

DRAFT**RESOLUTION 20xx-xxx****ADOPT RESOLUTION AMENDING BOARD OF PORT COMMISSIONERS (BPC) POLICY NO. 771–TIDELANDS ACTIVATION PROGRAM, TO INCORPORATE POLICY UPDATES, RE-DEFINE SPECIAL EVENT SPONSORSHIP CATEGORIES, AND CLARIFY ADMINISTRATIVE PRACTICES**

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the Legislature in 1962 pursuant to Harbors and Navigation Code Appendix I, (Port Act); and

WHEREAS, the 1962 Port Act identifies the promotion of recreation as one of the primary reasons the Port of San Diego was established; and

WHEREAS, no use is favored over another use and recreation is on equal footing with other purposes identified in the 1962 Port Act, including the promotion of commerce, environmental stewardship, and navigation; and

WHEREAS, the District's Parks & Recreation department is tasked with creating a vibrant, world-class destination that supports thriving businesses and offers unique recreational opportunities in an extraordinary setting; and

WHEREAS, one of the ways the District seeks to accomplish this is by sponsoring special events on District tidelands; and

WHEREAS, in 2014, the District formalized its sponsorship program in BPC Policy No. 771, Tidelands Activation Program (or TAP) which established consistent and transparent criteria for evaluating and sponsoring events and activities; and

WHEREAS, the policy also established the 15-member Board committee referred to as the Tidelands Activation Program Advisory Committee (TAPAC) to review sponsorship applications and recommend funding to the Board; and

WHEREAS, BPC Policy No. 771 identified funding and/or services for the two different types of sponsorship events: Community Events and Signature Events; and

WHEREAS, although the policy differentiated between these two event types, all applicants ultimately competed for the same budget dollars; and

WHEREAS, in Spring, TAPAC would hold a public meeting, receive staff's recommendations, and provide applicants an opportunity to speak; and

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WHEREAS, TAPAC would make its own sponsorship recommendations, which would be delivered to the Board by staff for final approval and funded as part of the District's annual budget; and

WHEREAS, since 2014, TAP has sponsored a broad range of special events, which have helped promote the mission of the District and activate the tidelands; and

WHEREAS, at the onset of the COVID-19 pandemic in March 2020, TAP events were suspended as the mandatory stay-at-home orders went into effect and since then TAP has only been used to grant fee waivers for qualifying non-profits that were producing free events that are open to everyone; and

WHEREAS, Staff seeks to address programmatic challenges with TAP as well as new programs introduced in the past three years in an effort to produce a more comprehensive, holistic, and balanced group of sponsorship programs; and

WHEREAS, Staff seeks to rename BPC Policy No. 771 – Tidelands Activation Programs and identify four sponsorship types: Business Negotiated Events (BNE), Civic Event Program, Community Events and Expanded Access Events; and

WHEREAS, for FY24, staff recommends initiating a new sponsorship category to be incorporated into BPC Policy No. 771 called Expanded Access Events; and

WHEREAS, this event category would provide direct funding and fee waivers to reconnect people with some of the Port's under-activated parks, enhance recreation, and lead to increased public access; and

WHEREAS, Expanded Access Events would involve District staff proactively reaching out to community stakeholders to identify the type of event they would like to have produced in their community; and

WHEREAS, event types may include festivals, moving events like a family fun run, and car shows; and

WHEREAS, the Board would approve the amount of direct funding for the Expanded Access Program as part of the District's annual budget, and District staff would issue a call for proposals to solicit proposals from industry experts; and

WHEREAS, these four programs involve close collaboration with event producers and organizers, member cities, and community stakeholders which will help ensure direct funding for sponsorship events are appropriate for District sponsorship and that each program's budget is established in conjunction with the Board's annual budgetary process; and

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WHEREAS, these four programs provide a more comprehensive and holistic sponsorship strategy to activate the District's tidelands by further focusing District resources to sponsor events in a manner that more closely aligns with the District's mission, vision, and values; and

WHEREAS, the Board has received an update on district event sponsorship programs managed by Parks & Recreation and provided direction to staff regarding proposed changes to special event sponsorship programs and balanced access to Port parks; and

WHEREAS, District Staff recommends that the Board adopt a resolution amending BPC Policy No. 771: Tidelands Activation Program, to incorporate policy updates, re-define special event sponsorship categories, and clarify administrative practices.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners (BPC) of the San Diego Unified Port District that BPC Policy No. 771: Tidelands Activation Program, is hereby amended to incorporate policy updates, re-define special event sponsorship categories, and clarify administrative practices. A copy of which is on file in the Office of the District Clerk.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL

By: Assistant/Deputy

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 11th day of April 2023, by the following vote: