

Attachment B to Agenda File No. 2019-0091

WAA Signature Parks  
Imperial Beach  
Recreation Educate TAPAC Port  
San Diego Waterfront Bay  
ACTIVATION TIDELANDS Community People  
Coronado Place Activate TAP District Chula Vista CP PROGRAM FY20

# FY20 TAP

Tidelands Activation Program  
**Event Applications**





# FY20 Signature Events





## Tidelands Activation Program (TAP) FY20

### Signature Event Evaluations

#### Organization & Event Name

#### Application No.

Fast Forward Futures LLC - San Diego Bay Wine + Food Festival .....	<b>1S</b>
National City Chamber of Commerce - 8th Annual International Mariachi Festival and Competition .....	<b>2S</b>
San Diego Symphony Orchestra - Bayside Summer Nights .....	<b>3S</b>

#### Signature Events with Multi-Year Agreements

3D Art Expo LLC - U.S. Sand Sculpting Challenge and Dimensional Art Exposition .....	<b>4SM</b>
City of Chula Vista - Chula Vista HarborFest .....	<b>5SM</b>
San Diego Bay Parade of Lights - Annual San Diego Bay Parade of Lights.....	<b>6SM</b>
San Diego Fleet Week Foundation - San Diego Fleet Week .....	<b>7SM</b>
Sun and Sea Festival, Inc. - Sun and Sea Festival .....	<b>8SM</b>





**Tidelands Activation Program**  
**Application & Evaluation Form FY2020**  
 (July 1, 2019 – June 30, 2020)

1S

Signature

ORGANIZATION	EVENT	DATE(S)
Fast Forward Futures, LLC	San Diego Bay Wine + Food Festival	11/23/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North (San Diego)		
<p><b>Applicant's Description:</b> 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 11,000 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 tenth 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 \$440,000 in scholarships to San Diego County students and professionals. Now entering our 16th 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.</p>		
<b>Attendance:</b> 5,350		
<b>Admission/Fees:</b> \$35 - \$250 depending on event. The Festival is over an 8-day period, with the largest attendance on Sat on Port property. Other events are spread throughout the city and to Port tenants.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$28,000	\$ 0	\$23,170	\$20,170
FY2018	\$22,500	\$ 0	\$16,240	\$12,240
FY2017	\$30,000	\$ 0	\$25,050	\$15,000

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$30,000	\$23,800	\$743,800	7%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$70,000	\$16,200	\$40,000

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	\$ 0	<b>Services:</b>	\$23,800
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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 \$23,800 in value.

Staff recommendation: \$0 in funding and \$23,800 in service fee waivers for San Diego Bay Wine + Food Festival.



**Tidelands Activation Program**  
**Application & Evaluation Form FY2020**  
 (July 1, 2019 – June 30, 2020)

2S

Signature

ORGANIZATION	EVENT	DATE(S)
National City Chamber of Commerce	8th Annual International Mariachi Festival and Competition	3/8/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park (Chula Vista)		
<p><b>Applicant's Description:</b> Held on March 8, 2020, the 8th Annual International Mariachi Festival is a one of a kind community event at Bayside Park providing live entertainment for families to come together and celebrate San Diego's Mexican heritage through mariachi music. Expected attendance is 15,000. 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, bungy activities, aquatics recreation, face painters, Caricature artists, carnival game booths, arts &amp; crafts, and special visit by the San Diego Padres Friar; 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. The mariachi program supports today's youth in their artistic, individual and educational development. 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. The conference leads to a private showcase concert. On the third day, conference participants and members of the public are invited to the mariachi festival at Bayside Park. These events lead to brand exposure, increased tourism, economic impact, youth development, and improved public image for the Port and the South Bay. Sponsors receive invaluable recognition and are credited with the cultural empowerment of the communities they serve.</p>		
<b>Attendance:</b> 10,950		
<b>Admission/Fees:</b> Admission to the event is \$5 for adults, free for kids \$20 per car to park in preferred parking and \$10 per car and offer free shuttle service from at least 3 additional park and ride locations.		
<b>Years in Existence:</b> 8		<b>Years Port-Sponsored:</b> 8

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$100,000	\$65,000	\$46,202	\$46,202
<b>FY2018</b>	\$75,000	\$60,000	\$47,620	\$47,620
<b>FY2017</b>	\$75,000	\$55,000	\$38,300	\$38,300

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$100,000	\$31,237	\$263,737	50%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$105,600	(\$25,637)	\$70,600

