pacific, and maritime culture generally. This will include dance and vocal performances, demonstrations of the maritime arts (rope-making, knot-tying, scrimshaw), cloth-making, storytellers, and other related activities.

The Festival will host events that will be designed to delight an anticipated 100,000 non-paying visitors. These may include gun battle sails; an Ancient Mariners parade and/or race using antique vessels; an outrigger canoe race; an underwater robotics demonstration; a Navy dolphin demonstration; film nights; a parade of Navy, Customs, Coast Guard, and Harbor Police vessels; and a galleon San Salvador sailing.

The Festival also will highlight the Maritime Alliance, its technology and the impact of the Blue Economy on our region; and will host a number of ocean-focused conservation organizations.

A variety of thematic food trucks featuring seafood and Pacific Rim cuisines will be featured.

Attendance: Day 1 (2,000); Day 2 (2,000); Day 3 (2,000)

Event Admission Fees: Adults, \$18; Children, \$8

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$45,000	\$15,000	\$15,568	\$15,568
16-17	\$40,000	\$20,000	\$13,485	\$13,485
15-16	\$75,000	\$25,000	\$15,750	\$15,750

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$40,000	\$6,550	\$85,800	50%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$58,880	\$12,330	\$38,880

Recipients of proceeds: Maritime Museum of San Diego

Staff Recommendation & Comments

Funding:	\$20,000	Services:	\$6,550
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Comments: Festival of the Sea is proposed to be a reinvented Maritime Festival, the Maritime Museum of San Diego's (MMSD's) maritime celebration that has been produced 18 times in the past, traditionally on Labor Day weekend. In addition to its professionally curated maritime offerings, MMSD plans to have a number of features in Festival of the Sea that will appeal to a wide audience. To help Festival of the Sea get established in its reimaged form and in its new timeframe, Memorial Day weekend, staff recommends funding in the amount of \$20,000 and waiving all requested Port services, valued at \$6,550. Staff looks forward to working with the Maritime Museum on a successful Festival of the Sea on Memorial Day weekend of 2019.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
City of National City Community Service Department	Aquatic Adventures by the Bay	7/1/2018-6/30/2019

Location: Pepper Park

Applicant's Description: Aquatic Adventures by the Bay is an event that will focus on boating, water and sun safety to bring awareness to Boating and Water Safety Month which is in May. We will have exhibit booths that fit the theme, rowing, kayaking, SUP demonstrations, face painting, a DJ and opportunity drawings throughout the day. The event will be an opportunity to showcase the Aquatic Center programs. We will also have a scavenger hunt for everyone to participate which will require that they visit the Aquatic Center as well as the exhibition booths.

Attendance: Aquatic adventure Event on 5/25/2019: 800; Fitness Event Series: 500

Event Admission Fees: Free of charge to all participants during Aquatic Adventures by the Bay and Family fitness Series

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$10,000	\$2,460	\$2,460
16-17	N/A		N/A	
15-16	N/A		N/A	

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$3,330	\$13,330	100%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$13,330)	\$0

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$10,000	Services:	\$3,330
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Comments: The City of National City will produce its Aquatic Adventures by the Bay event in May 2019, and 8 fitness events focusing on exercise and wellness, on dates yet to be determined during FY2018-19. Port staff sees this event series as vital to drawing people to the National City waterfront to recreate at the Aquatic Center and Pepper Park, which offer attractive amenities and access to San Diego Bay. Staff recommends funding of \$10,000 and services totaling \$3,330 in support of the City of National City Aquatic Adventures by the Bay and Fitness Event Series.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
National City Chamber of Commerce	2nd Annual Binational Bayside Brew & Spirits Festival	9/22/2018

Location: Pepper Park

Applicant's Description: The second annual 'Binational' Bayside Brew and Spirits Festival will be hosted by the National City Chamber of Commerce on September 22, 2018 at Pepper Park. This event will achieve 4 main goals: 1) Activate National City's Bayfront, which is currently underutilized for Port events, by attracting diverse visitors to Pepper Park and promote recreational activities on Port Tidelands; 2) Promote local businesses including craft beer brewers, tequila vendors, food vendors, artists, musicians, and spirit manufacturers to support regional economic development and strengthen the Port's and National City's binational ties to Baja, CA industry leaders; 3) Promote economic development by showcasing the City's newly adopted craft beer ordinance that serves to attract craft brewers to National City's Marina district and mixed-use zones consistent with the commercial land use goals outlined in the Port's Maritime Master Plan Amendment and 4) Aggressively promote the Port of San Diego and the City of National City as active partners in the revitalization of the National City Marina District across various media platforms including print, radio, tv, and social media. Paying attendees, capped at 1,500 will enjoy tastings of at least 30 'certified independent' craft beers, 5 spirits, and 8-10 local restaurants; shop 20 local artisan booths; enjoy live music, an art exhibition and black jack tables; visit a NEW Green Zone showcasing sustainability resources; and explore business investment opportunities at the National City Marina district through an interactive presentation showcasing the Port's "balanced plan" and the City's new Craft Beer ordinance updates through large scale poster graphics and onsite educational presentations by Chamber, Port, City, and craft beer ambassadors.

Attendance: 1,500

Event Admission Fees: Brew Fest/ Concert Tickets: \$35 w/a cap of 1,500 tickets sold; VIP tickets: \$100 with a cap of 50 tickets sold

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$40,000	\$10,000	\$5,160	\$5,160
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$5,588	\$76,938	40%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$19,150	\$11,438	(\$850)

Recipients of proceeds: ARTS (A Reason to Survive): up to \$1,000 of net proceeds.

Staff Recommendation & Comments

Funding:	\$5,000	Services:	\$5,588
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Comments: The Bayside Brew & Spirits Festival held its inaugural event in 2017. While not an apparent financial success, the festival showed potential to grow in size and sponsorship to a point where it can sustain itself and continue attracting a wider demographic to the National City bayfront. The applicant appears likely able to develop additional revenue streams for future versions of this event. To assist in growing the Bayside Brew & Spirits Festival, staff recommends support by the Port with \$5,000 in funding and a full waiver of fees for the use of the Port stage, Pepper Park and 74 of the park's parking spaces, at a value of \$5,588. Note: Staff does not intend to allow the use of the Pepper Park parking lot for the festival's event space, as doing so prevents boaters from accessing any trailer parking spaces and the park's boat launch ramp. The event's attendance levels do not require use of the parking lot space. Staff calculated the parking service fee value for this event at 74 spaces, which is comprised of the non-trailer and non-ADA spaces in the Pepper Park lot.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Navy Region Southwest Morale Welfare Recreation (MWR)	Navy's 33rd Bay Bridge Run Walk	5/19/2019

Location: Tidelands Park, Coronado

Applicant's Description: The Navy's Bay Bridge Run/Walk was established 33 years ago. The goal of the event is to demonstrate the community's support of our military, to raise funds for San Diego Navy Quality of Life programs and to enhance the community's enjoyment of the recreational facilities provided by our Port of San Diego. The run/walk is designed to attract all ages to compete with our active duty military in a 4 mile run/walk.

The event has grown from 500 to 10,000 participants (an event sell out). It is the only run/walk that begins on the Embarcadero at the Hilton San Diego Bayfront, proceeds over the Coronado Bay Bridge and concludes at Tidelands Park. More than 2,500,000 positive exposures result from extensive annual press and broadcast media coverage. Promotion including press releases and advertisements begin seven months prior to the run/walk and web postings, sports publication ads and email blasts are sent to past participants and potential participants.

The Navy's Bay Bridge Run/Walk is the only public event that directly benefits the 500,000 residents of San Diego County who make up our Navy Military family. The event helps support Morale Welfare Recreation in providing gymnasiums, fitness centers, child care programs, youth and teen centers, swimming pools and beaches, movie theaters, car repair facilities, bowling centers, golf courses, discounted ticket offices, marinas, gear rental centers, food and beverage facilities and special holiday events for our Military.

Attendance: Day 1 (75); Day 2 (150); Day 3 (10,000); Day 4 (150)

Event Admission Fees: Adult \$42; Active Duty and Seniors \$35; Children (4-12) \$21

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$0	\$26,240	\$26,240
16-17	\$5,000	\$0	\$24,260	\$24,260
15-16	\$25,000	\$5,000	\$26,150	\$26,150

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$22,380	\$388,880	7%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$101,500	\$74,120	\$96,500

Recipients of proceeds: Morale Welfare Recreation Fleet and Family Programs

Staff Recommendation & Comments

Funding:	\$0	Services:	\$22,380
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Comments: Now in its 33rd year, the Navy's MWR Bay Bridge Run/Walk has grown to attract more than 10,000 participants. Runners and walkers alike experience the Port tidelands on both sides of the San Diego-Coronado Bridge. The event is a key fundraiser for the recreation, ticket, and tour programs that support the region's military and their families. The Port has consistently sponsored the Bay Bridge Run/Walk, demonstrating support for the local military forces. The Port acknowledges the key role of the local armed forces who are vital to national defense, the tidelands, and the regional economy. The Port of San Diego has been designated by the Maritime Administration as one of the nation's 17 strategic ports with the role of accommodating military cargo movements, and the Port also partners with the Navy and Coast Guard in the security of San Diego Bay. The MWR Bay Bridge Run/Walk exposes many individuals to the waterfront while promoting recreation and a healthy lifestyle. Staff recommends a full waiver of fees valued at \$22,380. Given the financial success of this event compared to other applicant events needing to get established, staff recommends \$0 funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
One World Bridge	Powwow by the Sea	6/17/2018

Location: Portwood Pier Plaza, Imperial Beach, CA

Applicant's Description: "The Powwow by the Sea" has been held for 13 years at the Pier Plaza, Imperial Beach. This event is on Father's Day and Summer Soloist weekend Friday and Saturday from 12:00 noon to 6:00 PM. The main activities are dancing and singing of the traditional Native American culture. We have around 100 dancers and 3 to 6 drum singing groups that participate over the weekend that attracts over 500 spectators each of the two days. The event has around 25 vendors of varies Native American and other Indigenoussness groups to sell their art and traditional foods.

This powwow is "traditional" which means spiritual and the old teachings, it doesn't give out prize money as a "competition powwow. Traditional powwows are the old powwow way but because of Tribes having more money and having their own powwows they have become competitive events giving prize money which attracts more top dancers and drummers.

Our powwow's MC (announcers) tells traditional teachings and creation stories of the history of the Native culture that the local community can experience in good way. "Powwow by the Sea" is the only traditional pow wow of its kind held in San Diego County.

The powwow invites the spectators to participate in certain dances called "inter-tribals" to learn how to dance and at the end of the first day a blessed meal is served by the Native American youth to all community elders first, then to the dancers, drummers, volunteers and all spectators. We feed around 250 people this is part of the traditional way of having our Summer Soloist/Powwow

Attendance: 500 to 1,000 per day, two days 1,000 to 2,000 people attending

Event Admission Fees: no admission charge

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$0	\$10,200	49%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$5,050	\$50	\$1,050

Recipients of proceeds: One World Bridge and its Inter Tribal Youth Program

Staff Recommendation & Comments

Funding:	\$1,000	Services:	\$0
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Comments: The Powwow by the Sea is a free event held at Portwood Pier Plaza in Imperial Beach. Billed as a traditional powwow and not a performance competition, the event features Native American dance, singing, and drumming. The primary source of revenue for the event is from booth rental fees in which Native American and other indigenous groups sell their art and traditional foods. The producer of Powwow by the Sea is a non-profit organization that projects 1,000 to 2,000 attendees to this Father's Day weekend event. The District acknowledges the importance of diversity and encouraging visitors to the tidelands to experience unique events; staff therefore recommends funding of \$1,000 in order to help the event be solvent. Note: Through 2017 the Port supported the South Bayfront Powwow in Chula Vista with TAP sponsorship funding and services; however, that event was canceled in 2017 and is no longer being held.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Outdoor Outreach	San Diego Bay Youth Connection Project	7/1/2018 – 6/30/2019

Location: The proposed programs will take place at Chula Vista Bayfront Park, Coronado Tidelands Park, Pepper Park, and Shelter Island Shoreline Park.

Applicant Description: Outdoor Outreach invites the Port of San Diego to consider a \$10,000 sponsorship to increase access to Port Tidelands for urban and diverse youth. Over the impact period July 1, 2018 - June 30, 2019, a sponsorship will support 50 outdoor recreation, environmental education and stewardship programs on Port Tidelands, raising awareness of waterfront areas and the resources they protect; inspiring young people to respect and protect the places where they play; and activating San Diego Bay and the surrounding lands for diverse communities.

With support from the Port of San Diego, the proposed project will engage 300 individual youth through recreation-based educational and environmental programs like kayaking, stand up paddle (SUP), and youth-led stewardship. Outdoor Outreach serves youth in need through a partnership model, working with 17 Title I schools in San Diego where at least 50% of students qualify for free or reduced lunch. Through partnerships with 20+ social service agencies and other specialty providers, we also reach youth who may have additional risk factors such as homelessness, refugee status, exposure to violence, and juvenile justice system or foster system involvement.

In 2017, Outdoor Outreach provided 61 nature-based recreation, education and environmental programs on Port Tidelands, including 36 kayak and SUP programs at Coronado Tidelands Park; 9 kayak programs at Shelter Island Shoreline Park; 5 kayak programs at Chula Vista Bayfront Park; and 2 aquatic clean up programs at Pepper Park. The programs engaged 399 individual youth from low-income, "park-poor" communities in San Diego, including 228 youth from across all five of the Port's member cities.

Attendance: 300 individual youth

Event Admission Fees: Outdoor Outreach programs are offered at no cost to youth participants.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$5,500	\$1,925	\$1,925
16-17	\$10,000	\$3,000	\$910	\$910
15-16	\$5,500	\$3,000	\$525	\$525

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$2,100	\$52,150	23%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$12,100)	(\$10,000)

Recipients of proceeds: 100% of the sponsorship will benefit Outdoor Outreach.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$2,100
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Comments: Outdoor Outreach has a solid record of accomplishment in providing recreational opportunities for underserved youth that enhance environmental stewardship and promote leadership and self-confidence. The Port's Planning & Green Port Department will provide \$15,000 in funding in FY2018-19 to Outdoor Outreach, through the Port's Environmental Fund, in support of these efforts. To augment this support, staff recommends a waiver of fees for up to 60 Outdoor Outreach program uses of Port facilities at Shelter Island (launching and recovering at the beach only), the beach in Tidelands Park in Coronado, and the launch ramps at Pepper Park in National City and Bayfront Park in Chula Vista, at a total value of \$2,100. To streamline the administrative process for this sponsorship, staff will amend the Outdoor Outreach funding agreement with the Planning & Green Port Department to include these fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Point Loma Rotary Club	Ride the Point	11/10/2018

Location: Spanish Landing Park and Harbor Island Park

Applicant's Description: The Point Loma Rotary Club is hosting the 6th Annual Jim Krause Memorial Charity Bicycle Ride the Point on November 10, 2018 to benefit pancreatic cancer research. The ride begins and ends at Liberty Station and includes 10, 25, and 62 mile scenic routes through Point Loma, Ocean Beach, Mission Bay, Mission Valley, and Mission Gorge. The event includes an after-ride healthy lifestyles festival with booths, entertainment, and refreshments. The event is advertised in local, state, national, and international venues and attracts a diverse demographic of visitors. Over 70% of last year's riders from outside the local community including out of state and international riders. VIP riders include local, state, and federal community leaders and media personalities.

This is an all-volunteer event with proceeds staying in the local community to fund pancreatic cancer research at UC San Diego Moores Cancer Center and other local civic projects.

Attendance: 900

Event Admission Fees: Rider fees range from \$10 to \$200

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$1,500	\$0	\$200	\$200
16-17	\$1,500	\$0	\$200	\$200
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$200	\$29,150	9%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$7,600	\$4,900	\$4,900

Recipients of proceeds: UC San Diego Moores Cancer Center - 60% net proceeds
Point Loma Rotary Foundation - 40% net proceeds

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: Ride the Point promotes alternative modes of transportation and creates a fun and healthy way to experience a portion of the Port tidelands, which supports the Port's mission of providing recreational opportunities along the bayfront. Event organizers have encouraged participation from persons of all ages and skill levels and they actively target riders from outside the area. The budget submitted projects net revenue of \$34,050 to benefit the UC San Diego Moores Cancer Center and the Point Loma Rotary Foundation. Ride the Point is a set of cycle ride events of which the family ride, which begins at Liberty Station, takes place on Port tidelands and has an attendance of 100 riders. The totality of the cycling events attracts 900 participants to the start/finish area at Liberty Station. In consideration of the total budget for FY2018/19 TAP events and the small number of family riders participating, staff recommends no fee waivers and no funding from the Port for Ride the Point.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Rady Children's Hospital Auxiliary - Coronado unit	Coronado 5K Turkey Trot	11/22/2018

Location: Tidelands Park, Coronado

Applicant's Description: 5K run along Tidelands Parks in Coronado

Attendance: 500

Event Admission Fees: Adults- \$50 Children- \$20

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$0	\$2,100	\$2,100
16-17	\$15,000	\$0	\$2,300	\$2,300
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$1,050	\$31,050	11%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$62,500	\$58,950	\$58,950

Recipients of proceeds: Rady Children's Hospital

Staff Recommendation & Comments
Funding: \$0 **Services:** \$0

Comments: The Coronado 5K Turkey Trot supports the Port's mission of providing public access and recreational opportunities along the waterfront. Now in its fifth year, the event draws local, national, and international participation, leveraging Coronado's attractiveness as a holiday destination to bring new visitors to the city's bayfront and nearby hotels. Runners, strollers, and walkers of all ages are encouraged to participate. Given that this is a well-established event and organizers estimate \$58,950 in proceeds to the beneficiary, staff recommends \$0 in funding or service fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Rady Children's Hospital Foundation	Celebration of Champions	5/1/2019

Location: Embarcadero Marina Park North

Applicant Description: The Celebration of Champions began in 1996 with 94 champions, raising \$123,000.00 and today we're attracting 350+, and raising \$450 to \$500,000. Attendance has grown each year, now attracting more than 2000 attendees.

Celebration of Champions is a relay type event where a child with cancer runs/walks/carried 1/8th of a mile on the sidewalk at Embarcadero Marina Park North. The event is mainly about honoring those who have passed on, celebrating those in remission, and supporting those currently in treatment. There are three segments to the relay portion of the event. The first segment is the In Memory lap where the families who have lost a child to cancer walk together in memory of their child and then release a white balloon to honor their memory. The next segment of the relay are the patients who are currently in treatment. They along with their sponsor, their family and a celebrity run 1/8th miles and then pass the torch of life to another child with cancer. Our final lap are the champions who are our survivors and their lap is to symbolize their victor over cancer.

The event is held from approx 9:30 to 2:00. The relay is from 10:00 to 12:00. The next stage of the event is a live band on the main stage from 12:00 to 2:00 and an ongoing carnival with approximately 30 carnival booths and lunch, as well. In the Opening Ceremony held at appx. 9:45 we honor our sponsors who have give \$5,000.00 and above.

Those in attendance will be sponsors, celebrities, sport figures, news media, volunteers, hospital staff, families of our champions, friends and our hostess, the La Playa Unit of Rady Children's Hospital Auxiliary with its 75 active members with over 200+ active and supporting combined.

Attendance: 2,000 + total attendance, 200 volunteers, 350 cancer patients

Event Admission Fees: None

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$6,968	\$0
16-17	\$0	\$0	\$4,900	\$4,900
15-16	\$0	\$0	\$5,500	\$5,500

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$5,184	\$66,359	8%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$500,125	\$494,941	\$500,125

Recipients of proceeds: Rady Children's Hospital - San Diego, Celebration of Champions benefiting the Peckham Center for Cancer and Blood Disorders. 100% of proceeds.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$5,184
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Comments: After sponsoring this event with waivers of park and parking fees for a number of years in a row, the TAPAC and subsequently Port staff in the FY17-18 TAP cycle determined that, in light of the substantial return to the applicant generated through this event, they would recommend that the Port waive no fees for the 2018 Celebration of Champions. In considering a sponsorship of the 2019 Celebration of Champions, staff has re-evaluated last year's recommendation and determined that it is in the Port's interest to be connected to this successful and meaningful event that draws thousands of visitors and a significant amount of print and live media to the Port's Embarcadero Marina Park North; and showcases the tidelands as a recreational destination and the Port as a partner to key regional organizations. Port staff recommends waiving fees in the amount of \$5,184 for all requested park use and parking for the 2019 Celebration of Champions.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Rainbow Promotions LLC	The 2nd Annual San Diego Smooth Jazz Festival	6/30/2018 - 7/1/2018

Location: Embarcadero Marina Park North

Applicant's Description: The San Diego Smooth Jazz Festival unites music lovers from around the world at the picturesque site of Embarcadero Marina Park North in the San Diego Marina. This two-day event combines the soothing sounds of smooth jazz, a variety of delicious cuisine, and an amazing atmosphere that creates an unparalleled experience.

Attendance: Day 1 (3,000), Day 2 (3,000)

Event Admission Fees: General Admission \$65.00; Reserved Seats \$110.00; VIP \$250.00 (per person/per day)

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$25,188	\$520,143	7%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$114,045	\$78,857	\$92,045

Recipients of proceeds: Ol'Loreece Foundation - Permission To Talk: Men, Medicine & Music - percentage to be determined

Staff Recommendation & Comments

Funding:	\$0	Services:	\$13,188
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Comments: Rainbow Promotions, a for-profit organization, produced a successful Smooth Jazz Festival in 2017 for which they paid the Port all fees for the use of Embarcadero Marina Park North. In 2018, the producers are requesting that the Port provide more than \$35,000 in sponsorship considerations, consisting of \$10,000 in funding and \$25,188 in waived fees. This organization proved to be a capable event producer with a festival that can attract several thousand paying attendees. Rainbow Promotions will also provide a promotional opportunity for the Port. Given this, staff recommends a sponsorship in the form of a partial waiver of the fees for Port services, which total \$25,188. Under staff's recommendation, the Port will waive \$13,188 of this total, making Rainbow Promotions responsible for the balance of \$12,000. Given the substantial value of the fee waivers recommended, staff recommends \$0 funding.

Note: Staff has calculated fees based on 2 set-up days and 1 breakdown day, versus the 3 set-up days and 2 breakdown days requested, as this event does not appear to be of a magnitude that requires the requested number of days. If determined that the event requires additional days for set-up or breakdown, the applicant will be responsible for additional daily fees.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Reggae Splash	Reggae Splash	9/1/2018 - 9/2/2018

Location: Inspiration Hornblower Yacht

Applicant's Description: Reggae Splash is the largest Reggae boat cruise event in the nation. It was created last year in 2017 in San Diego. We created this Caribbean based music event to uplift the Reggae music movement to a more delightful atmosphere. The Reggae scene is extremely diverse in both age + ethnicities. We offer 3 floors of music from live bands to DJ's. Guests have the opportunity to listen, dance, drink, eat, people watch + enjoy the San Diego cityscape while on a 3 hour cruise. We sold out last September 2017 with 1200 patrons + will now be coordinating 2 Reggae cruises for 2018-2019 fiscal year.

Attendance: 2,400

Event Admission Fees: \$40-\$60

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$6,000	\$0	\$70,000	9%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$24,000	\$18,000	\$18,000

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: Reggae Splash, a for-profit company, is hosting two reggae-themed cruises on a Hornblower Cruise & Events (Port tenant) vessel. With a ticket price of \$40-\$60, their initial event in 2017 proved to be successful, and Reggae Splash is expanding their offerings for 2018. This unique event broadens the reach of the Port tidelands and its tenants to a new audience, and the organization is offering the District promotional consideration for sponsorship funding. Reggae Splash is similar to other party-concert cruises, and is an opportunity to connect the Port brand to the on-board experience at this popular event as well as garner online exposure. While staff encourages introducing the waterfront and our harbor cruise business to a new audience, staff does not recommend funding through the TAP, and suggests that the applicant pursue cross-promotional opportunities with the Port's Marketing and Communications Department through the Port's Labor Day on the Bay campaign.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Reva Tahiti Productions	Heiva San Diego	8/11/2018 - 8/12/2018

Location: (In order of preference) 1) Port of San Diego (Broadway Pier);
2) Concourse (San Diego City Hall); 3) Town & Country Resorts San Diego

Applicant's Description: Heiva San Diego, a celebration of dance, culture and traditions from the Islands of Tahiti & the South Pacific, announces their August 2018 dates and program. Heiva San Diego 2018 will feature international artists including Polynesian Village replicas representing all five archipelagoes in French Polynesia, authentic Polynesian food, crafts, demonstrations, spectacular musical performances, including ukulele, drumming, world-class Tahitian dance performances and competition. Heiva events take place in beautiful San Diego. General adult tickets are \$15 and children are \$10. Saturday hours are 8:30 a.m.– 5 p.m. and Sunday's hours are 8:30am-5pm.

Heiva San Diego 2018 Dates & Events:

- Saturday, August 11 – Highlights include dance competition featuring solo artists & Polynesian Village with workshops
- Sunday, August 12 – Group dance competition and awards ceremony

“Heiva San Diego is about authenticity, our islands, our roots and sharing our traditions and culture,” say Maeva Tarahu-McNicol and Lindsay Reva McNicol President, Reva Tahiti Productions, creators and producers of the event. Created in 2011, Heiva San Diego's mission is to promote friendship and cultural understanding between the people of French Polynesia & the South Pacific and the United States through culture, arts, language, dance, travel and music. Heiva San Diego is endorsed by the Government and the Conservatoire of French Polynesia. For more information about the event visit <http://heivasandiego.com>

Attendance: Day 1 (5,000), Day 2 (3,100)

Event Admission Fees: Adults \$15; Children \$10; Military receive a discount

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$21,400	\$70,665	44%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$14,151	(\$17,249)	(\$2,249)

Recipients of proceeds: 25% of net proceeds to Jonathan Tarr Foundation, PIFA, Dance Schools (Scholarships)

Staff Recommendation & Comments

Funding:	\$0	Services:	\$14,400
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Comments: Heiva San Diego is a well-attended celebration of Polynesian culture previously held at the San Diego Concourse from 2013-2017. The applicant, Riva Tahiti Productions (RTP), is exploring moving the event due to the rental costs and logistics of the Concourse venue. Heiva San Diego has potential to activate the tidelands with a proven cultural event that can attract a diverse audience and generate a positive financial return. In the interest of helping Heiva San Diego succeed as a new event to tidelands, staff recommends a waiver of up to \$14,400 of the requested \$21,400 in fees for the use of Broadway Pier, the Port Pavilion, and the Port stage. RTP will be responsible for the remaining \$7,000 in fees. If the venue for this event is changed to a Port park due to scheduling challenges or other factors, the Port will waive all service fees up to \$15,000 with the provision that RTP pay a minimum of \$6,400 of the park venue fees. If service fees exceed \$21,400, RTP will pay the incremental increase in addition to this minimum. Note: Given the admission price and projected attendance for this event, RTP's revenue projection of just over \$53,000 seems somewhat low.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Sabor on the Bay, LLC	Sabor On The Bay	5/25/2019

Location: Inspiration Hornblower Yacht

Applicant's Description: Sabor on the Bay (SOTB) began in 2009 in San Diego. We've had over 25 cruises in the past 9 years + now celebrating 10 years this summer. We're now in 4 other US major cities: LA, SF, NY + Chicago. We're the largest Latin party cruise event in the world. Our cruises entail multi floors of music, dancing, social mingling + offering the natural connection between water + cityscapes. In 9 years, we've attracted over 25,000 guests to the Bay/Port of SD. We proud ourselves in promoting cultural diversity through World/Latin music to Downtown San Diego. Each event highlights live Latin bands + DJ's for a 3 hour cruise along beautiful San Diego Bay from Coronado Bridge to Point Loma. Each San Diego cruise sells out + draws 1200 attendees over the age of 21. Attendees are mainly San Diego county residents, but come as far as Los Angeles to Florida.

Attendance: 1,200

Event Admission Fees: \$50-\$70

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$4,000	\$0	\$240	\$240
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$3,000.00	\$0	\$33,400	9%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$17,600	\$14,600	\$14,600

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: Sabor on the Bay remains a well-established for-profit event that is well attended by a very diverse demographic visiting the North Embarcadero. Given the audience/attendee demographic, Sabor on the Bay is an opportunity to connect the Port brand to the on-board experience at this popular event as well as garner online exposure, broadening the reach of the Port tidelands and its tenants to a new audience. Sabor on the Bay, LLC is offering the Port promotional consideration for sponsorship funding. While staff encourages introducing the waterfront and tenants' harbor cruise businesses to a new audience, staff does not recommend funding through the TAP, and suggests that the applicant pursue cross-promotional opportunities with the Port's Marketing and Communications Department.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Alpha Foundation	San Diego Multi-Cultural Festival	1/12/2019

Location: Ruocco Park

Applicant's Description: The San Diego Multi-Cultural Festival promotes cultural awareness and cross cultural engagement in a fun interactive way through entertainment, storytelling and educational activities. The Festival attracts hundreds of San Diego area residents as well as tourists of all ages. This annual Festival which is in its 20th year has historically led to promoting a broader understanding and breaking down of cultural barriers among attendees. The Festival also provides economic opportunity for local businesses and artisans who showcase their crafts, talents and services. Local multi-cultural bands and entertainers provide entertainment to the attendees while ensuring that their traditional and historical cultures are highlighted.

The Children's Zone features youth activities to include story tellers, drum circles, face painting, and interactive activities that educate our youth. These family-friendly free activities promote cultural awareness and inclusion by increasing the knowledge of the diverse cultures that reside in San Diego. The Food Court is a major attraction encouraging attendees to try different culturally specific foods. The Festival also includes local educational entities and representatives from local community organizations. Information about the San Diego Port Tidelands and Waterfront Merchants is provided to the Festival attendees. Attendees are encouraged to patronize local businesses in the area thus fostering a positive economic impact on local businesses and merchants. Visitors at near-by hotels and the Water Front have also visited the Festival, thus enhancing their experience on one of Downtown San Diego's Water Parks.

Attendance: The attendees come and go. We have about 2,200 thru-out the day with about 200 people at any given time.

Event Admission Fees: free to the public

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$1,000	\$4,320	\$4,320
16-17	\$20,000	\$2,500	\$5,650	\$5,650
15-16	\$12,000	\$3,000	\$3,600	\$3,600

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$6,614	\$32,164	52%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$4,450	(\$12,164)	(\$4,550)

Recipients of proceeds: net proceeds, Alpha High School Students Mentor program, Blue Heart Mentor Program, Delta High School Students Female Leadership Program, Pazzaz After School Tutor Program.

Staff Recommendation & Comments

Funding:	\$1,000	Services:	\$6,614
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Comments: As the San Diego Multi-Cultural Festival enters its 21st year, this annual event draws more than 2,000 attendees. The Festival showcases San Diego's rich cultural diversity and traditional heritage through live music, dance performances, storytelling, children's activities, and a wide range of ethnic vendors. The Festival includes a variety of multi-cultural entertainment from Native American, Asian, Cajun, Latin, jazz and Afro-Cuban bands. The event moved to the Port tidelands five years ago and activates Ruocco Park. Staff recommends \$1,000 in funding and the full \$6,614 in service fee waivers, which include park rental fees, the Port stage, and 62 parking spaces. Note: Port staff has encountered challenges with obtaining the correct permit-related items required from the organizer in a timely manner and will work closely with the organizer to ensure that this is not repeated.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Bicycle Club	Barrio Logan Grand Prix	4/27/2019

Location: The race course is in the historic downtown Barrio Logan. The start/finish is on Newton Ave. across from Perkins Elementary School. The race course is Beardsley Street, Main Street, Sigsbee Street, Newton Ave., 16th Street, National Ave., Sigsbee and back to Newton

Applicant's Description: The 2019 Annual Barrio Logan Grand Prix Bicycle Race, promoted and produced by the San Diego Bicycle Club (SDBC) will benefit the Logan Heights Family Health Center. It has become one of Southern California's largest cycling event and is hosted in the historic community of Barrio Logan. For the past 17 years, SDBC has partnered up with the Logan Heights Family Health Center to provide a health expo for families and young children. Health screenings for cholesterol, blood pressure, diabetes, vision and dental will be provided along with free immunization for children and free pregnancy testing.

Spectators are treated to numerous views of the racers along city streets in the Barrio Logan area during the races that are held throughout the day. It's a full day of racing for men and women of all ages from professional and Olympic level cyclists to first-time racers.

Free racing events are provided for the youth participants and all will receive a free helmet. A Bicycle Safety Rodeo was recently added in 2016 to help kids develop bike handling and safety skills and we will continue this activity and enhance the area with a designated kids zone with different activities. The Kid's Zone will take place at Cesar Chavez Park on the Port of San Diego District Tidelands.

