



BPC Policy No. 771

SUBJECT: SAN DIEGO UNIFIED PORT DISTRICT TIDELANDS ACTIVATION PROGRAM

PURPOSE: To provide criteria and a process to consider and grant sponsorships in support of events and activities promoting the mission of the San Diego Unified Port District.

POLICY STATEMENT:

Purpose

1. Pursuant to the San Diego Unified Port District (District) Act (*Harbors & Navigation Code* Appendix 1), the District is responsible for promoting commerce, navigation, recreation and fisheries on District Tidelands. The District's mission includes providing regional and community benefits through a balanced approach to maritime industry, tourism, recreation, environmental stewardship and public safety.
2. Pursuant to the District Port Master Plan, the District strives to provide: a) for the optimal present use and enjoyment of the bay and tidelands in such a way as to maintain options and opportunities that optimize future use and enjoyment; b) as trustee for the people of the State of California, administration of the tidelands so as to provide the greatest economic, social, and aesthetic benefits to present and future generations; and c) sensitivity to the needs, and cooperation with adjacent communities and other appropriate governmental agencies in bay and tideland development.
3. To support and carry out its mission, the District sponsors regional and community events and activities conducted by a variety of civic, non-profit, business and government organizations under the Tidelands Activation Program.

Sponsorship Types

1. District sponsorships under the Tidelands Activation Program are of two types:
 - a. Community Event Sponsorships. The District provides funding and/or services for events that promote one or more of the District's mission areas, with an emphasis on attracting the public to District Tidelands to

recreate; and on educating the public regarding the District and its mission.

- b. Signature Event Sponsorships. The District provides funding and/or District services to major public events that give title sponsorship or similarly valuable consideration to the District, attract large numbers of people to the Tidelands and generate significant, documented levels of positive financial impact, marketing value and/or promotional return to the District.
2. District services include but are not limited to the waiving of all or portions of fees for the use of District parks and facilities including parking spaces and the District's performance stage; the cost of providing District personnel to prepare, coordinate, conduct, and evaluate an event, as well as assist in regulatory compliance and obtaining necessary entitlements as required by applicable law; providing District equipment for an event, and other agreed-upon services at a set amount based upon the cost of the District services provided or negotiated not-to-exceed amounts. All waivers of District charges for parking spaces shall be in accordance with the appropriate internal District administrative procedures and guidelines.

Budget

The District's Waterfront Arts & Activation Department is responsible for budgeting all District sponsorships under the Tidelands Activation Program. Separate budget line items may be established for the aggregate of Community Event Sponsorships the aggregate of Signature Event Sponsorships, and/or for individual Signature Event Sponsorships.

Procedures & Criteria - General

All requests for sponsorship from the District shall be submitted to the District's Director of Waterfront Arts & Activation. The following sets out general procedures and criteria for the submitting, review and approval of sponsorships.

Procedures & Criteria – Community Event and Signature Event Sponsorships

1. Community Event and Signature Event Sponsorship applications shall be submitted in accordance with an annual timeline and application guidelines implemented by the Director of Waterfront Arts & Activation.
2. To be eligible for a sponsorship, a Community Event or Signature Event should occur on District Tidelands. For moving events with no single fixed location such as runs, walks and bike rides, at least a portion of the event must occur on District Tidelands and that portion occurring on District Tidelands must include a majority of the participants in the event (e.g. the beginning or finish line of a race). If a proposed event will not occur on District Tidelands, the applicant must show how the proposed event meets the criteria set forth in Sections 3a. through 3e. or 4a. through 4e. below.
3. Community Event Sponsorship applications will be evaluated using the following criteria.
 - a. Number of people the event will attract to District Tidelands considering the area utilized, the nature of the event and the affected community;
 - b. Ability of the event to address one or more of these activation, community engagement and education areas:
 - i. Attract diverse visitors and demographics to District Tidelands;
 - ii. Foster relationships between the District and its stakeholders in the region and community;
 - iii. Provide a desirable attraction that is rare or unique to District Tidelands, parks or facilities;
 - iv. Provide the District with opportunities to educate the public and its stakeholders, promote one or more of its mission areas, attract attention to future economic activities and opportunities on the District Tidelands, and activate its parks, the waterfront and San Diego Bay through community engagement and/or media coverage;
 - v. Become self-sustaining through broad support and sustainable funding.
 - c. Ability and methods used to measure the event's attendance and support;
 - d. Percentage of the event's budget that is being requested from the District including both District funding and services;
 - e. Projected impacts of the event, positive and negative, on District tenant businesses and the surrounding community, including displacement of parking, traffic and pedestrian circulation; noise and concessions that compete with local businesses.