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$65,000</b>	<b>Services:</b>	<b>\$31,237</b>
<p><b>Comments:</b> The 8th Annual International Mariachi Festival and Competition continues to thrive as an annual waterfront event on the Tidelands and a 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 its support at the FY19 funding level and grant a full service fee waiver.</p> <p>Staff recommendation: \$65,000 in funding and \$31,237 in service fee waivers for 8th Annual International Mariachi Festival and Competition.</p> <p><i>Note: In advance of the 2018 event, the applicant requested and received approval to relocate the event from Pepper Park in National City to Bayside Park in Chula Vista to better support the growing event.</i></p>			





**Tidelands Activation Program**  
**Application & Evaluation Form FY2020**  
 (July 1, 2019 – June 30, 2020)

**3S**

Signature

ORGANIZATION	EVENT	DATE(S)
San Diego Symphony Orchestra	Bayside Summer Nights	6/30/2019-9/1/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park South (San Diego)		
<b>Applicant's Description:</b> 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 30, 2018 and concluding on September 3, 2018. Bayside Summer Nights takes place at Embarcadero Marina Park South. Located along beautiful San Diego Bay, Embarcadero Marina Park South provides the Symphony's Summer Pops concert series a prime location for maximum public exposure. Situated behind the San Diego Convention Center, the Embarcadero Marina Park South location exposes thousands of residents, tourists and convention visitors to the musical artistry of this city's premiere symphonic orchestra. Bayside Summer Nights mixes classical favorites and pop music in a festive, outdoor atmosphere on San Diego's picturesque waterfront. 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.		
<b>Attendance:</b> 70,000		
<b>Admission/Fees:</b> Tickets range from \$20 to \$100, depending on event and seating area.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$150,000	\$ 0	\$265,842	\$265,842
<b>FY2018</b>	\$150,000	\$286,968	\$ 0	\$263,010
<b>FY2017</b>	\$150,000	\$15,000	\$202,060	\$202,060

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$280,668	\$3,380,668	9%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$25,000	(\$280,668)	\$0

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$280,668</b>
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**Comments:** 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. 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.

*Staff recommendation: \$0 in funding and \$280,668 in service fee waivers for Bayside Summer Nights.*

*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, 2019 to coincide with its fiscal year.*



**Tidelands Activation Program**  
**Application & Evaluation Form FY2020**  
 (July 1, 2019 – June 30, 2020)

**4SM**

**Signature**

ORGANIZATION	EVENT	DATE(S)
3D Art Expo, LLC	US Sand Sculpting Challenge and Dimensional Art Exposition	8/31/2019 - 9/2/2019

**Organization Type:** For Profit

**Location:** Broadway Pier & Port Pavilion (San Diego)

**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

**Admission/Fees:** \$7-\$15

**Years in Existence:** 8

**Years Port-Sponsored:** 7

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$50,000	\$15,000	\$78,450	\$78,450
<b>FY2018</b>	\$35,000	\$ 0	\$75,630	\$71,630
<b>FY2017</b>	\$30,000	\$ 0	\$41,780	\$25,000

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$50,000	\$78,450	N/A	N/A

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
N/A	N/A	N/A

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$15,000      **Services:** \$78,450

**Comments:** Prior to the FY20 TAP application cycle, 3D Art Expo, LLC indicated to the Port their interest in generating a multi-year agreement for sponsorship of the US Sand Sculpting Challenge and Dimensional Art Exposition under the TAP. 3D Art Expo, LLC met the obligations of its FY19 sponsorship agreement with the Port and staff recommends for FY20 the amounts of sponsorship granted under the FY19 agreement, specifically \$15,000 in funding and waiver of fees for Port services in the amount of \$78,450.

Staff recommendation: \$15,000 in funding and \$78,450 in service fee waivers for the US Sand Sculpting Challenge and Dimensional Art Exposition.