Attendance: 2500

Event Admission Fees: USA Cycling racers pay entry fees of either \$23, \$33 or \$38. We're hoping to get \$10,000 from entry fees.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$6,000	\$5,000	\$6,740	\$6,740
16-17	\$4,000	\$4,000	\$200	\$200
15-16	\$4,000	\$4,000	\$1,470	\$1,470

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$1,590	\$27,617	42%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$5,973	(\$5,617)	\$973

Recipients of proceeds: Event net proceeds breakdown:

The Logan Heights Family Health Center = 50% and The San Diego Bicycle Club = 50%

Staff Recommendation & Comments

Funding:	\$5,000	Services:	\$1,590
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Comments: The Barrio Logan Grand Prix is a race that is open to people of all ages, from professional and Olympic level cyclists to first-time racers. Riders race in Barrio Logan and finish across from Perkins Elementary School. The free Kids Zone at Cesar Chavez Park invites children to receive a free helmet and participate in a bicycle safety rodeo. Port sponsorship demonstrates a commitment to building a strong relationship with a community that is adjacent to Tenth Avenue Marine Terminal. The Port's funding sponsors bicycle helmets that contribute to public safety and generates goodwill with key stakeholders. Staff recommends maintaining the Port's funding at \$5,000 and waiving all services in the form of use fees for Cesar Chavez Park and adjacent parking spaces. Staff encourages organizers to solicit additional sponsorship sources to ensure the event meets its 2019 projected revenue goals. Note: The Port stage request was withdrawn as its proposed location was off tidelands and not eligible for use.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Bird Festival / San Diego Audubon Society	San Diego Bird Festival	2/20/2019

Location: San Diego Bird Festival HQ is at Marina Village in Mission Bay, but field trips visit locations over the county. Some of the locations we visit are: Imperial Beach, Tijuana Slough, Border Field, Dairy Mart Pond, Bird and Butterfly Garden, Lake Murray

Applicant's Description: San Diego Bird Festival is a celebration of the wild birds and habitats of San Diego County. Held over five days in the end of February each year, this festival has made its way onto the bucket lists of birders from around the world. The festival usually consists of up to 12 field trips per day, visiting birding hotspots all over the county (including South Bay); workshops to help birders become better at spotting and identifying birds; programs about birding travel destinations; and more. Each year, 500 or more people come to participate, from local San Diego neighborhoods as well as far-flung places. The particular parts of our event for which we are seeking sponsorship are the events taking place in the Tidelands: our Kayak trip, offered in partnership with Ocean Connectors; and our Refuge trips, offered in partnership with the USFWS. The Kayak trip takes 13-15 participants into the bay to view wild birds and marine animals from tandem kayaks. We have typically offered just two of these trips each year, but would like to bump this up to four trips. Birding from a kayak is different from birding on solid ground, as the birds perceive us differently when we are on boats. You can approach closer and linger longer, without scaring the birds away. Up to 60 people will benefit. The Coastal Refuges trip takes 22-25 people to the south end of San Diego Bay to view wintering land and water birds in the protected areas south of the Bay and in Tijuana Slough NWR. The trip gives "behind the gates" access to the Salt Works and to the mouth of the Tijuana river. Four trips are offered. 100 people benefit.

Attendance: Our festival attracts 500 attendees each year. Field trips usually have 15-25 attendees per trip. We estimate there will be at least 160 people visiting South Bay locations through our field trips. Several trips stop briefly at Tidelands locations, which

Event Admission Fees: Tickets range from Free to \$175 per person, depending on the program. The Coastal Refuges trips are free to the public. The kayak trip costs \$60 per person. There is a reduced rate for young people.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,000	\$0	\$116,450	3%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$29,550	\$25,550	\$26,550

Recipients of proceeds: All proceeds of the San Diego Bird Festival benefit San Diego Audubon Society, used for conservation, restoration and education within San Diego County.

Staff Recommendation & Comments

Funding:	\$1,000	Services:	\$0
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Comments: The San Diego Bird Festival supports the Port's mission of environmental stewardship, builds on the growing market for eco-tourism, and provides an opportunity to feature the Chula Vista Bayfront development to future visitors. The proposed kayak trips will depart from Bayside Park under a permit to be issued to TAP applicant Ocean Connectors; therefore no permit fees apply and no service fees are anticipated. The San Diego Audubon Society clean-up events benefit from funding from the Port's Planning & Green Port Department. The festival is based at an off-tidelands location, but a number of its tours originate in the South Bay. Given this and the fact that the Audubon Society offers a substantial sponsor benefit package for \$1,000 in funding, staff recommends that the Port provide \$1,000 in funding in support of the San Diego Bird Festival.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Blood Bank	Live Well San Diego 5k/10k	7/29/2018

Location: San Diego County Waterfront Park; route extends along the downtown waterfront, and Pacific Highway

Applicant's Description: Two years ago, the San Diego Blood Bank and the County of San Diego combined two great Walk/Runs into one fantastic event called the Live Well San Diego Walk/Run that begins and ends at the beautiful County of San Diego Waterfront Park with a route that travels along San Diego Bay. With the Live Well philosophy, the Live Well San Diego Walk Run is open to the public and encourages San Diegans of all ages, socio-economic, and ethnic backgrounds to join in the Live Well philosophy and participate in this family-oriented event that benefits the San Diego Blood Bank. For more than 65 years, the San Diego Blood Bank has been the safety net for our community's blood needs, providing blood and blood products to more than 150,000 patients every year who need donated blood to live. There is no substitute for donated blood and San Diego is fortunate to have a local blood bank when many other large communities must import their blood needs which is costly and not always readily available. However, as the San Diego Blood Bank operates on less than a 1% margin, we rely heavily on the philanthropic support of our community to support our lifesaving programs. The Live Well San Diego Walk/Run features free food and pre and post activities for race participants, as well as commemorative T-shirts and more. The event will feature booths sponsored by local organizations and companies to provide Live Well San Diego Walk/Run participants with helpful information and activities designed to improve and enrich their lives. Attendance is projected at approximately 2,500 individual participants.

Attendance: 2,500

Event Admission Fees: \$35/ entry

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$0	\$0
16-17	\$5,000	\$0	\$1,300	\$1,300
15-16	\$0	\$0	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,000	\$1,525	\$83,180	4%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$112,437	\$108,912	\$109,912

Recipients of proceeds: San Diego Blood Bank

Staff Recommendation & Comments

Funding:	\$0	Services:	\$1,000
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Comments: The Live Well San Diego Walk/Run supports the worthy cause of the San Diego Blood Bank, and generates substantial proceeds in the endeavor. Port staff and the Port tenants in the North and South Embarcadero areas have worked closely with the event organizers to capitalize on the positive aspects of the event and, in what has been a more challenging effort, to minimize its negative impacts. The San Diego Blood Bank has requested 30 parking spaces on Port tidelands, in the metered parking in the North Embarcadero. In the interest of ensuring that this parking is available for Port tenant uses under conditions where the tenants are already impacted, staff recommends no parking reservation or waivers in Port spaces, but recommends that the pass-through fees for the walk/run through the Ruocco Park area be waived, in the amount of \$1,000. Given that the Live Well San Diego Walk/Run is already a financially successful event, staff recommends \$0 sponsorship funding to ensure Port resources are available to invest in events who have a more pronounced need for funding and a potential to grow.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Brewers Guild	San Diego Brewers Guild Festival	11/2/2018 - 11/3/2018

Location: Broadway Pier-Port Pavillion

Applicant's Description: The San Diego Brewers Guild ("SDBG") engages San Diego's breweries to work together in promotion of the San Diego region as the nation's #1 hot spot for craft beer, encouraging beer tourism from all over the world. Through the efforts of SDBG, San Diego has become internationally recognized for having some of the world's finest craft breweries and has garnered the tagline as the "Capital of Craft."

San Diego Beer Week has been designed to be a tourism-oriented, ten-day signature celebration of craft beer. San Diego is uniquely positioned to successfully execute and benefit from a well-designed beer week. The tourist industry has fed the San Diego craft beer industry and in turn that industry has fed the local economy. That in turn brings more tourists to San Diego to tour our more than 140 breweries and enjoy the diverse and numerous Beer Week events. San Diego Beer Week leverages San Diego's existing craft brewing infrastructure advantage and the organizational power of the San Diego Brewers Guild to create the best annual Beer Week in America, and do it in a way that maximizes the benefits not just for local brewers, but also for the region's hotels, restaurants, bars and retail outlets, and sponsors. San Diego Beer Week will have the ancillary benefit of increasing beer tourism to San Diego the rest of the year. The craft beer segment represents a highly desirable demographic of relatively young, educated, affluent, mobile beer enthusiasts, looking for opportunities to experience the local craft culture of San Diego for their vacations.

Attendance: 1,500 (Friday) and 3,000 (Saturday)

Event Admission Fees: 2-Day Ticket: \$120; Friday: \$75 advance and \$100 day of; Saturday: \$45 advance and \$50 day of

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$30,000	\$0	\$15,250	\$10,500
16-17	\$25,000	\$0	\$16,650	\$10,000
15-16	\$30,000	\$0	\$21,000	\$21,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$16,650	\$141,050	14%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$48,950	\$28,950	\$37,600

Recipients of proceeds: San Diego Brewers Guild, a non-profit 501c6 trade organization is the sole beneficiary.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$8,650
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Comments: The San Diego Brewers Guild Festival (Festival) activates the downtown waterfront with a signature event that showcases San Diego as a craft brew destination. It is a cornerstone event of San Diego's Beer Week celebration and generates a substantial number of room-nights at local hotels during the shoulder season. Staff recommends the Port continue its sponsorship of the Beer Festival, now in its seventh year on the waterfront, with a partial waiver of fees for the use of the Port Pavilion on Broadway Pier. With the event reporting a net income of approximately \$65,000, staff recommends \$0 in funding and a partial waiver of services not to exceed \$8,650 with the event organizer responsible for the remainder of fees totaling \$8,000. The applicant requested a waiver of fees for parking. Broadway Pier does not have parking and the Port does not control parking in the vicinity near the pier nor does the Port waive fees for parking in conjunction with Broadway Pier events.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego County Bicycle Coalition	11th Annual Bike The Bay	8/26/2018

Location: Embarcadero Marina Park South

Applicant's Description: The 11th Annual Bike The Bay is a non-competitive community bike ride that features the only opportunity of the year to pedal across the San Diego-Coronado Bay Bridge. It is a 25-mile ride for families, teams and individuals that travels around the San Diego Bay and through the cities of San Diego, Coronado, Imperial Beach, Chula Vista and National City. The route highlights the Bayshore Bikeway and there is a post ride festival with food, vendors, entertainment and a beer garden. Anticipated participation is 3,500 riders and event proceeds benefit the San Diego County Bicycle Coalition which works to improve bicycling for all ages and abilities throughout the region

Attendance: 3,500

Event Admission Fees: \$50-\$75 per participant with increases as event date gets closer

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$15,070	\$10,000
16-17	\$0	\$0	\$14,700	\$10,000
15-16	\$0	\$0	\$16,200	\$12,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$15,420	\$108,695	14%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$159,225	\$143,805	\$154,225

Recipients of proceeds: San Diego County Bicycle Coalition

Staff Recommendation & Comments

Funding:	\$0	Services:	\$10,420
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Comments: Bike the Bay has proven to be an annual success. The event supports alternative modes of transportation and helps raise awareness of the San Diego Bayshore Bikeway. The ride is a fun and healthy way to access and experience San Diego Bay while providing a rare opportunity to ride over the San Diego-Coronado Bay Bridge. Given the exceptional financial success of this well-established event, the budget for which projects net profits in excess of \$159,000, staff recommends a waiver of fees for Port services in the amount of \$10,420, with the San Diego County Bicycle Coalition paying the remaining \$5,000 in services fees to the Port. The applicant requested a set-up day prior the event date, which staff classified as an event day because the organizers plan to host a rider packet pick-up at the venue, and calculated service fees based on the packet pick-up day being an event day.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Fire Rescue Foundation	San Diego Fire Rescue 5K & Kids Run (+Fire Safety Expo)	10/6/2018

Location: Spanish Landing Park West and East. The race expo will be held in the parking lot of Spanish Landing Park West, where there will be check-in, the start/finish line, food and beverages, kids activities and a fire truck display area. The race routes include Spanish Landing Park East.

Applicant's Description: The 3rd Annual San Diego Fire Rescue 5K & Kids Run includes a 5K run/walk, two kids' runs and a fire safety expo in partnership with the San Diego Fire-Rescue Department (SDFD). The inaugural event attracted nearly 700 participants and additional activities and incentives added in 2017 brought a 40% increase in registered runners/walkers. We are forecasting a 25-30% increase in participation in 2018. The event has outgrown the Embarcadero Marina Park South and we are excited for runners to experience the Port's Spanish Landing Park West this year. The new 5K course will take race participants from Spanish Landing Park West, through the SDFD training center, alongside Spanish Landing Park East then back to the start/finish line at Spanish Landing Park West. The kids' runs are a wonderful way for families to come together and participate in important fire safety, health, and fitness activities at an exciting family-friendly event. Runs take place at the Spanish Landing Park West and kids will run with uniformed first responders the entire route. The FREE fire safety expo is the launch of SDFD's fire prevention week-long community education activities. Expo activities include: junior firefighter challenge course, SDFD firefighter demonstrations, photos with Sparky the Fire Dog, CPR/AED training by San Diego Project Heartbeat, complimentary pancake breakfast prepared by firefighters, and more. The expo is free & open to the public. 100% of the event proceeds are an investment in public safety that directly support the mission of the San Diego Fire Rescue Foundation.

Attendance: Day 1 (50), Day 2 (1,500)

Event Admission Fees: \$15: Sparky Sprint (kids ages 3-5), \$25: Kids 1-Mile Run (kids ages 6-12), \$25: Public Safety Personnel, \$35-\$50: 5K runners/walkers (fees increase near race day; day-of highest rate)

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$1,000	\$4,450	\$4,010
16-17	\$15,000	\$1,000	\$6,320	\$6,320
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$6,762	\$46,083	26%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$43,854	\$32,092	\$39,854

Recipients of proceeds: 100% of the net proceeds benefit the San Diego Fire Rescue Foundation.

Staff Recommendation & Comments

Funding:	\$1,000	Services:	\$6,762
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Comments: The Fire Rescue 5K & Fun Run and Expo highlights the best of the waterfront and attracts individual runners and families to tidelands while promoting fitness, health, and fire safety. The 2016 inaugural event attracted 750 participants. This number increased to 980 in 2017, and the organizers estimate 1,225 for 2018, although their budget indicates 745 paid registrations for the run. A sponsorship supports enhanced equipment, training, and technology for San Diego's first responders – including those serving the tidelands. The event organizers requested Spanish Landing Park West to accommodate their increased attendance projections and the race course. Staff recommends \$1,000 in funding, equaling the Port's 2017 funding level for this event, and a full waiver of fees for use of the park and parking spaces - not to exceed 113 spaces - valued at \$6,762.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego-Imperial Kids Wrestling Association	SDIKWA & Left Coast Wrestling National Youth Wrestling Tournament: Battle on the Midway	8/17/2018 - 8/19/2018

Location: Port Pavilion on Broadway Pier

Applicant's Description: The SDIKWA & Left Coast Wrestling National Youth Wrestling Tournament: Battle on the Midway event will bring approximately 3,000 competitors and 1,000 visitors from across the United States to compete and spectate in the warmth and hospitality of San Diego. The Port Pavilion on the Broadway Pier will serve as one of the premiere backdrops and venues that San Diego has to offer. The multi-day Folk style, Freestyle, and Team Dual event will highlight many of the country's top youth wrestlers, while allowing friends and family to experience mat side competition, the port and Harbor Drive activities, and most importantly foster a desire to return to San Diego as the preeminent wrestling and tourist destination.

Attendance: Day 1: 1,000, Day 2: 3,000, Day 3: 2,000

Event Admission Fees: \$75 Competitor Single Style 3 days w/ weigh in fee
\$35 Competitor Second style or weight class fee
\$40 Coaches fee
\$25 General Admission 1 day ticket / \$45 General Admission 2 day ticket

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$22,400	\$25,200	\$50,000	95%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$222,600	\$175,000	\$175,000

Recipients of proceeds: San Diego Imperial Kids Wrestling Association 50%
Left Coast Wrestling 50%

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: The San Diego – Imperial Kids Wrestling Association expects to draw 4,000 attendees to the waterfront for this wrestling tournament inside the Port Pavilion, and the event aligns with the Port's goal of bringing sports and unique recreation activities to the waterfront. Upon review of the budget, it appears that the Battle on the Midway is a highly successful and profitable multi-day event. This event has previously sustained itself without sponsorship from the Port, via ticket sales and registration fees. Given the Tidelands Activation Program budget limitations and the number of applicants requesting direct sponsorship support to grow new events, balanced with the funding requested and the District's promotional return on a sponsorship, staff recommends \$0 funding and a \$0 in services for this event.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Japanese Community Center	San Diego Ramen Festival	11/29/2018

Location: Port Pavilion on Broadway Pier

Applicant's Description: The San Diego Ramen Festival is a festival dedicated to sharing the ramen-eating experience, celebration, and understanding of the Asian and Pacific-Islander cultures tied to it. Ramen is a popular soup dish originating from Japan with many influences from other communities. The event happens in November and was held for the first-time in 2016 at Sushi on a Roll in Barrio Logan to a sold-out crowd of 500 attendees and in 2017 at the Port Pavilion to another sold-out crowd of over 1,200 attendees. The event aims to attract 1,200 attendees again in 2018.

Renowned chefs from across Southern California and local San Diego ramen restaurants will be serving up different types of ramen to attendees. The event hosts a Welcome Ceremony with civic leaders, a ramen eating contest, ramen-inspired art by local artists, live cultural entertainment, vendors, a beer garden, and a contest to choose "San Diego's Best Ramen" by both attendees and celebrity judges.