4. Signature Event Sponsorship applications will be evaluated using the following criteria:
 - a. Number of people the event will attract to District Tidelands considering the area utilized, the nature of the event and the affected community;
 - b. Documented past and expected future economic impact and financial return to the District. For Signature Events Sponsorships, the District in its sole discretion may conduct an audit and/or require at the applicant's sole cost and expense a post-event economic impact analysis using a scope and methodology approved by the District as a condition of receiving funding and/or District services;
 - c. Expected promotional and/or marketing value of the event for the District through attendee participation, event promotion and media coverage;
 - d. Ability of the event to:
 - i. Attract diverse visitors and demographics to District Tidelands;
 - ii. Foster relationships between the District and its stakeholders in the region and community;
 - iii. Become self-sustaining;
 - iv. Grow in numbers.
 - e. Percentage of the event's budget that is being requested from the District including both District funding and services.

5. Community Event and Signature Event Sponsorship applications will be reviewed and evaluated using the following process:
 - a. District staff will review each application and prepare preliminary recommendations for funding and/or District services. In conducting its reviews of sponsorship applications, staff will consult with the applicant and any potentially impacted parties including government or resource agencies, community organizations and District tenants to identify and determine the nature and extent of any impacts of the proposed event or activity.
 - b. A BPC-appointed Tidelands Activation Program Advisory Committee will review District staff recommendations and make its recommendations for funding and/or District services for each application.
 - c. District staff will finalize its recommendations for Board of Port Commissioners (BPC) consideration.

6. Unbudgeted or out-of-cycle requests for Community Event or Signature Event sponsorships will be assessed by the Director of Waterfront Arts & Activation and considered on a case-by-case basis. To be considered for sponsorship funding or services, the requestor must provide a compelling reason(s) for submitting the sponsorship request out-of-cycle.
7. Following approval of a sponsorship by the BPC, the District and the sponsorship recipient will enter into an agreement that sets out the obligations of both parties as they relate to the District's sponsorship of the event or activity. Except as addressed below, the District will execute single-year agreements with the recipients of sponsorships.
8. Beginning with the Fiscal Year 2018-2019 TAP, and will offer to the recipients of Signature Event Sponsorships the option of negotiating multi-year agreements for terms of up to three years. District staff reserves the right to not recommend such an agreement for a Signature Event, but shall put forth the reasons to the sponsorship recipient and the BPC. In developing its recommendation, District staff will consider the event's history with respect to its economic, financial and/or promotional impact as a District-sponsored or previously non-sponsored event. District funding and/or services for the second and third years of a multi-year agreement are contingent on the fulfillment of the sponsorship recipient's obligations to the District in the previous year, as well as the approval of the budget for the event by the BPC in each year. The recipients of multi-year agreements will be required to provide reports of the results of their events as determined by the District but will not be required to reapply to TAP for years two and three, potentially reducing administrative costs to District and event sponsor and providing other potential benefits.

Tidelands Activation Program Advisory Committee

1. A Tidelands Activation Program Advisory Committee (Committee) will be appointed annually to review District staff recommendations and make its recommendations for funding and/or District services for each application.
2. The Committee will consist of a non-voting Chairperson, a non-voting Alternate Chairperson, a minimum of seven at-large voting members, and six non-voting advisory members representing the San Diego Port Tenants Association and each of the five District member cities.

3. The Committee Chairperson, Alternate Chairperson and at-large voting members shall be appointed by the Chair of the Board of Port Commissioners during the calendar year in which the Committee will review sponsorship applications. The Committee Chairperson and Alternate Chairperson positions may be filled by Port Commissioners.
4. The San Diego Port Tenants Association (SDPTA) representative to the Committee shall be designated by the Executive Director of the SDPTA or his or her designee.
5. The individual District member city representatives to the Committee shall be appointed as agreed upon between the District and appropriate individual city administrative staff.
6. A quorum will consist of the Committee Chairperson or Alternate Chairperson and a majority of the at-large members.

RESOLUTION NUMBER AND DATE: 2018-024, dated January 9, 2018 (Supersedes BPC Policy No. 771, Resolution 2016-09, dated January 12, 2016; Resolution 2014-106, dated May 6, 2014)