**Tidelands Activation Program**  
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 (July 1, 2019 – June 30, 2020)

**5SM**

**Signature**

ORGANIZATION	EVENT	DATE(S)
City of Chula Vista	Chula Vista HarborFest	8/17/2019
<b>Organization Type:</b> Government		
<b>Location:</b> Bayside Park (Chula Vista)		
<b>Applicant's Description:</b> 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.		
<b>Attendance:</b> 40,000		
<b>Admission/Fees:</b> Free general admission with ticketed tasting events that range from \$10 to \$40, paid activities and paid parking costing up to \$10		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$70,000	\$70,000	\$70,000	\$89,146
FY2018	\$90,000	\$70,000	\$99,640	\$99,640
FY2017	\$75,000	\$60,000	\$88,730	\$88,730
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$70,000	\$89,146	N/A	N/A	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
N/A	N/A	N/A		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$70,000</b>	<b>Services:</b>	<b>\$89,146</b>
<b>Comments:</b> Prior to the FY20 TAP application cycle, the City of Chula Vista indicated to the Port their interest in generating a multi-year agreement for sponsorship of Chula Vista HarborFest under the TAP. The City of Chula Vista met the obligations of its FY19 sponsorship agreement with the Port and staff recommends for FY20 the amounts of sponsorship granted under the FY19 agreement, specifically \$70,000 in funding and waiver of fees for Port services in the amount of \$89,146.			
Staff recommendation: \$70,000 in funding and \$89,146 in service fee waivers for Chula Vista HarborFest.			



**Tidelands Activation Program**  
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 (July 1, 2019 – June 30, 2020)

**6SM**

**Signature**

ORGANIZATION	EVENT	DATE(S)
San Diego Bay Parade of Lights	Annual San Diego Bay Parade of Lights	12/8/2019 & 12/15/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> San Diego Bay		
<p><b>Applicant's Description:</b> 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.</p> <p>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.</p>		
<b>Attendance:</b> 150,000		
<b>Admission/Fees:</b> Free to the public; boat entry fee is \$50		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$20,000	\$20,000	\$9,950	\$9,950
<b>FY2018</b>	\$20,000	\$15,000	\$9,930	\$9,930
<b>FY2017</b>	\$15,000	\$15,000	\$3,780	\$3,780

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$9,950	N/A	N/A

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
N/A	N/A	N/A

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	\$ 20,000	<b>Services:</b>	\$9,950
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**Comments:** Prior to the FY20 TAP application cycle, the San Diego Bay Parade of Lights entity (PoL) indicated to the Port their interest in generating a multi-year agreement for sponsorship of the Annual San Diego Bay Parade of Lights under the TAP. PoL met the obligations of their FY19 sponsorship agreement with the Port and staff recommends for FY20 the amounts of sponsorship granted under the FY19 agreement, specifically \$20,000 in funding and waiver of fees for Port services in the amount of \$9,950.

Staff recommendation: \$20,000 in funding and \$9,950 in service fee waivers for the Annual San Diego Bay Parade of Lights.



**Tidelands Activation Program**  
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 (July 1, 2019 – June 30, 2020)

**7SM**

**Signature**

ORGANIZATION	EVENT	DATE(S)
San Diego Fleet Week Foundation	San Diego Fleet Week	11/7/2019 – 11/11/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Broadway Pier and Pavilion, Broadway Plaza (San Diego)		
<b>Applicant's Description:</b> 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.		
<b>Attendance:</b> November 7-11 on Broadway Pier: Approximately 30,000		
<b>Admission/Fees:</b> Free to the public		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$50,000	\$35,000	\$72,298	\$72,298
<b>FY2018</b>	\$50,000	\$32,500	\$119,593	\$75,591
<b>FY2017</b>	\$75,000	\$50,000	\$67,950	\$10,500

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$35,000	\$72,298	N/A	N/A

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
N/A	N/A	N/A

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 35,000</b>	<b>Services:</b>	<b>\$72,298</b>
<b>Comments:</b> Prior to the FY20 TAP application cycle, the San Diego Fleet Week Foundation (FWF) indicated to the Port their interest in generating a multi-year agreement for sponsorship of San Diego Fleet Week under the TAP. FWF met the obligations of their FY19 sponsorship agreement with the Port and staff recommends for FY20 the amounts of sponsorship granted under the FY19 agreement, specifically \$35,000 in funding and waiver of fees for Port services in the amount of \$72,298.			
Staff recommendation: \$35,000 in funding and \$72,298 in service fee waivers for San Diego Fleet Week.			





**Tidelands Activation Program**  
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**8SM**

**Signature**

ORGANIZATION	EVENT	DATE(S)
Sun and Sea Festival, Inc	Sun and Sea Festival	7/13/2019 – 7/14/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Portwood Plaza, Dunes Park, Seacoast Drive between Imperial Beach Blvd and Palm Ave; and on the beach between Evergreen and Dahlia Streets.		
<p><b>Applicant's Description:</b> The first sandcastle competition was held in Imperial Beach in the 1960s, it was part of the community's birthday celebration. The new Sun &amp; 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:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>		
<b>Attendance:</b> Day 1- 1,500; Day 2-120,000		
<b>Admission/Fees:</b> Free to the public		
<b>Years in Existence:</b> 5		<b>Years Port-Sponsored:</b> 5