Attendance: One Day: 1,200

Event Admission Fees: General Admission Tickets which include one ramen token: \$30
VIP Tickets which include access to the VIP Floor, swag bag, and multiple ramen and drink tokens: \$100

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$0	\$4,750	\$4,750
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$3,850	\$38,350	23%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$24,500	\$15,650	\$17,500

Recipients of proceeds:

San Diego Japanese Community Center (Azuna-Kai) - 50% Net General Proceeds
Silk Road Productions - 50% Net General Proceeds
Japan Society of San Diego & Tijuana - VIP Net Proceeds

Staff Recommendation & Comments

Funding:	\$0	Services:	\$1,850
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Comments: In its third year on the tidelands, the San Diego Ramen Festival complements the other festivals that receive Port support. Ramen in many forms remains a popular food and organizers expect to maintain their attendance level at 1,200 for the festival in 2018. At a ticket price of \$30 for General Admission and \$100 for VIPs, this evening fundraising event draws a 21-and-over audience to the Port Pavilion. Given the revenue projections cited in their budget, the sponsorship benefits to the District, and the event's production by a not-for-profit organization, staff recommends a waiver of fees in the sum of \$1,850 for the use of the Port Pavilion on Broadway Pier, and \$0 funding. The applicant is responsible for the balance of service fees in the amount of \$2,000. Note: Following the 2017 Ramen Festival on Broadway Pier, Port staff issued a citation and levied a fine for an illegal discharge of wastewater. Funds from the event permit deposit were used to recover District staff labor costs incurred to ensure the proper cleanup of spills and removal of trash was completed prior to the load-in of the next event. Staff will work closely with the organizer and carefully monitor the festival in 2018 for compliance.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Professionals Against Cancer	San Diego Festival of Beer	9/22/2018

Location: Broadway Pier

Applicant's Description: San Diego Professionals Against Cancer is a non-profit organization dedicated to generating monies for cancer research, patient treatment, and services through fund-raising events such as our flagship San Diego Festival of Beer. SDPAC is comprised of local area professionals who volunteer their time, energy, and resources to organize local social events with the mutual goals of raising money for charity, benefiting corporate sponsors, vendors and donors, and creating a source of entertainment for the local community. No one is paid at SDPAC, all monies raised are given directly to San Diego Cancer charities. SDPAC has given over \$500,000 towards local charities.

The San Diego Festival of Beer is the SDPAC prime event and is coming up on 24 years of existence. It started with a few breweries and now hosts over 50 local craft beers. We routinely have an attendance of 3,000 people and are a draw to people from outside the local area as well as locally. The festival headlines many bands and has food vendors as well bringing the event as fully entertainment option for the night.

Attendance: 3,000

Event Admission Fees: \$50 per ticket and it is unlimited tastings. Food is self purchase.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$1,000	\$0	\$8,250	\$8,250
16-17	\$500	\$0	\$8,250	\$4,125
15-16	\$2,000	\$0	\$11,750	\$11,750

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$1,000	\$11,750	\$89,950	14%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$38,600	\$25,850	\$33,600

Recipients of proceeds: Seany Foundation and Children's Hospital are examples. Every year a percentage is determined to these and others based on request from the organization and amount raised.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$7,750
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Comments: The San Diego Festival of Beer is an all-volunteer-operated fundraiser sponsored by the non-profit organization San Diego Professionals Against Cancer. The organization projects an attendance of 1,500+ attendees, age 25-55, for the festival, indicating that it will introduce the downtown waterfront to a growing demographic coming to celebrate San Diego's popular craft beer industry. Given the financial position of this well-established event entering its 24th year, staff recommends that the Port provide no funding but continue its sponsorship by waiving \$7,750 of the total of \$11,750 in services, with the event organizer responsible for the remaining \$4,000 in fees to the Port.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Spirits Festival	San Diego Spirits Festival	8/25/2018 - 8/26/2018

Location: Broadway Pier and Pavilion

Applicant's Description: The 10th annual San Diego Spirits Festival celebrates the art of the cocktail, bringing together diverse industry participants from around the World, combined with local entertainment and restaurants. This is both an industry networking event, a launch point for new spirits products and marketing concepts, as well as an opportunity for the public to participate in this significant tourism attraction.

Attendance: Day 1 (2,000); Day 2 (1,500)

Event Admission Fees: Tickets: \$50 - \$95; Exhibitor Participation: \$1,500 - \$10,000

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$22,400	\$8,400
16-17	\$25,000	\$0	\$25,495	\$13,000
15-16	\$5,000	\$0	\$25,500	\$15,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$32,000	\$172,073	24%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$19,927	(\$22,073)	(\$22,073)

Recipients of proceeds: Museum of the American Cocktail: \$1,000
Make a Wish Foundation for Veterans, 250 tickets

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: The San Diego Spirits Festival was a popular and well-attended event on Port tidelands during several of the past nine years. Last year, however, this two-day festival with a projected attendance of 5,000 generated ticket revenues under \$32,000, meaning that it had a paid attendance of less than 500 people, or 10% of the projected total. The applicant has projected 3,500 in attendance and \$35,000 in ticket revenue for their 2018 event, which equates to a paid attendance maximum of 700, or 20% of the projected total attendance. Reviewing the Spirits Festival's 2018 budget in light of the foregoing factors, staff is concerned that this event is losing substantial attendance or that its financial model is failing to sustain it. Additionally, the Port's environmental staff has indicated that from 2015-2017, the Spirits Festival violated the Port's Stormwater Ordinance. Therefore, staff recommends \$0 funding and \$0 service fees for the 2018 San Diego Spirits Festival.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Sportfishing Council	Port of San Diego's Day At The Docks	4/14/2019

Location: San Diego Sportfishing Landings in Point Loma

Applicant's Description: The Port of San Diego's Day At The Docks is a family-friendly festival and important promotional event for the entire San Diego sportfishing fleet of 70+ independently owned boat businesses which home port in San Diego Bay. The Port has been the major sponsor of the event since its inception in 1979.

Held in April just before the start of the spring sportfishing season, the event brings focus to the sportfishing fleet and its operations. It showcases the San Diego fleet which has no equal in the world. It promotes sportfishing activity and business to both the active sportfishing market and introduces new potential customers to the fleet and its products. Billed as a grand open house it is designed to appeal to a wide audience, from avid anglers to those who are not at all familiar with the sport.

The event includes: Exhibits by fishing tackle dealers & retailers, marine suppliers, boat dealers, federal, state & local marine agencies, conservation & community organizations; Marine Art; Open house of vessels in the fleet; Boats tours of San Diego Bay; Fishing seminars, demonstrations, and hands-on exhibitions involving boat owners, captains & industry experts; Stocked fishing areas for children; Live entertainment; Contests; Cooking Demonstrations; Kicks Off Free Fishing For Kids the Month of May.

The 40-year-old event takes place on the waterfront at the sportfishing landings in Point Loma. The event is free to the public and therefore event attendance is difficult to gauge. It is enthusiastically supported by boats owners, their crews and the broad spectrum of the sportfishing industry. It is an event which has become a San Diego tradition and has been responsible for introducing tens of thousands of people to sportfishing with the San Diego fleet.

Attendance: 7,500 - 10,000

Event Admission Fees: Free of Charge

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$40,000	\$30,000	\$0	\$0
16-17	\$40,000	\$30,000	\$0	\$0
15-16	\$45,000	\$30,000	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$35,000	\$489	\$104,289	34%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$200	(\$35,289)	(\$12,300)

Recipients of proceeds: The Burn Institute operates an opportunity drawing during the event, from which they derive the proceeds.

Staff Recommendation & Comments

Funding:	\$22,500	Services:	\$489
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Comments: The sportfishing fleet at the landings in North San Diego Bay generates considerable economic impact to the region and directly to the Port through percentage rents from the sale of individual tickets and chartering of vessels. As a kickoff to the sportfishing season, Day at the Docks fulfills its purpose of promoting the sportfishing industry and introducing families to the activity, and provides opportunities to feature the Port's environmental programs and blue economy endeavors. In light of the budget limitations and the District's multiple years of sponsorship commitment to sportfishing industry, staff recommends a Port sponsorship in the amount of \$22,500 in funding and \$489 in services for the use of parking spaces for a bloodmobile, dumpster and ADA patrons, and the Harbor Police labor to barricade those spaces. Staff's funding recommendation constitutes a \$7,500 decrease from the 2018 funding level. The applicant is an organization of commercial businesses that profit from sportfishing, and the Port's funding of nearly one-quarter of the event's budget is ample support.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Sportfishing Council	Youth Fishing Programs	8/10/2019

Location: Shelter Island Pier

Application's Description: The Sportfishing Council Youth Fishing Program has 2 components, an annual Young Anglers Fishing Tournament and a county-wide Partnership in Education which provides deep sea fishing trips for students and their mentors. The programs, begun in 1980 are implemented with support from local fishing clubs. The intention is to expose children to fishing and provide them with an ocean-going, supervised fishing experience.

Young Anglers Tournament: Partnering with the IGFA we have developed a community-wide youth fishing tournament. Held at the Shelter Island pier each summer, the event attracts about 175 participants ages 6-15 and their families. Tournament rosters reflect participation from Chula Vista, National City, Imperial Beach, Santee, El Cajon, Escondido, San Marcos and throughout San Diego County. The Shelter Island pier is the preferred location because it provides the best opportunity to catch fish. Participation is free of charge. Loaner fishing tackle is provided by the Sportfishing Council, bait is provided by local fishing tackle shops and lunch is provided by sponsors. The event includes participation by CA Dept of Fish & Wildlife and is supported by more than 50 volunteers from area fishing clubs including San Diego Anglers, San Diego Rod & Reel, San Diego Fly Fishers and United Pier & Shore Anglers.

School Fishing Program: Our Partnership in Education takes 1,500 students from 43 schools on supervised half day fishing trips from the San Diego Landings each weekend from Sept - June. Trip passage is donated by the half day boats. Fishing tackle is provided. Teachers and fishing club members donate their time to mentor the children. Both programs are free to participants. Each requires staff time to promote, coordinate, secure prizes and implement.

Attendance: Pier Tournament (175 anglers/300 family participants) School Program (1,500 students)

Event Admission Fees: Free of charge

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$2,500	\$0	\$0
16-17	\$5,000	\$2,500	\$0	\$0
15-16	\$7,500	\$4,250	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$35	\$11,000	45%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$5,000)	(\$2,465)

Recipients of proceeds: No financial beneficiaries

Staff Recommendation & Comments

Funding: \$2,500	Services: \$35
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Comments: The Sportfishing Youth Programs continue to provide an effective introduction of sportfishing for children, serving to promote the activity to future anglers on San Diego Bay and customers of the Port's tenants at its sportfishing landings. The Young Anglers Fishing Tournament, held on the Shelter Island Fishing Pier, featured a points system to allow for catch and release. Because the tournament uses a large amount of parking near the pier, staff is not able to accept bookings for any other events that require parking in that section of the park. Going forward staff will require the applicant to apply for a permit to conduct the tournament; the District will record the event date, time, and insurance indemnification related to the event, as well as any indemnification required, in a sponsorship agreement between the applicant and District. Staff recommends funding of the Sportfishing Youth Programs in the amount of \$2,500 and waiving the \$35 permit fee for the Young Anglers Fishing Tournament.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Yoga Festival	San Diego Yoga Festival	3/1/2019-3/4/2019

Location: on the beach and grassy area at 10 Evergreen Avenue (and the four block radius surrounding: to the North) in Imperial Beach, CA 91932

Applicant's Description: San Diego Yoga Festival is movement of health and conscious connection to the body and mind. It is a healthy, fun and happy beach festival! We will be hosting all sorts of yoga and healthy classes/workshops every hour on the hour for 4 days straight. The main part of the festival is Saturday March 2 and Sunday March 3; we are anticipating anywhere from 5,000-10,000 people. Here we will have a large vending area and two huge stages right on the beach offering yoga, meditation and other health classes 8 am until sunset. We will have live music, special workshops and a healing center where people can get special services like massage, reiki, acupuncture, etc. We will have over 30 yoga/meditation classes on these two days, two being led in Spanish and English. We will even provide the opportunity for a special at the border meditation: where festival-goers can walk down to the Mexico-USA Border from festival grounds. We will have surfing lessons, yoga on skateboards, yoga sandcastles, and yoga with pets! We will also have classes that cover important topics like fighting yoga with Cancer or depression. We will have a free kids center and family and yoga center. On Friday (March 1) and Monday (March 4) we will have specialized master yoga classes led by master yoga teachers. Tickets are limited to only 100 people. There will be no vending area or large stages: they will be held indoors in locations in IB. This festival is for everyone: it is perfect for people who have never done before and are curious: it is great for beginners to try something new and for people who practice yoga and want to deepen their practice. This event is for all ages, all colors, all sizes. Kids are free, there will be teen activities and pets are even welcome! We are in our 3rd year!

Attendance: 5,000-10,000 people: Day 1 -100; Days 2 & 3 - 5,000-10,000; Day 4 -100

Event Admission Fees: \$0-\$180 depending on # of classes/days being purchased; > half of tickets are complimentary

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$18,000	\$0	\$23,100	78%

Surplus Projections		
With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$172,900	\$154,900	\$154,900

Recipients of proceeds: The Swell Collective, The Sean O-Shea Foundation, Traveler's San Diego, Universal Sound and Bliss Yoga, Border Angels, Connected Warriors

Staff Recommendation & Comments			
Funding:	\$0	Services:	\$0

Comments: The San Diego Yoga Festival was held in Ocean Beach in its first two years and, in March 2018, it will be held in Imperial Beach for the first time. The for-profit applicant is requesting a sponsorship from the Port for the March 2019 festival. The projected attendance for 2019 is 5,000-10,000 people, which appears optimistic given past attendance figures; however, San Diego Yoga Festival has a growing social media following and has the opportunity to achieve significant participation in future years. The projected surplus for the festival, without any Port funding, is \$154,900. Staff sees the San Diego Yoga Festival as an excellent example of waterfront activation; however, given the projected financial success, staff recommends \$0 funding in favor of helping events with fewer resources.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego-Imperial Council, Boy Scouts of America	Boating Experiences for Youth	7/1/2018 - 6/30/2019

Location: San Diego Bay

Applicant's Description: The San Diego-Imperial Council, Boy Scouts of America's mission is to instill values in young people and prepare them to make ethical choices, to take leadership roles as adults and to reach their full potential. The Council offers programs for both girls and boys, ages 5 through 20 through various programs such as Cub Scout Packs, Boy Scout Troops, Sea Scout Ships, Venturing Crews and Maritime Explorer Clubs.

One method that the Council employs to serve youth is the use of excursions on donated boats docked in marinas throughout San Diego Bay. Youth who participate learn maritime navigation skills, oceanography, seamanship, and much more. These boats have had an overwhelming demand for use in 2017 with nearly 400 youth experiencing nautical activities and education on San Diego's waterways.

In an effort to expose more youth to the maritime environment, the San Diego-Imperial Council respectfully requests funding from the Tidelands Activation Program to underwrite the slip fees (the largest operating expense) for three boats (up to 40 ft each), which will help to make additional vessels available for use.

Each boat will have received Vessel Safety Checks from the U.S. Power Squadron. The Council has professionals and volunteer leaders that have been vetted and certified to work with young people. Each youth and adult enrolled in the program will be automatically insured when registered, through a Boy Scout National insurance policy.

Attendance: 400

Event Admission Fees: \$80 per day per boat

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,868	\$0	\$30,868	84%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$250	(\$25,618)	(\$25,618)

Recipients of proceeds: None

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: The funding requested by the San Diego-Imperial Council, Boy Scouts of America is to pay the organization's slip rental fees at a marina on San Diego Bay. The amount of \$25,868 is based on the average rent for three 40-foot slips for one year for vessels used for aquatic training of scouts. While this is a worthwhile endeavor that introduces youths to boating, water safety, recreation and environmental stewardship, marina slip space is limited and the market demand remains high. The program fits with the Port's mission; however given the participation rate of 400, the percentage of the program's budget being requested, and the available TAP program funds, staff does not recommend funding. The applicant is encouraged to seek alternative funding sources for the slip rental costs.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Shep-Ty Inc. DBA Embrace	Game Changer	1/1/2018 - 12/31/2018

Location: Focus groups are held at the local sporting venue, nearby hotels, county buildings or universities including:

- San Diego Convention Center
- San Diego State University
- University of San Diego
- Omni Hotel
- KPBS
- Wyndham Garden
- Mills Building/Trolley Towers

Applicant's Description: Game Changer is a behavioral psychology-based model that utilizes sports to create a safe space for fair, moderated communication to occur between community members and law enforcement, as well as between and among community members, to remedy violent/deadly interactions between law enforcement and civilian members of the community. The 5 - hour ongoing event series promotes teamwork by bringing together members of the civilian community, law enforcement, judges and elected officials for a 2.5 - hour moderated focus group to discuss community concerns and devise innovative solutions. Once the focus group concludes, all participants attend a collegiate or professional game together for bonding time and relationship building.

At each event participants fill out pre and post - event perception surveys via smart pad. Smart pads are provided at the game/entertainment venue that are connected to Wi - Fi via hotspot. Participants that were unable to attend the game complete their post - event survey at the conclusion of the focus group portion of the event. Focus groups are held at the local sporting venue, nearby hotels, county buildings or universities. The number of participants range from 15 - 20 people per event. Participants are members of the civilian community and law enforcement, including the San Diego Harbor Police Department.

Since December 2016, Embrace hosted 30 Game Changer events with SDSU Men's Basketball, San Diego Gulls Hockey, USD Football and Basketball and San Diego Padres. Game Changer has had over 300 community and law enforcement participants.

We are planning on hosting an annual outdoor event to raise awareness and funds for the program that will include many government agencies participating. The Harbor PD will be one of those agencies.

Attendance: The number of participants range from 15 - 20 people per event. Our goal is to host 15-20 events per month. An annual outdoor event will attract upwards of 1,000 participants.

Event Admission Fees: \$0

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$0	\$1,114,800	1%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$10,000)	(\$10,000)

Recipients of proceeds: N/A Proceeds will go to Embrace

Staff Recommendation & Comments

Funding: \$0 **Services:** \$0

Comments: Game Changer is a vital endeavor that the Port's San Diego Harbor Police have seen fit to participate in with \$5,000 in funding for 2018. Given the Port's financial support and, since the associated events take place – with the exception of the San Diego Convention Center – off of Port tidelands, staff recommends \$0 funding from the Port's TAP. No services were requested. Note: Per the event dates shown above, Game Changer operates, understandably, on a calendar year, and any TAP funding would go toward the second half of calendar year 2018 and first half of calendar year 2019.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
SoCal Day of Hope	SoCal Day of Hope	10/6/2018

Location: Ruocco Park

Applicant's Description: SoCal Day of Hope is a free event offered to community through community collaboratives that's designed to serve those in need including but not limited to struggling families, homeless, under-privileged, unemployed, & veterans through needs based services such as food, clothing, groceries, & community resource agencies

Attendance: 500

Event Admission Fees: N/A

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$3,044	\$14,006	93%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$962)	(\$14,006)	(\$10,962)

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: SoCal Day of Hope is a faith based collaboration of churches, community service agencies, businesses, and volunteers that intends to conduct SoCal Day of Hope as one outreach held simultaneously at multiple locations in Los Angeles, Orange, Riverside, San Bernardino and San Diego counties. The event proposed for Ruocco Park on Port tidelands anticipates reaching 500 people. The San Diego organizers did not include any revenue projections in their budget. The Port of San Diego currently conducts substantial homeless outreach and provides local assistance through an agreement with the Alpha Project. Additionally, the event's purpose does not align with the mission and goals of the Tidelands Activation Program; therefore, staff recommends \$0 in funding and \$0 in park fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
South Bay Alliance Association Inc. dba South Bay PRIDE	11th Annual South Bay PRIDE Art and Music Festival	9/8/2018

Location: Bayside Park (Main PRIDE Event), Bayfront Park (Expansion for Family Oriented portion)

Applicant's Description: South Bay PRIDE Art and Music Festival is in its 11th year as a PRIDE event. However, actually started in 2002 at Heritage Park, Chula Vista, as Gay Day in the South Bay until 2006. In 2007 the event was re-organized as a LGBTQ* PRIDE event and held at Memorial Park in Chula Vista until 2011. In 2012 the South Bay Alliance became a community partner in the Ports Waterfront Master plan and moved the event to Chula Vista Harbor in 2013, recognizing the timeline of infrastructure projects and the future build-out of hotels, restaurants that will make Chula Vista Harbor a world class venue, and South Bay PRIDE a LGBTQ* Weekend destination event, on par with Los Angeles, Miami, etc. South Bay PRIDE has a plan in place to utilize the entire Chula Vista Harbor once the waterfront plan develops further. Since we are still 2 years away from anchor hotel openings South Bay PRIDE will remain a one day event, once a onsite hotel opens South Bay PRIDE will move into phase 2 as a weekend event. South Bay PRIDE, has grown from 200 local attendees in 2002 to over 20k regional attendees in 2017. Features 3 stages of international touring talent, local and regional Arts and Crafts, Craft Beer and Sprints, Kayaking, Para-Surfing, Windsurfing, Sailing, Fishing, Biking. The event serves as the largest HIV Testing event in South San Diego County, and Municipality of Tijuana, as a public forum for community outreach for the Cities of the South Bay to their LGBTQ* community. Which has been recognized internationally for Bi-National Community Engagement.

Attendance: 20,000

Event Admission Fees: Free Community Event

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$25,000	\$7,500	\$77,590	\$77,590
16-17	\$20,000	\$7,500	\$45,990	\$45,990
15-16	\$25,000	\$5,000	\$32,782	\$32,782

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$48,696	\$113,021	65%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$975	(\$72,721)	(\$21,525)

Recipients of proceeds: Proceeds fund HIV/AIDS programs in South San Diego County and the border region, along with the Youth Safe Zone Program in association with San Diego State University.

Staff Recommendation & Comments

Funding:	\$2,500	Services:	\$48,696
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Comments: The South Bay Pride Art & Music Festival (South Bay Pride) is a free event that is projected to draw 20,000 people to San Diego Bay to partake in a variety of entertainment, outreach, and aquatic sport activities. Without funding from the Port – which has been provided for the past three years in the amounts of (in succession) \$5,000, \$7,500 and \$7,500 – 2018 South Bay Pride is projected to incur a deficit of \$24,025. Staff is concerned about the financial viability of this event, which is in its 11th year of existence and 6th year on the bayfront of Chula Vista. The organizers are requesting that the Port provide funding and services equivalent to 65% of the event's budget. In the interest of helping South Bay Pride remain viable, staff recommends funding in the amount of \$2,500 and a full fee waiver valued at \$48,696, which equates to 45% of the event's budget. The organizers are encouraged to expand their cross-border fundraising efforts for additional sources of direct revenue for this engaging event.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
South Bay Salsa Festival "Puerto Rico Ilego" with The Young Lion's Jazz Conservatory	South Bay Salsa Festival "Puerto Rico Ilego"	7/21/2018

Location: Bayside Park North, Chula Vista

Applicant's Description: 3rd Annual South Bay Salsa Festival with the Young Lion's Jazz Conservatory will be located outdoors at 550 Marina Bayside North. A culturally diverse Salsa music festival with Grammy-Award winning musical artists and entertainment; Latin-inspired cuisine and beverages; relevant participating vendors. A portion of the ticket sales to benefit The Young Lion's Jazz Conservatory (501C) with 2,000+ attendees expected.

Attendance: 2,000+

Event Admission Fees: \$25 - General Admission \$ 50 - VIP

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$20,000	\$0	\$6,070	\$6,070
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$5,850	\$86,050	30%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$7,000	(\$18,850)	(\$13,000)

Recipients of proceeds: Young Lion's Jazz Conservatory

Staff Recommendation & Comments

Funding:	\$0	Services:	\$5,850
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Comments: The Annual South Bay Salsa Festival activates the South Bay waterfront and introduces attendees to a culturally diverse salsa music offering. The organizers are projecting an attendance of 2,000 people at this single-day event. Staff recommends a waiver of park fees, use of the Port stage, and parking, with a total service value of \$5,850. The South Bay Salsa Festival projects an operating loss without substantial Port funding, despite being in its third year and charging admission of \$25 to \$50 per person. Staff is unable to recommend funding under these circumstances and encourages the organizers to solicit other revenue sources in order to ensure financial viability for the festival in this and future years.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
South Bayfront Sailing Association	Chula Vista Maritime Week	4/22/2019 – 4/28/2019

Location: Chula Vista Marinas & Harbor, Chula Vista Bayside Park & Chula Vista Bayfront Park

Applicant's Description: Maritime Week has been in existence as a local community event for 4 years, although some portions have been presented for 9 consecutive years. Our event is a free community event that combines cultural and visual arts, performing arts with maritime activities. Week-day series of daytime workshops and projects and evening seminars offer woodworking, knot tying, safe boating and traditional maritime skills and tools programs. The weekend festival attractions include a Tall Ship festival, a Pacific Rim Music, Food and Dance Festival and "April in Paris" an annual juried Art Show. Local non-profits and community organizations such as the U.S.C.G. Auxiliary, U.S. Sail & Power Squadron, Sea Scouts, Sea Cadets, YMCA, Boys & Girls Club, Amateur Radio Club, Rowing Clubs, Veterans, Sailing & Yacht clubs and environmental groups will be invited to participate and provide activities and education. The art show ("April in Paris") is now in it's ninth year with an excellent display of over 30 local artists work. This will be the third year for Pacific Rim Festival with a growing community following. This event is quickly becoming a signature cultural event. Since 1990, with the formation of the San Diego Tall Ship Society in Chula Vista, a springtime Tall Ship event has been popular and an important link between the community, maritime service agencies and the waterfront at the start of the boating season. We anticipate an attendance of approximately 7,000 people for the entire event.

Attendance: Day 1-5 (30p/day), Day 6(Sat) 6,000, Day 7(Sun) 300

Event Admission Fees: No Admission Charge. Art Show entry: \$15-\$30 ea. Pacific Rim: Food and Vendor fees: \$50 - \$300 Tall Ship Festival vendor fee: \$50

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$10,000	\$0	\$1,650	\$1,650
16-17	\$25,000	\$0	\$24,640	\$15,890
15-16	\$25,000	\$0	\$7,750	\$7,750

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$8,000	\$16,352	\$47,352	51%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$3,000)	(\$17,352)	(\$11,000)

Recipients of proceeds: No beneficiaries

Staff Recommendation & Comments

Funding:	\$0	Services:	\$16,352
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Comments: The Chula Vista Maritime Festival features a wide variety of themes and activities including maritime history, boatbuilding, boating skills and safety, ocean stewardship, regattas, vendors, exhibitors, a boat show, and music. The Saturday, April 22, 2019 portion of this event is its signature day, with the Pacific Rim Festival, tall ship tours, and art show. Staff sees value in this event as activation of the Chula Vista bayfront and recommends waiving all park and parking fees as requested, at a value of \$16,352; however, due to a limited TAP budget, staff does not recommend funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
St. Vincent de Paul	San Diego International Triathlon	6/24/2019

Location: Spanish Landing park East & West, Embarcadero Marina Park North

Applicant's Description: The San Diego International Triathlon is one of the oldest triathlons in the world. It is probably the oldest Port sponsored event. It will be celebrating its 36th edition in 2018. This event has brought over 50,000 triathletes to the Port tidelands. These have included Olympians, World Ironman Triathlon Champions, ITU World Champions, USTA National Age-Group Champions and International Triathlete Champions. It has attracted over 1,000,000 spectators in watching the race. It has received media coverage in international, national and regional publications. It has been covered by local news services.

This event has generated over \$1,000,000 in direct proceeds to the St. Vincent De Paul Village/Fr. Joe's Villages. And, most importantly, it has allowed thousands of our San Diego residents the opportunity to fulfill one of their goals in life, that is become a "triathlete" and race in one of the most prestigious events in the country. The triathlon incorporates some of the signature sites of San Diego bay front: View of the entire bay from Pt. Loma, Harbor Island Marina, Harbor Island, the Embarcadero, the Star of India, the USS Midway and seaport Village. The swim takes place at Spanish Landing Park, the site of the building of Juan Cabrillo's ships replica. The bike course directs the athletes from Spanish Landing to the Cabrillo National Monument. The run starts at Spanish Landing Park, circumnavigates Harbor Island, runs along the embarcadero and finishes behind Seaport Village. There is an expo at Spanish Landing Park on Saturday for participants to pick up their race numbers, swim caps, attend pre-race informational meetings and view an assortment of vendors booths pertinent to the sport.

Attendance: 1,500

Event Admission Fees: \$120 - \$180

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$9,020	\$4,510
16-17	\$0	\$0	\$16,260	\$12,000
15-16	\$0	\$0	\$8,380	\$8,380

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$12,618	\$150,840	8%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$21,935	\$9,317	\$18,935

Recipients of proceeds: All proceeds go to the St Vincent de Paul Father Joe's Villages

Staff Recommendation & Comments

Funding:	\$0	Services:	\$9,618
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Comments: The San Diego International Triathlon is one of the longest-standing Port-sponsored events, celebrating its 36th year of operation in 2018. This event is now well established and continues to benefit St. Vincent de Paul Village, a prominent and successful homeless assistance organization. The detailed budget submitted reflects a substantial pass-through to the beneficiary. Given this financial success, staff recommends a partial waiver of park fees in the amount of \$9,618, with the applicant responsible for the remaining fees of \$3,000. As St. Vincent de Paul is the applicant and signatory of any TAP sponsorship agreement with the Port, staff has calculated services based on the fee schedule for not-for-profit organizations.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The Industry List (DBA: Street Food Cinema)	Street Food Cinema	7/1/2018, 8/25/2018, 9/8/2018, 10/20/2018, 12/9/2018, 5/18/2019, 6/15/2019

Location: Ruocco Park and/or Embarcadero Marina Park South

Applicant's Description: Street Food Cinema is an outdoor movie with a small band before the movie playing on the grass or pavement. Food trucks supply food to the guest on a pay per order basis. There is also an AUDIENCE GAME projected up on the big screen between the movie and the band. The Audience Game is themed to the night's movie where guest compete against each other. The winner gets a trophy and prizes. Street Food Cinema started in San Diego in 2016. In 2017 the attendance averaged 750 people per event. There were (5) events on Port of San Diego locations in 2017. We are projecting 900 people per event in 2018.

Attendance: (7) events @ 900 per event = 6,300 in 2018

Event Admission Fees: We sell \$13 General Admission tickets with discounted tickets sold through Groupon and Goldstar

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$0	\$0	\$6,020	\$6,020
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$0	\$26,586	\$106,699	25%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$10,887	(\$15,699)	\$8,287

Recipients of proceeds: Every year our company donates around \$10K to charity organizations... i.e. the Red Cross, Will Rogers Foundation, Make a Wish Foundation, etc.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$23,786
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Comments: The Industry List, Inc. (TIL) has a proven record of producing excellent Street Food Cinema events in San Diego, including on Port tidelands. In support of their proposed events for the coming fiscal year, TIL is requesting a waiver of fees for the use of Ruocco Park and adjacent parking for a total of 7 cinema events, at a total value of \$26,586. In addition to attracting a variety of movie fans to the downtown San Diego waterfront, Street Food Cinema events offer the Port an opportunity to connect with a wide-ranging demographic with its promotions and messaging. To continue support for TIL and keep Street Food Cinema a viable and thriving draw to the tidelands, staff recommends that the Port waive a total of \$23,786 in fees, resulting in TIL paying the Port a total of \$2,800, or \$400 per event for seven events, in return for TIL's proposed set of promotional considerations.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The Islander Sports Foundation	Crown City Classic	7/4/2018

Location: The event will start at Tidelands Park and run along Silver Strand Bikeway and Glorietta Boulevard to the Silver Strand Bike Path, before heading back to Tidelands Park.

Applicant's Description: 2018 will mark the 44th year that this patriotic running event has been held annually in conjunction with the vast plethora of celebrations held in the "Crown City". Just across the Bay from downtown San Diego, Coronado's Independence Day Celebrations kicks off with the Crown City Classic 12K and 5K at 7:00AM and includes one of the largest 4th of July Parades in the country, a rough water swim at center beach, and an afternoon concert. The day then culminates with fireworks over Glorietta and San Diego Bays.

The run begins and ends at Tidelands Park and includes a 12K, a 5K and a kids ½ mile run. The main event is the 12K run (7.4 miles), where we encourage participants to show their signs of patriotism by committing to run 7.4 miles on 7/4. Past participation has averaged 2300 runners and 1500 additional spectators. Proceeds from the Crown City Classic will continue to benefit the Islander Sports Foundation, which provides funding for all youth sports in Coronado.

We are excited for the opportunity to continue to serve both Coronado and San Diego in a way that is meaningful to our veteran dedicated communities and our long-term goal is to make this one of the most well respected runs in all of San Diego. With the Coronado Bridge and the San Diego Bay as the backdrop of our race on this great holiday, we are confident we will deliver an event that aligns with the mission of the Port and the celebration of all our runners on Independence Day!

Attendance: 2,300

Event Admission Fees: 12k Run: \$45-65, 5k Run: \$35-55, Kids Fun Run: \$15-25
(pricing based on date of registration)

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$0	\$7,190	\$7,190
16-17	\$5,000	\$0	\$11,410	\$8,000
15-16	\$15,000	\$0	\$15,750	\$15,750

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$7,602	\$88,470	14%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$23,132	\$10,530	\$15,132

Recipients of proceeds: The Islander Sports Foundation's mission is to sustain and fund all Coronado School sports programs. It raises approximately \$20,000

Staff Recommendation & Comments

Funding:	\$0	Services:	\$4,602
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Comments: The Crown City Classic continues to provide a great opportunity to celebrate Independence Day with an early morning start and finish through Coronado. One of many Independence Day events in Coronado, the Crown City Classic occurs early enough in the day to have minimal impact on the community and its holiday preparations. The run supports the Port's recreation mission. Given the long-standing nature and financial success of this event, staff recommends no funding and a partial waiver totaling \$4,602 in Port services and 206 parking spaces, with the applicant responsible for the fee balance of \$3,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The Ocean Foundation	Ocean Connectors Eco Tours	7/1/2018 - 6/30/2019

Location: • Bayfront Park in Chula Vista (15 events) – Guided Kayak Tours with Chula Vista Kayak
 • Pepper Park in National City (5 events) – Guided Nature Tours and Bird Watching
 • North Embarcadero in San Diego (5 events) – Guided Whale Watching with Flagship Cruises & Events

Applicant's Description: Ocean Connectors, a nonprofit project of The Ocean Foundation benefiting underserved youth in National City, proposes to continue our fee-for-service Eco Tour program that increases sustainable tourism, economic vitality, and public access to Port of San Diego (Port) Tidelands. The pilot program, which was launched in 2016, has been met with increasing demand and we are on-track to achieve all stated goals. Eco Tours fill a local need by enhancing access to Port Tidelands for underserved adjacent communities, educating the public, and informing local stakeholders about the value and community benefit of San Diego Bay. Participants receive transportation in the Ocean Connectors van, are led by an expert Eco Tour Coordinator guide, and receive customized outdoor educational experiences around the waterfront. Tours are available in English and Spanish.