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$20,000	\$15,000	\$1,250	\$1,250
FY2018	\$20,000	\$10,000	\$730	\$730
FY2017	\$25,000	\$15,000	\$730	\$730
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$20,000	\$1,250	N/A	N/A	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
N/A	N/A	N/A		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$15,000</b>	<b>Services:</b>	<b>\$1,250</b>
<p><b>Comments:</b> Prior to the FY20 TAP application cycle, Sun and Sea Festival, Inc. (SSF) indicated to the Port their interest in generating a multi-year agreement for sponsorship of the Sun and Sea Festival under the TAP. SSF met the obligations of their FY19 sponsorship agreement with the Port and staff recommends for FY20 the amounts of sponsorship under the FY19 agreement, specifically \$15,000 in funding and waiver of fees for Port services in the amount of \$1,250.</p>			
<p>Staff recommendation: \$15,000 in funding and \$1,250 in service fee waivers for Sun and Sea Festival.</p>			

# FY20 Community Events







## Tidelands Activation Program (TAP) FY20

### Community Event Evaluations

Organization & Event Name	Application No.
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**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**1****Community**

ORGANIZATION	EVENT	DATE(S)
Alliance Francaise San Diego / Reva Tahiti Productions	Heiva San Diego	8/10/2019 - 8/11/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Port Pavilion on Broadway Pier (San Diego)		
<b>Applicant's Description:</b> The Heiva San Diego, a Cultural Festival representing Tahiti has positioned herself as the bridge between French Polynesia and the United States sharing our culture with multi-ethnic Polynesian communities. An event of celebration filled with the richness of our Polynesian culture which advocates supreme values! It is an experience our guests will never forget. We celebrate friendship, music, dancing, drumming, singing, arts & crafts and island spirit! Come escape with us into our Tropical paradise. This will be a fun and family-oriented event! Bringing Tahiti to San Diego, it's culture and traditions, for a weekend provides an exciting and unique opportunity for our Polynesian community. Heiva San Diego consists of: Pageant for Miss & Mr. Heiva, A Tahitian fashion Show, and Soloist & Couples Dance Competition. Tahitian Prizes, Auctions, Donations, Contributions, Grants and Scholarships are available and are truly memorable and unique opportunities for anyone who loves Tahiti.		
<b>Attendance:</b> 3,500		
<b>Admission/Fees:</b> General Admission: \$20; Children 12 and under: \$10; Dance competition entry fee: \$50; Vendor booths: \$300.		
<b>Years in Existence:</b> 8	<b>Years Port-Sponsored:</b> 1	

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$10,000	\$ 0	\$21,400	\$14,400
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$23,650	\$72,650	60%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$26,000	(\$17,650)	\$3,000

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$20,650</b>
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**Comments:** Heiva San Diego moved from the San Diego Concourse to Broadway Pier in 2018 and enjoyed a successful first year on the waterfront, attracting a diverse audience to San Diego Bay with an enjoyable cultural offering. For the 2019 Heiva San Diego event, staff is recommending that the Port waive all but \$3,000 of the use fees for Broadway Pier and the Port Pavilion. This is an increase in support above that provided in 2018 – when the Port waived all but \$7,000 of the fees for Heiva San Diego - and is intended to give the organizer additional resources needed to continue to grow their unique event.

Staff recommendation: \$0 in funding and \$20,650 in service fee waivers for Heiva San Diego.



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**2****Community**

ORGANIZATION	EVENT	DATE(S)
API Initiative	Pacific Rim Festival	4/25/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park North (Chula Vista)		
<b>Applicant's Description:</b> Pacific Rim Festival is a 1-day cultural event experience of music, dance, and food from countries such as the Philippines, Hawaii, Japan, Guam, and China. This event will showcase authentic dances, food, and art to educate people about their culture. San Diego has a large Asian Pacific Islander community including Filipinos and Polynesians especially living in the South Bay. The Chula Vista community and surrounding areas will see actual authentic dances, costumes, music, and food.		
<b>Attendance:</b> 2,000		
<b>Admission/Fees:</b> Free Admission; Vendor booths: \$50 - \$150 based on size		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$5,000	\$6,854	\$26,958	44%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$896	(\$10,958)	(\$4,104)		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$6,854</b>
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**Comments:** The Pacific Rim Festival offers ethnically diverse entertainment with the potential to attract growing numbers of individuals whose roots span the entire western Pacific region. Staff recognizes potential in this event concept and, while its recommendation is \$0 funding due to budget constraints, staff does recommend a waiver of all fees for the use of Bayside Park and the Port's stage.