Attendance: The attendance for each of the events in the Eco Tour program will be an estimated 13 participants per tour (325 total). Each participant will receive an in-depth coastal learning experience led by an expert in local maritime history, conservation, and ma

Event Admission Fees: \$22.00 to \$74.50 for adults; \$15.00 to \$59.50 for children.

Ticket cost is determined by the location of the trip, optional addition of lunch, and desired activities.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$22,000	\$2,500	\$700	\$700
16-17	\$20,000	\$2,500	\$700	\$700
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$7,000	\$1,050	\$28,550	28%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$10,500	\$2,450	\$3,500

Recipients of proceeds: 100% of proceeds from the Eco Tours will support Ocean Connectors, a San Diego-based nonprofit project of The Ocean Foundation, a 501(c)(3) organization, in our mission to educate, inspire, and connect underserved youth with the ocean and marine life.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$1,050
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Comments: The Ocean Connectors Eco Tours program continues to excel in its mission of providing environmental education and well-managed public access to the ecological points of interest in the South Bay, as well as to the migrating whale population. Ocean Connectors is expected to receive a grant of \$60,000 from the Port of San Diego Environmental Fund in the upcoming fiscal year. Given this, staff recommends \$0 funding from the TAP, but does recommend a waiver of fees for up to 30 Ocean Connectors program events that use the Port boat launch ramps at Pepper Park in National City and Bayfront Park in Chula Vista, at a value of \$1,050. To streamline the administrative process for this sponsorship, staff will amend the Ocean Connectors funding agreement with the Port's Planning & Green Port Department to include these fee waivers and the promotional considerations that go to the Port.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The San Diego Anglers	24th Annual San Diego Anglers Open Bay Bass Tournament	2/2/2019

Location: Shelter Island Shoreline Park

Applicant's Description: The San Diego Anglers Open Bay Bass Tournament is in its 24th year. What started out as a small gathering of fisherman has evolved into a large community event featuring the recreational activities available in San Diego Bay during the winter season. Recognized as California's largest saltwater bay bass tournament, the tournament attracts an estimated 750 businesses, individuals and their families from as far away as Northern California, Nevada and Arizona. The tournament's continued growth has allowed for a portion of the proceeds to benefit disadvantaged youth and our Warriors on the Water fishing programs featuring activities and businesses located within San Diego Bay. The event starts at 6:00am with the fisherman taking off from the Shelter Island launch ramp to fishing areas through out San Diego Bay. At 11:00am the event tent is open to the public where tournament visitors can meet with fishing tackle companies that have their business located in the San Diego Bay area, tournament sponsors, and enjoy a free lunch while waiting for the first fisherman to come onshore and show off their potential winning catch. The official weigh-in closes at 2:30pm, with the awards ceremony immediately following and closing at approximately 5:00pm.

Attendance: Day 1 (750)

Event Admission Fees: Tournament anglers pay a boat fee of \$145 or a kayak entry fee of \$65. 100% OF ALL ENTRY FEES ARE PAID BACK TO THE TOP 25 ANGLERS AS CASH PRIZES. There is NO admission for spectators or the general public to attend the event.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$0	\$2,225	\$2,225
16-17	\$5,000	\$0	\$2,075	\$2,075
15-16	\$5,000	\$0	\$2,175	\$2,175

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$3,500	\$2,355	\$46,355	13%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$3,500	(\$2,355)	\$0

Recipients of proceeds: Warriors on the Water \$2,500, Big Brothers/Big Sisters \$2,500, SDA Foundation \$2,500. Donations will be made from net proceeds.

Staff Recommendation & Comments

Funding: \$0	Services: \$2,355
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Comments: The San Diego Anglers Open Bass Tournament is a long-standing and very successful event that has been held on Shelter Island for 23 years. This event supports the Port's mission of promoting recreation and fisheries. The event draws hundreds of visitors to Shelter Island, with a number of them staying in adjacent Port tenant hotels. The San Diego Anglers have been a great partner to the Port, helping to promote the positive impacts of the Port's Shelter Island Boat Launch Facility Improvement Project, and raising awareness of recreation on the bay. Staff recommends a full waiver of services in the amount of \$2,355 and no funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The San Diego Anglers Foundation	Port of San Diego Kids Fishing Derby	6/9/2019

Location: Chula Vista Bayside Park - Fishing Pier Only

Applicant's Description: The Port of San Diego Kids Fishing Derby will be in its 8th year. This event attracts families from disadvantaged/low income neighborhoods surrounding San Diego Bay and is well known in the local communities as a family based community event featuring recreational activities such as fishing from piers located around the Port Tidelands. What is recognized as Southern California's best family fishing tournament, the event attracts an estimated 200 children with their families from the communities of San Diego, Imperial Beach, National City and Chula Vista. The event's continued growth has allowed it to benefit disadvantaged youth and their families featuring activities and businesses located within the Port tidelands. For families that don't own fishing equipment, the Foundation provides loaner gear available at no charge during the event. There is an awards ceremony immediately following, awarding prizes to children for the five largest fish caught. In addition, the event will feature such organizations as the San Diego Anglers, the San Diego Anglers Foundation, and the Port of San Diego which will be on-hand to introduce the general public to outdoor recreational opportunities such as fishing within San Diego Bay, to educate the public on the use and management of resources available within the Port Tidelands, and to provide optimum use and enjoyment of aquatic resources within San Diego Bay. A healthy and diverse waterfront is essential to and shall be promoted through educational programs provided at the event.

Attendance: Day 1 (250)

Event Admission Fees: This is FREE event for event participants.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$3,000	\$1,000	\$755	\$755
16-17	\$5,000	\$0	\$500	\$500
15-16	\$6,000	\$5,000	\$505	\$505

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$4,200	\$420	\$4,620	100%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$4,620)	(\$2,200)

Recipients of proceeds: There are no net proceeds generated from this event.

Staff Recommendation & Comments

Funding:	\$2,000	Services:	\$420
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Comments: The Port of San Diego Kids Fishing Derby continues its tradition of promoting recreation and fishing to a younger generation while giving some who may have not had the opportunity to visit San Diego Bay a chance to experience it. The organizer, the San Diego Anglers, has been a consistent partner to the Port over the years, working to raise awareness of fishing and promote the benefits of the Port's project to improve the Shelter Island Boat Launch Ramp. San Diego Anglers is seeking 100% funding for the event; due to budget considerations, Port staff recommends funding in the amount of \$2,000 and \$420 in services to be waived.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
The STEAM Collaborative	STEAM Leaders Summit	10/20/2018

Location: Port Pavillion on Broadway Pier, San Diego Maritime Museum, USS Midway Museum, Conference Centers at a museum or hotel.

Applicant's Description: The Second Annual STEAM Leaders Summit is a collaboration of different Science, Technology, Engineering, Art, and Math (STEAM) organizations and community stakeholders, who are passionate about creating STEM/STEAM programs for our children, especially students of color.

Community stakeholders in Science, Technology, Engineering, Art, and Math are invited to join innovative influencers for this opportunity to educate, inspire, share, collaborate, learn, and grow. This Summit will be an intimate working meeting of roughly 60 participants and 20 spectators to develop a comprehensive strategy to increase the impact for of color and their pursuit of technical fields from an artistic perspective students.

Join industry leaders for presentations, workshops, break-out sessions, and networking on: Collaborating effectively with other program leaders, Insight from the County of San Diego Office of Education, Community leadership and advocacy, Developing corporate partnerships, and continuing the momentum beyond the Summit.

Attendance: 80

Event Admission Fees: Members of The STEAM Collaborative participate at \$50 per attendee; non-members participate at \$100 per attendee.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,757	\$4,725	\$20,482	100%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$5,495	(\$14,987)	(\$14,987)

Recipients of proceeds: Adorn The World LLC, an organization that furthers STEAM Education opportunities in the city of San Diego.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: The STEAM Collaborative, a for-profit applicant, is requesting funding and services from the Port to conduct a conference event related to Science, Technology, Engineering, Art and Math (STEAM) education. While the applicant noted their desire to inform the attendees and the public on LEED certifications and other sustainability projects in San Diego, the event's connection of STEAM education to the mission of the Port of San Diego was not clearly demonstrated in the TAP application. Staff therefore recommends \$0 funding and \$0 in waivers for services, as there are a number of other applicants with events in closer alignment to the Port's mission. Organizers are encouraged to seek alternative funding sources and corporate sponsors, and to consider approaching professionals in the areas of sustainability to present at the conference.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Tri-Titans	The Ultimate Summer Series	7/25/2018

Location: The Port Pavilion on Broadway Pier

Applicant's Description: The Ultimate Summer Series is a competitive youth wrestling tournament held on the Broadway Pier's forecourt, Port Pavilion, and backcourt. This event is going on its 3rd year and has a projected attendance of 20,000 over the course of 5 days. The tournament hosts youth wrestlers ages 4-18 and an open division for adults to compete in folkstyle wrestling, freestyle wrestling, and wrestling team duals. The event features 17 wrestling mats, running matches from 8:00 am-8:00 pm Friday-Sunday. Alongside the Pier will be locally owned vendors selling athletic-related products as well as food and beverage vendors to keep the wrestlers and spectators fed.

Attendance: Day 1 (2,000), Day 2 (3,000), Day 3 (5,000), Day 4 (5,000), Day 5 (4,000)

Event Admission Fees: Tournament Entry (\$60), Spectator (\$15 Daily or \$25 Weekend Pass)

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$50,000	\$50,000	\$213,962	47%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$101,113	\$1,113	\$1,113

Recipients of proceeds: Rancho Bernardo Wrestling, Cali Gold Wrestling, Tri-Titans O3T Scholar/Athlete Program

Staff Recommendation & Comments

Funding:	\$0	Services:	\$0
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Comments: The Ultimate Summer Series competitive youth wrestling tournament promotes recreational activities and utilizes the Port Pavilion for a unique event that projects drawing a large number of participants and spectators to this highly desirable waterfront location. Staff reviewed the applicant's request, assessed the budget, and noted the organizer is a for-profit entity who successfully hosted the event for two years by showing a net profit without any discounts or funding from the District. Staff recommends \$0 funding and \$0 service fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Valencia Cultural Point Incorporated	Paella Wine & Beer Festival	5/11/2019

Location: Embarcadero Marina Park South

Applicant's Description: Spanish culinary & cultural experience, this is our 4th year, Embarcadero Marina South Park, paella contest, culinary activities, live music, wine & beer tasting, paella classes. For 2019 we project 2,500 attendees.

Attendance: 2,500

Event Admission Fees: General admission A Tickets \$25 +\$3.00 fee / General admission B Tickets \$45+\$3.50 fee / General admission C Tickets \$69+\$4.00 fees/ VIP tickets \$90+\$5.00 fee. Paella Contest Participation fee \$100.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$15,000	\$0	\$10,050	\$4,000
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$8,000	\$88,850	26%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$62,850	\$39,850	\$43,850

Recipients of proceeds: Valencia Cultural Point Incorporated 5% net proceeds
Urban Corps 3% net proceeds.

Staff Recommendation & Comments

Funding: \$0 **Services:** \$4,000

Comments: This request is for a sponsorship of Valencia Cultural Point's (VCP's) Paella, Wine & Beer Festival proposed for May 11, 2019. VCP moved this event from the County Waterfront Park to the Port's Embarcadero Marina Park South for the first time in May 2017; and, as the 2017 event was being planned, VCP applied and was approved for a TAP sponsorship from the Port for a partial waiver of venue fees for its May 2018 Paella, Wine & Beer Festival. VCP's first (May 2017) festival in Embarcadero Marina Park South attracted a sizeable crowd and, by all known accounts, was enjoyed by those attending. Port staff did, however, encounter several issues with VCP's event production team that included non-compliance with the Port's guidelines for vehicle parking, and with State and local regulations related to the serving of alcohol and preparation of food. Staff will work closely with the applicant to help ensure compliance during their 2018 event. Given the projected financial success of the Paella, Wine & Beer Festival, staff recommends no funding but a partial waiver of fees in the amount of \$4,000 for park use and parking, with VCP responsible for the balance of \$4,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
WILDCOAST	15th Annual Dempsey Holder Ocean Festival & Surf Contest	9/22/2018

Location: Imperial Beach waterfront

Applicant's Description: The 15th Annual Dempsey Holder Ocean Festival and Surf Contest (The Dempsey), is one of San Diego County's largest and longest running surf contests that represents the local heritage of surf lifestyle and coastal stewardship. Held on the Imperial Beach waterfront near the pier - the Dempsey hosts an average of 200 surfers of all ages and abilities that compete across 14 divisions in this annual event. The Dempsey attracts more than 1,500 spectators who come to watch the contest, spend the day at the beach, and celebrate a clean and accessible coastal environment for all South Bay and San Diego County residents. In addition to the surf contest, the 15th Annual Dempsey will feature representatives from the surf community and many environmental and coastal conservation partners who will help raise awareness about the need to conserve our coast and ocean through engagement, outreach and stewardship opportunities.

The Dempsey has become a sought after tradition for the Imperial Beach community, and has the support of residents, community leaders, local vendors, retailers and the surf community at large. As a bi-national event, WILDCOAST partners with the United Athletes of the Pacific Ocean (UAPO) to attract surfers from across Mexico who compete in the contest. For many underserved youth of south San Diego Bay and Baja California, the Dempsey provides their first organized surf competition experience. Thanks to individual donations to the Dempsey Scholarship Fund, WILDCOAST provides scholarships so that every child can have the opportunity to experience the joy and challenge of competition and since 2003, thousands of children have participated in the Dempsey, many of whom later became active WILDCOAST volunteers and stewards working to protect our coast and ocean.

Attendance: 1,700

Event Admission Fees: Free to the public; \$45 registration fee for the surf contest component

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$5,000	\$2,500	\$1,250	\$1,250
16-17	\$8,000	\$2,500	\$5,220	\$520
15-16	\$10,000	\$4,000	\$0	\$0

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$7,000	\$0	\$10,561	66%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$18,889	\$11,889	\$13,889

Recipients of proceeds: All proceeds benefit WILDCOAST's coastal and marine conservation efforts.

Staff Recommendation & Comments

Funding:	\$3,500	Services:	\$0
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Comments: The 15th Annual Dempsey Holder Ocean Festival and Surf Contest is free to attendees, and surf contest participants pay registration fees. The event is popular with the community as well as participants, promoting Imperial Beach as a surfing destination and supporting the Port's mission of recreational uses of the waterfront and environmental stewardship. In 2018, the Imperial Beach Chamber of Commerce produced the land-side activities associated with this event, and WILDCOAST produced the surf contest and water activities. WILDCOAST has resumed responsibility for the entire event in 2018. In consideration of the TAP sponsorship budget and the positive financial position of the event, staff recommends \$3,500 in funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
Zeta Sigma Lambda Foundation	Martin Luther King Jr. Parade	1/20/2019

Location: Harbor Drive from the County Administration Center to Seaport Village

Applicant's Description: The Martin Luther King Jr Parade has been conducted annually for almost 40 years. Present location is on Harbor Drive, the parade provides cultural awareness of the many cultures in southern California and features bands; many school groups; this includes most of all of the colleges in san diego county. Many local and national organizations participate and some are from out of town as far as Oklahoma and Texas. The event draws many to San Diego wonderful waterfront to watch a stellar public event. Participants are about 75+ parade entries and the spectators number about 10,000. Virtually all of the law enforcement units from the police in South Bay to North County police units are present annually. The military are represented including "Homeland Security" and other federal agencies.

Attendance: 10,000-15,000

Event Admission Fees: Free to the public to support cultural awareness; a number parade entries often make donations to augment the operational costs of the parade.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$25,000	\$2,500	\$4,103	\$4,103
16-17	\$25,000	\$2,500	\$4,750	\$4,750
15-16	\$15,000	\$4,000	\$4,510	\$4,510

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$3,875	\$33,284	87%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$30,691	\$1,816	\$8,191

Recipients of proceeds: High School Mentorship Program 40% / Scholarship Program HS to College 40% / support of Boy Scout Troop 10% / Veterans Program 5% / Homeless Youth 5%

Staff Recommendation & Comments

Funding:	\$2,500	Services:	\$3,875
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Comments: The Port supports the annual Dr. Martin Luther King Jr. Parade as an activating event and community fundraiser that draws a diverse audience to the tidelands. It is also noteworthy that during the past two years, the organizers have greatly improved their logistics and event timing, resulting in a well-run event. Staff recommends continued support of the parade with \$2,500 in funding and a full waiver of fees totaling \$3,875.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Community

ORGANIZATION	EVENT	DATE (S)
San Diego Regional Chamber of Commerce	TBD - San Diego Cultural/Social Event	10/13/2018

Location: Embarcadero Marina Park North (1st choice); Embarcadero South (2nd choice)

Applicant's Description: This event will bring together the people of our region highlighting our community as a multicultural center for business, politics and relationships. Restaurants, small businesses, vendors, and local wineries and craft breweries will bring their best selections as live music and laughter fill the air. The Chamber has successfully hosted an event 3 years ago, which brought 1,750 people to the Port's Embarcadero Marina Park South. Funds raised through this event go to support the work of the nonprofit San Diego Regional Chamber of Commerce to advance the business region and support our mission to make San Diego the best place in the state to do business.

Attendance: 1,000-1,500

Event Admission Fees: \$75 per person

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$5,060	\$77,260	26%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$27,800	\$7,740	\$14,800

Recipients of proceeds: The proceeds will benefit the nonprofit San Diego Regional Chamber of Commerce and its work to make San Diego a place where businesses can succeed and grow while creating jobs, supporting infrastructure and ensuring that neighborhoods thrive.

Staff Recommendation & Comments

Funding: \$2,000	Services: \$5,060
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Comments: The San Diego Regional Chamber of Commerce has requested that the Port consider the sponsorship of a "TBD" event, proposed for October 13, 2018, that showcases local businesses and raises funds for the Chamber. Chamber staff intends to finalize the details in the coming two months. The Port is a member business of the Chamber and a proponent of its fellow member businesses. In consideration of the TAP sponsorship budget allocation and in an effort to support this new event, staff recommends funding of \$2,000 and waiver of services valued at \$5,060 for the use of a Port of San Diego park and associated parking. The requested park options, Embarcadero Marina Park North and Embarcadero Marina Park South, are not available on the requested date; however, staff will collaborate with the Chamber to determine a suitable alternate location and/or date for the event. Staff requests that the applicant submit a more detailed event plan in future applications.

Tidelands Activation Program (TAP) FY2018-19

Signature Event Evaluations

Organization & Event Name	Application #
3D Art Expo LLC - 7th Annual U.S. Sand Sculpting Challenge and Dimensional Art Exposition	1
City of Chula Vista - Chula Vista HarborFest	2
Fast Forward Futures for San Diego Bay Wine + Food Festival - San Diego Bay Wine + Food Festival	3
H.P. Purdon & Company, Inc. dba Big Bay Boom - Port of San Diego Big Bay Boom July 4th Fireworks Show	4
National City Chamber of Commerce - 7th Annual International Mariachi Festival & Competition	5
San Diego Bay Parade of Lights - 47th Annual San Diego Bay Parade of Lights	6
San Diego Bowl Game Association - Port of San Diego Holiday Bowl Parade	7
San Diego Fleet Week Foundation - San Diego Fleet Week 2018	8
San Diego Symphony Orchestra - Bayside Summer Nights	9
Sun and Sea Festival - Sun and Sea Festival	10
The Sand Sculpture Co. - The ZigZag Festival	11

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
3D Art Expo LLC	7th Annual U.S. Sand Sculpting Challenge & Dimensional Art Exposition	8/31/2018 – 9/3/2018

Location: Broadway Pier

Applicant's Description: Named by American Express as one of the top 20 "Must See" seaside festivals in the world and one of USA Today's Top 10, this renowned event pits preeminent international sand artists worldwide against the best from the States, vying for \$60,000 in prize and appearance money and national pride. Competition is judged by leading artists, including PoSD's Anne Porter. 2018 (8/31-9/3) marks the 7th consecutive edition on San Diego's Big Bay downtown. 40-50,000 patrons pay \$8-15 to see 20 amazing sand sculptures and purchase over 1,000 artworks in other media like glass, metal, gemstones and wood; enjoy live entertainment and food and beverages (including San Diego craft beers).

New for 2018: An ice sculpture exhibition by renowned artists, with one completed sculpture on display and at least one under construction during the event. Refrigerated space would be needed, either on Broadway or the 'B' Street Pier (we would avoid infringing on parking.) Children will again be taught to build sandcastles by professional artists, and may also enjoy numerous rides. Part of festival proceeds go to charities dedicated to children's education and sports. Endorsed by civic and government leaders, USSSC is a signature event for the City and Port, generating over 80,000,000 impressions annually. Coverage includes all TV stations in market, at least 2 major stations in L.A., cable news nets, newspapers, magazines and the web. According to a 2014 Union-Tribune survey of electronic ticket purchasers, 96% came from outside of downtown, with 22% coming from out-of-county. While attendance in 2017 was down from prior years, the growth trend is expected to resume in 2018, with patrons both from the area and out-of-state ... even out of the country.

Attendance: Pre-opening party: 200 ... Day 1: 4,000 ... Day 2: 13,000 ... Day 3: 18,000 ... Day 4: 15,000

Event Admission Fees: \$7-\$15

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$35,000	\$0	\$75,630	\$71,630
16-17	\$30,000	\$0	\$41,780	\$25,000
15-16	\$25,000	\$0	\$20,000	\$37,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$50,000	\$78,450	\$547,350	23%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$56,100	(\$22,350)	\$71,100

Recipients of proceeds: 2018: 1/3 of net profit*, distributed as follows:

SD School of Creative and Performing Arts: 45% St. Katharine's School: 10%
Arts for Learning SD: 25% Princess Project: 10% Junior Achievement & Culinary School: <5% each

Staff Recommendation & Comments

Funding: \$15,000	Services: \$78,450
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Comments: The U.S. Sand Sculpting Challenge was relocated to Broadway Pier in 2017 to free up public parking at its venue of the past five years, B Street Pier. Unfortunately, the event experienced a reduction in attendance in 2017 that the organizers attribute primarily to the unseasonably hot weather on Labor Day weekend. For 2018, they have proposed a sponsorship of \$50,000 in seed money funding and a waiver of all service fees, for which the Port will receive promotional considerations and a percentage of gross proceeds above a specified level. Staff has countered with its recommendation, which is to provide \$15,000 in funding and a waiver of all service fees in return for title sponsorship of the event.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
City of Chula Vista	Chula Vista HarborFest	8/18/2018

Location: Bayside Park, Chula Vista

Applicant's Description: HarborFest continues to grow in regional participation, activities and visitors while activating our parks, marinas, tidelands and restaurants. In 2017, more than 40,000 participants enjoyed a beautiful day at Bayside Park. On August 18, 2018, thousands of HarborFest attendees will again enjoy free kayaking, paddleboard lessons, pier fishing, educational exhibits and local wildlife. A Taco and Spirit Tasting, Wine and Craft Beer Garden will spotlight regional craft brews and street taco fare. Three stages will showcase entertainment including popular headliner bands and local talent. More than 200 booths will feature non-profits, art, food, and crafts. Returning attractions include interactive art activities, an Electric Vehicle Ride and Drive and a Green Zone to promote sustainability and environmental stewardship. The Port has been HarborFest's title sponsor since 2013. In 2015, the City of Chula Vista named HarborFest a "City Signature Event," annually committing funding, staffing and other in-kind support. HarborFest has become one of the region's premier events with most activities offered free of charge. To ensure the majority of activities remain free, the event relies on a combination of revenue from exhibit space sales as well as the generosity of corporate donors and agency champions like the Port. HarborFest is a Port Signature event because it attracts a large number of visitors to the Port tidelands, showcases a great variety of assets in a lesser-known area of San Diego Bay and provides great promotional return to the Port as title sponsor.

Attendance: 40,000

Event Admission Fees: General admission to HarborFest is free.
 Ticketed events include: Tacos, Spirits & Craft Beer Tasting \$20 - \$40
 Wine Tasting \$10 - \$20
 Event Parking \$10 (free parking and free shuttle also available)
 Adventure activities (e.g., bungee jumping, laser tag,

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$90,000	\$70,000	\$99,640	\$99,640
16-17	\$75,000	\$60,000	\$88,730	\$88,730
15-16	\$75,000	\$60,000	\$69,080	\$69,080

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$70,000	\$89,146	\$319,346	50%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$8,800	(\$150,346)	(\$1,200)

Recipients of proceeds: HEART of Chula Vista – A 501(c)3 organization whose volunteers support the Chula Vista Animal Care Facility.

Staff Recommendation & Comments

Funding:	\$60,000	Services:	\$89,146
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Comments: With its largest-ever sponsorship investment from the Port, Chula Vista HarborFest achieved new heights last year in attracting large numbers of people to enjoy an impressive variety of activities and attractions. Organizers are projecting a 10% increase in its revenue stream for 2018 HarborFest, indicating a trend toward long-term sustainability. To support 2018 HarborFest in its continuing growth as a signature event in Chula Vista, with the Port as its title sponsor, staff recommends funding this event at \$60,000, and providing a full waiver of fees for the use of Port park space and parking areas and the Port's performance stage, for a total of \$89,146 in waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
Fast Forward Futures for San Diego Bay Wine + Food Festival	San Diego Bay Wine + Food Festival	11/12/2018 – 11/18/2018

Location: Individual festival events take place on and off Port tidelands. Tidelands locations are:
 Marriott Marquis – Sommelier certs, wine classes, Iron Chef Dinner/Auction, SommCon Training Conf
 Tuna Harbor/I Street Pier – Expedition Tuna Harbor Market Broadway Pier – Fish Taco TKO
 Grand Event – Embarcadero Marina Park North Coasterra Restaurant – cooking classes

Applicant's Description: The nonprofit San Diego Bay Wine + Food Festival is an international showcase of the world's premier wine and spirits, chefs and culinary personalities, and gourmet foods. Held annually in November during an off peak season on the San Diego Bay, for the city of San Diego. The event draws just over 10,000 affluent attendees into the Port of San Diego for the weeklong festivities. The Festival is ranked by Forbstraveler.com, LA Times, and BizBash Magazine among the top wine and culinary events in the country and is nationally known to be the largest festival of its kind held in Southern California. The Festival was recognized again this year by Biz Bash as one of the top events in Southern California for the ninth year in a row. The San Diego Bay Wine + Food Festival, a nonprofit event, benefits educational scholarship programs – sending San Diego's youth and up and coming young professionals to hospitality, culinary and enology schools. To date the festival has awarded over \$420,000 in scholarships to San Diego County students and professionals. Now entering our 15th year, the Festival is viewed as one of the top wine and food events held in the nation, as such, our goal is to continue to increase our out-of-market advertising, public relations and marketing strategies directly aimed at targeting this audience. The Festival features and activates on many of the port tidelands as well as port tenant properties. Through continued targeted national marketing, public relations and advertising assistance we will be able to increase the Festival's awareness among travelers who engage in culinary tourism in San Diego. We want them to stay and play in the city, especially in Port tenant properties, while enjoying the great San Diego Big Bay.

Attendance: For events in Port facilities: 7,000

Event Admission Fees: Some events are free (such as Safe Harbor, Sustainable Seafood Lecture), while other event tickets range from \$35 to \$250 depending on the event.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$22,500	\$0	\$16,240	\$12,240
16-17	\$30,000	\$0	\$25,050	\$15,000
15-16	\$17,500	\$0	\$19,040	\$15,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$28,000	\$23,170	\$712,885	7%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$56,255	\$5,085	\$2,085

Recipients of proceeds: Fast Forward Futures, for hospitality, culinary and enology scholarships.

Staff Recommendation & Comments

Funding:	\$0	Services:	\$20,170
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Comments: The San Diego Bay Wine & Food Festival is one of the true showcase events for local and regional cuisine. Port tenants Marriott Marquis Hotel and Coasterra Restaurant host individual festival events, and the Grand Event takes place in Embarcadero Marina Park North, making Port tidelands the center of the festivities. The event is a long-standing and successful enterprise from which the Port benefits through its sponsorship. In return for promotional considerations, staff recommends fee waivers totaling \$20,170 in value, with the applicant responsible for \$3,000 in fees – or about 15% of the total fees and no funding.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
H.P. Purdon & Company, Inc. dba Big Bay Boom	Port of San Diego Big Bay Boom July 4th Fireworks Show	7/4/2019

Location: Fireworks launched from four barges near Shelter Island, Harbor Island, North Embarcadero and the South Embarcadero. Spectators view show from the nearby shoreline and upland areas.

Description: The Port of San Diego Big Bay Boom July 4th Fireworks Show is the largest fireworks show in the western United States. This year's event will be the 18th annual Big Bay Boom. The one day event has an economic impact of more than \$10.5 million and entertains over 500,000 live spectators, thousands on-line, and 40,000 households watch it live on TV. This is the most significant annual one day event on Port tidelands to the San Diego Port Tenants. Four barges are held in place with tugboats on North San Diego Bay. The event is free to the public who crowd the various venues and hundreds of recreational boats on the bay. Tens of thousand watch from their homes, condos and hotel rooms. The fireworks are choreographed to appropriate music that will be heard on MAX FM 105.7 and The Mighty 1090 radio stations with coverage all over southern California. Live preshow and the event will be broadcast live on KTLA (Los Angeles) and FOX5 (San Diego) reaching over 25 million potential viewers from Santa Barbara to Baja, California. Safety and environmental issues are address in numerous ways to insure this event is safe and does no damage to the water body. The California Region Water Quality Control Board issues a NPDES permit, the California Coastal Commission reviews a Coastal Development Permit, the Port addresses CEQA, the US Coast Guard has an environmental review, US Fish and Wildlife and the California Fish & Game departments reviews the event impacts and the event organizers provide safety patrol vessels who also provide debris clean up after the event. Port Harbor Police and the US Coast Guard provide safety oversight for the event. The Port's "Fireworks Ordinance" is followed including a major shore clean up the morning of July 5th.

Attendance: 500,000 from land and boats.

Event Admission Fees: \$0

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$200,000	\$180,000	\$140,185	\$140,185
16-17	\$250,000	\$160,000	\$50,000	\$50,000
15-16	\$200,000	\$145,000	\$50,000	\$50,000

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$200,000	\$140,000	\$663,000	51%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$340,000)	(\$25,000)

Recipients of proceeds: Armed Services YMCA of the USA - San Diego Branch 40% of net after expenses before administration, fund raising and technical production.

Staff Recommendation & Comments

Funding:	\$175,000	Services:	\$140,000
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Comments: The Big Bay Boom is the single most-attended TAP event, and a highlight of summer on San Diego Bay. In light of the show's rising production costs and a requirement placed on the producer to develop an economic impact analysis of the show (approximate cost of \$15,000), the Port funded the 2018 Big Bay Boom with \$180,000 and waived the fees for all Port services from the San Diego Harbor Police, and the General Services Department and their contractors at a value of \$140,185. This constituted an increase in funding of \$20,000 over the 2017 level. The Environmental Impact Report funded by the Port, at more than \$500,000 in 2017, relieved the producer of water sampling/testing and marine mammal monitoring requirements, which resulted in the producer with a substantial production cost savings. Given that an economic impact analysis report will not be required for the 2019 show staff recommends a slight decrease in funding, to \$175,000, and the waiving of all Port services – valued at \$140,000 - for a total sponsorship amount of \$315,000.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
National City Chamber of Commerce	7th Annual International Mariachi Festival & Competition	3/10/2019

Location: Event Site: Pepper Park, National City

Applicant's Description: Held on March 10, 2019, National City's 7th Annual International Mariachi Festival is a one of a kind free community event at Pepper Park providing live entertainment for families to come together and celebrate San Diego's Mexican heritage through mariachi music. Expected attendance is 20,000. Event elements include 20 performing groups engaging over 350 students from Mexico, Las Vegas, Arizona, Texas, Florida, and California; one world-renowned mariachi headliner; Aztec dancing; traditional ballet folkloric dancing presentations; beer and tequila tasting; a new fashion show; over 100 exhibitors; 10-12 food booths; an enhanced Children's pavilion with Wow Factor attractions, bungee activities, aquatics recreation, face painters, caricature artists, carnival game booths, arts & crafts, Rad Hatter, and special visits by the San Diego Padres Friar, Friendly Shark, and Chuck E Cheese; an expanded Arts Pavilion showcasing over 20 local artists; and a celebration of culture and culinary delights, and new Green Zone promoting and highlighting sustainability practices and healthy living. Prior to the festival, 300 students participate in a two-day music conference with music instruction and training provided by renowned Mariachi virtuoso instructors from Mexico and the U.S. On the third day, conference participants and members of the public are invited to the Mariachi Festival at Pepper Park. These events lead to brand exposure, increased tourism, economic impact, youth development, and improved public image for the Port and City of National City. Sponsors receive invaluable recognition and are credited with the cultural empowerment of the communities they serve.

Attendance: 20,000

Event Admission Fees: Free. Parking: \$20 per car to park in Lot J (Pasha Lot); \$10 per car, with free shuttle, from at least 4 additional park and ride locations near Pepper Park

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$75,000	\$60,000	\$47,620	\$47,620
16-17	\$75,000	\$55,000	\$38,300	\$38,300
15-16	\$50,000	\$45,000	\$34,470	\$34,470

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$100,000	\$46,202	\$264,202	55%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$113,500	(\$32,702)	\$68,500

Recipients of proceeds: Mariachi Scholarship Foundation (Student scholarships) - \$5,000 net proceeds
 Mariachi Juvenil de San Diego (Workshop & Competition Programming) - \$35,000 gross proceeds
 Mariachi Student Awards - \$10,000 gross proceeds

Staff Recommendation & Comments

Funding:	\$55,000	Services:	\$46,202
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Comments: The International Mariachi Festival & Competition continues to thrive as the largest annual waterfront event in National City and a signature celebration of mariachi music and dance. The Port has been the primary sponsor of the Festival since its inception, and staff recommends that the Port continue to be with \$55,000 in funding for 2019 – a small decrease from last year that still allows the event to generate a positive financial return - and a full waiver of fees valued at \$46,202. Note: The applicant has requested the use of the entire Pepper Park parking lot on both their set-up and event days. In order to mitigate issues of access to the boat launch ramp, staff intends to allow the closure of the lot on set-up day with the exception of the 24 boat-trailer spaces, which the applicant may close beginning at 5 p.m.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
San Diego Bay Parade of Lights	47th Annual San Diego Bay Parade of Lights	12/16/2018 & 12/23/2018

Location: San Diego Bay

Applicant's Description: The San Diego Bay Parade of Lights has entertained attendees for 46 years. The Parade brings more than 150,000 residents and visitors to the shores of San Diego Bay each year. The procession of approximately 80 decorated boats begins a 5 p.m. on two consecutive Sundays in December. Each year the Parade has a different theme. Example: This year 2017, the theme was "Arrgh...It's a Pirates' Christmas", in 2016 the theme was, "It began with a Roar - San Diego Zoo Celebrates 100 years." Boaters decorate to the theme and can win prizes for their efforts.

The Parade starts at Shelter Island and proceeds to Harbor Island, the Embarcadero, Seaport Village, the Pier at Cesar Chavez Park, and ends at the Ferry Landing in Coronado. For added insight into the participating boats, announcers' stations are located at the Maritime Museum on the Embarcadero and at the Coronado Landing. As each boat passes these viewing points, the announcers offer a brief history and description of the participating vessels.

Attendance: 80,000

Event Admission Fees: Boat Entry fee is \$50.00

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$20,000	\$15,000	\$9,930	\$9,930
16-17	\$15,000	\$15,000	\$3,780	\$3,780
15-16	\$15,000	\$15,000	\$3,600	\$3,600

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$9,950	\$43,450	69%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$0	(\$29,950)	(\$5,000)

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$15,000	Services:	\$9,950
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Comments: The annual Parade of Lights is the cornerstone event of the holiday season on Port tidelands, showcasing and bringing economic activity to San Diego Bay and numerous Port tenant businesses in a very southern California manner. The Port's public parks, promenades, and piers along the parade route fill with people and provide opportunities for the Port to convey messaging and promote new developments and upcoming events. The Parade of Lights is one of the most impactful sponsorships under the TAP. Given budget limitation, staff recommends providing funding in the amount of \$15,000 (\$5,000 less than the amount requested) and waiving all service fees at a value of \$9,950.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
San Diego Bowl Game Association	Port of San Diego Holiday Bowl Parade	12/29/2018

Location: The parade follows a one-mile route on Harbor Drive, from Grape Street to Pacific Highway.

Applicant's Description: The Holiday Bowl Balloon Parade has taken place along the scenic bayside streets of downtown San Diego since 1991, and annually attracts over 100,000 spectators to the Port tidelands. Known as "America's Largest Balloon Parade," this event is a production of the non-profit Holiday Bowl. This family event features world-class marching bands, magnificent floats, entertaining drill teams, and a procession of enormous balloons - more than any other parade! In addition to the large crowd, the event also attracts a large television audience, as it is broadcast locally and nationally on FOX Sports.

Attendance: 100,000 spectators; 5,000 participants

Event Admission Fees: Parade viewing is free street-side; Grandstand tickets are available for \$20

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$155,000	\$145,000	\$15,390	\$15,390
16-17	\$155,000	\$145,000	\$6,685	\$6,685
15-16	\$155,000	\$145,000	\$17,705	\$17,705

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$155,000	\$9,529	\$267,529	61%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$25,250	(\$139,279)	\$15,250

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$145,000	Services:	\$9,529
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Comments: The Port of San Diego Holiday Bowl Parade serves as a fitting opening event to the annual Holiday Bowl football game, putting the downtown San Diego bayfront on display and welcoming the visiting bands and teams and their followers. Staff recommends funding in the amount of \$145,000 and services totaling \$9,529 to support the parade, its associated 5K race, and the lunch events for the participating college bands that are held in Port parks.

Note: As of this writing, there are no cruise ship calls scheduled for December 29, 2018, so Harbor Drive is expected to be available. With the construction of the Brigantine-branded restaurants on the bay side of Harbor Drive, south of Ash Street, portions of the area ordinarily filled with parade spectators will be used for staging of construction materials. Staff will ensure that the tenant and their contractors cease construction on that day and make the area safe for parade-goers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
San Diego Fleet Week Foundation	San Diego Fleet Week 2018	10/22/2018 - 10/28/2018

Location: Broadway Pier and Pavilion, Broadway Plaza, Lane Field Park and Tuna Harbor Park

Applicant's Description: For 2018, the Fleet Week Foundation will continue with the successful model of a compressed week of celebrations along the waterfront from October 22-28. The estimated attendance for 2017 was more than 20,000 attendees. All Fleet Week events are held in Mid-October to coincide with the Navy Birthday celebration (13 October 1775, 243 years). The Navy Birthday Celebration will significantly add to the impact of the events and the festivities planned. Navy & Coast Guard Ships will be open for public visiting from Friday through Sunday. We will again incorporate Historic Military Aircraft into the flying portion of the Sea n Air Parade and there will be more live military demonstrations during the Sea portion of the Parade, and also during the events at the Broadway Pier. We are already working with companies to bring back the highly popular "Innovation Zone" inside Broadway pavilion. The Innovation Zone will include interactive Science and Technology displays and demonstrations of the latest military and commercial equipment. SPAWAR and SPAWAR System Center, Naval Medical Center San Diego and San Diego's Innovation Industry members will all participate in the Innovation Zone. Thursday 18 October, will be reserved exclusively for San Diego school children. A party honoring active duty military and their families is planned on Broadway Pier Friday evening October, 19. Throughout the weekend there will be performances by Navy and Marine Corps Bands as well as demonstrations of military capabilities for the public to enjoy. All these events are focused on drawing significantly more visitors to the Tidelands.

Attendance: October 24-28 on Broadway Pier: Up to 31,000 (number was provided prior to cancellation of Sea & Air Parade)

Event Admission Fees: These events are free for the military and the public.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$50,000	\$32,500	\$119,593	\$75,591
16-17	\$75,000	\$50,000	\$67,950	\$10,500
15-16	\$80,000	\$25,000	\$12,500	\$12,500

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$50,000	\$72,298	\$248,698	49%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$16,400)	(\$136,698)	(\$31,400)

Recipients of proceeds: No beneficiaries.

Staff Recommendation & Comments

Funding:	\$35,000	Services:	\$72,298
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Comments: The Fleet Week Foundation's TAP application is for support of the Fleet Week Sea & Air Parade and associated activations. While the actual parade is canceled for 2018, and a USO benefit event like that held in 2017 will not occur, the other traditional Fleet Week activities are still anticipated for October 22-28. There will be 2 ships alongside Broadway Pier for tours, displays and demonstrations of military gear including in the high tech Innovation Zone inside the Port Pavilion, and opportunities to interact with military service members. For 2018 Fleet Week events, staff recommends that the Port waive all fees for the preparation and use of Broadway Pier and Tuna Harbor Park, and for the parking spaces requested, in an amount totaling \$72,298. Given the cancellation of the Sea & Air Parade and USO concert, the budget for Fleet Week should decrease. Staff's funding recommendation, however, is for \$35,000, a slight increase over 2017 that is intended to help Fleet Week promote and support the military-related activations on Broadway Pier. Note: The dockage for military ships at Broadway Pier for Fleet Week will be waived via the Port tariff, in an amount of \$47,124 that is not part of the TAP fee waivers.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
San Diego Symphony Orchestra	Bayside Summer Nights	6/29/2018 – 9/2/2018

Location: Embarcadero Marina Park South

Applicant's Description: The San Diego Symphony Orchestra has been presenting Bayside Summer Nights (formerly called Summer Pops) since 1983. This year, more than 65,000 people will attend over 37 concerts during a 10 week period, beginning on June 29, 2018 and concluding on September 3, 2018.

Bayside Summer Nights mixes classical favorites and pop music in a festive, outdoor atmosphere on San Diego's picturesque waterfront. Summer Pops concerts are a major attraction for both local families and international tourists who look forward to these concerts each year. Concert audiences may bring picnic dinners to enjoy on the grounds, or sit in the Champagne Section for tableside food service. Over the years, this concert series has consistently hosted top-level talent, while also maintaining the time-honored traditions of its Fourth of July celebration and Tchaikovsky 1812 spectacular.

Each summer season, the Symphony presents a free outreach concert at Embarcadero Marina Park South that plays host to over 1,500 members of the military community and their families. The outdoor concert/picnic honors each branch of the military with a special medley of patriotic music. Face-painting, barbeque and field games are also provided. The Symphony works with Lincoln Military Housing and other related organizations to promote this free concert.

Bayside Summer Nights exposes the Port of San Diego to a wider audience, promoting an underutilized public space and its inherent value to the City during some of the most popular tourism months in San Diego.

Attendance: 65,000 (total series attendance)

Event Admission Fees: Ticket prices will range between \$18 and \$95.

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$150,000	\$0	\$286,968	\$263,010
16-17	\$150,000	\$15,000	\$202,060	\$202,060
15-16	\$150,000	\$22,000	\$200,300	\$200,300

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$150,000	\$265,842	\$4,075,842	10%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$39,000	(\$376,842)	(\$111,000)

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$0	Services:	\$265,842
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Comments: Bayside Summer Nights is one of the highlights of summer in San Diego. The San Diego Symphony provides music experiences that appeal to a wide range of audiences within ticket price ranges that make its offerings accessible to a great many people; and there are even opportunities to listen from boats in San Diego Bay and in areas outside of the confines of Embarcadero Marina Park South. Given the value of the services required, which include three months of park use during set-up, concert season and strike, as well as the turf restoration time during which the main event area of the park is inaccessible, staff does not recommend any Port funding for Bayside Summer Nights. Staff does recommend waiving all fees for the use of the park and associated parking. In order to support a balance of general public coastal access with the needs of the Symphony, staff will allow the Symphony the use of 56 parking spaces on performance days and 20 spaces on each rehearsal day, but not the 93 requested parking spaces in the park for performance days. This makes the value of staff's recommendation of fees \$265,842. Note: While the Symphony's date to move into Embarcadero Marina Park South is June 1, 2018, the District's sponsorship agreement commences July 1, 2018 to coincide with its fiscal year.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
Sun and Sea Festival	Sun and Sea Festival	7/14/2018 - 7/15/2018

Location: Portwood Plaza, Dunes Park and Seacoast Drive between Imperial Beach Blvd. and Palm and on the Beach between Evergreen and Dahlia.

Applicant's Description: The first sandcastle competition was held in Imperial Beach in the 1960s, it was part of the community's birthday celebration. The new Sun & Sea Festival was brought back in 2014 with support from the Port of San Diego and community engagement and has continued to grow into one of the largest family events held in South County. It is the iconic Sandcastle Competition that Imperial Beach is famous for:

The Monument Sandcastle construction begins on Thursday morning in Portwood Plaza. The Master Team Sandcastle competition begins with the setting of the forms on Friday July 14 and culminates with the judging and award ceremony on Saturday July 15. The Sandcastle competition takes place on the beach, between Evergreen and Dahlia.

Festival activities begin on Friday with the Imperial Beach Mayor's breakfast, swim, paddle and surf around the pier event that is followed by the Farmers Market and early vendor set up.

The parade featuring youth groups and civic organizations is held on Saturday Morning at 8am along Seacoast Drive, starting at Imperial Beach Blvd and dispersing at Palm Ave. Throughout the day there is entertainment and vendors at Pier Portwood Plaza and along Seacoast Blvd, (between Evergreen and Dahlia) Kid's Zone Activities in Dunes Park and the Kids 'n Kastles sand-building competition run by the Optimist Club on the North Beach segment.

Attendance comes from throughout San Diego County and beyond, with a majority coming from the South Bay. The 2017 attendance was 120,000 we anticipate that the 2018 festival will grow to 1,000 participants, 150 volunteers, and 140,000 spectators. Attendee demographics range as this event thrills old and young alike, with the majority being families with children under 25-years.

Attendance: Day 1- 1,500; Day 2-120,000

Event Admission Fees: Free and open to the public

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	\$20,000	\$10,000	\$730	\$730
16-17	\$25,000	\$15,000	\$730	\$730
15-16	\$20,000	\$20,000	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$1,250	\$124,430	17%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
(\$3,180)	(\$24,430)	(\$8,180)

Recipients of proceeds: N/A

Staff Recommendation & Comments

Funding:	\$15,000	Services:	\$1,250
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Comments: The Sun & Sea Festival (SSF) is about to enter into its 8th year of operation as a family-friendly and well-managed event that activates the oceanfront of Imperial Beach in a compelling way. As a key activation event for the South Bay and in particular Imperial Beach, the Sun & Sea Festival is worthy of continued Port support. To help the event continue its growth, staff recommends \$15,000 in funding for the 2018 Sun & Sea Festival, along with a waiver of fees for the use of the Port's stage, at a value of \$1,250. Note: The pay parking lots at the intersections of Seacoast and Palm and at Seacoast and Elkwood are being considered for turnover to the City of Imperial Beach under an agreement with the Port. In anticipation of the agreement's approval, staff is withholding any Port recommendation for waivers of parking in those lots.

**Port of San Diego
Tidelands Activation Program
Application & Evaluation Form FY 2018-2019**

Signature

ORGANIZATION	EVENT	DATE (S)
The Sand Sculpture Co.	The ZigZag Festival	10/5/2018 - 11/2/2018

Location: Spanish Landing West (site determined following assessment of potential sites by applicant and Port staff)

Applicant's Description: ZigZag is an immersive sculpture art park set in a futuristic world and supported by unique cirque style performers occurring at ground level blurring the line between performer and audience. Festival patrons are invited to come dressed in character or to simply attend and enjoy the visual feast. A perfect complement and nod to the success of both Comic Con and Burning Man.

The three acre, 5,000 ton sculpture art park would be the largest of its kind in this hemisphere and would be open for long weekends beginning on October 7 and the World Zombie Day and culminates with the Mexican Day of the Dead festival November 1-2nd. Open to adults only Wednesday through Sunday and is for the most part an evening attraction.

Who is our market? Single, millennial, median age 33 with a college degree, interested in traveling, alternative music and culture. Spiritual-non religious with a more liberal view on politics. They like going to festivals and enjoy attending "after burn" parties and turning an event into a fun overnight/multiday experience.

Our entertainment strategy explained briefly:

Weekend A. The Cosplay Tribes. Weekend long alien themed costume party featuring a number of noted full body painters. We invite college students from out of the area to be models for our noted body artists as well as other national cosplay tribes such as the Klingon Assault group which includes 3,000 members nationwide.

Weekend B. Body Art. Body modification artists, live body suspensions and noted contortionists.

Weekend C. Pride weekend. A time to get dressed up for the annual alien beauty pageant.

Attendance: average daily attendance - 2,000

Event Admission Fees: Admission fee in the \$25-30 range

Funding History:	Funding		Services	
FY	Requested	Granted	Requested	Granted
17-18	N/A	N/A	N/A	N/A
16-17	N/A	N/A	N/A	N/A
15-16	N/A	N/A	N/A	N/A

FY2018 / 2019 Financial Information

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$200,000	\$168,440	\$905,440	41%

Surplus Projections

With requested sponsorship	With no sponsorship	With staff recommended sponsorship
\$513,000	\$144,560	\$144,560

Recipients of proceeds: Local College Art Programs

Staff Recommendation & Comments

Funding: \$0	Services: \$0
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Comments: The ZigZag Festival is an interactive sculpture park proposed by The Sand Sculpture Company, a Chicago-based organization with whom Port staff has been working to determine the feasibility of locating the festival on Port tidelands. Staff and the applicant have identified an underutilized facility, Spanish Landing Park West as the first choice of sites and are addressing a multitude of requirements for hosting the ZigZag Festival there. This is a complex event that requires extensive staff work to evaluate, as well as expedited decisions in advance of the TAP evaluation milestones; and the applicant is requesting a large amount of funding and service value from the Port. Accordingly, staff will address a potential sponsorship of the ZigZag Festival separately from the Tidelands Activation Program. Given this, staff recommends \$0 in TAP funding and services for this event.