Staff recommendation: \$0 in funding and \$6,854 in service fee waivers for the Pacific Rim Festival.



**Tidelands Activation Program  
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**3****Community**

ORGANIZATION	EVENT	DATE(S)
C & C Mentor Protege Program	C&C Mentor Protege Cycle Kickoff	10/10/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Port Pavilion on Broadway Pier (San Diego)		
<b>Applicant's Description:</b> The C & C Mentor Protégé Program (C & C) assists small business growth and development in the San Diego region through voluntary partnerships with larger firms and public agency support. This application is for a kickoff event for the program's 3rd cycle of mentor protégé pairings. The purpose of the kickoff event is to bring General Contractors, Subcontractors, small businesses, and public agencies together in support of growing the construction industry through a mentor protégé program that builds relationships between large and small companies and strengthens the construction community. The event will include presentations by the organization's staff along with success stories from previous mentors and protégés. There may be special guest appearances from local business and community leaders. Light refreshments will be provided. There will be exhibit tables available for public agencies, local businesses, and contractors to share their information with the attendees. Room setup will be determined once a location is specified. Our event is open to the general public.		
<b>Attendance:</b> 150		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,725	\$2,100	\$4,825	100%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$ 0	(\$4,825)	(\$2,725)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$2,100</b>

**Comments:** C & C Mentor Protégé Program Kick Off Event is a new TAP event. Organizers state their Mentor Protégé Program attracts small and large contractors with diverse backgrounds with a projected attendance of 150 for the third cycle of their program. The District has been invited to exhibit. Their written application indicates they are seeking additional funding sources from grants and contractor donations; however, no specific funding sources are stated.

Staff recommendation: \$0 in funding and \$2,100 in service fee waivers for C&C Mentor Protege Cycle Kickoff.



**Tidelands Activation Program  
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**4****Community**

ORGANIZATION	EVENT	DATE(S)
Challenged Sailors San Diego Inc.	Adaptive Sailing for Disabled Sailors on SD Bay	7/1/2019 - 6/30/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Coronado Tidelands Park and Harbor Island Park (Coronado and San Diego)		
<b>Applicant's Description:</b> Challenged Sailors San Diego provides adaptive sailing opportunities for disabled sailors in the San Diego area. CSSD operates on San Diego Bay most Fridays and Saturdays. Sailing is open to most disabilities with a focus on physical disabilities. CSSD operates from Sunroad Marina on Harbor Island.		
<b>Attendance:</b> 1,150		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 5		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$2,500	\$ 0	\$34,692	7%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$8,158	\$5,658	\$8,158		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$2,500</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** Challenged Sailors San Diego (CSSD) is a unique organization in San Diego and the applicant states they are the only adaptive organization in the area that provides a fleet of boats specially designed to accommodate those with disabilities regardless of skill level. They typically sail on Fridays and Saturdays and operate out of Port tenant facilities, Sunroad Resort Marina on Harbor Island and the Coronado Yacht Club. CSSD provides educational opportunities for those with disabilities and able-bodied people alike. The program supports the TAP mission of providing recreational opportunities and activating the bay while serving a diverse audience of children to senior citizens.

Staff recommendation: \$2,500 in funding and \$0 in service fee waivers for Adaptive Sailing for Disabled Sailors on SD Bay.

*Note: Challenged America (a program of the Disabled Businesspersons Association) has been a program in San Diego for many years and received TAP funding in the past. In 2014, Challenged America ended their small boat program and a group of volunteers acquired a fleet of eight Martin 16 sailboats. This new group has formed Challenged Sailors San Diego.*



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**5****Community**

ORGANIZATION	EVENT	DATE(S)
City of Coronado	Coronado Fourth of July Celebration	7/4/2019
<b>Organization Type:</b> Government		
<b>Location:</b> The fireworks are launched from a barge in Glorietta Bay. (Coronado)		
<b>Applicant's Description:</b> The \$30K in grant funding is requested to pay for a 15-20 minute fireworks display in Glorietta Bay which is the climax of The Coronado Fourth of July Celebration includes a parade, rough water swim, 12K Run/5K Walk, Fun Run, Art in the Park, Concert in Spreckels Park, and a Fireworks Show.		
<b>Attendance:</b> 50,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$25,000	\$25,000	\$ 0	\$ 0
<b>FY2018</b>	\$30,000	\$25,000	\$ 0	\$ 0
<b>FY2017</b>	\$25,000	\$25,000	\$ 0	\$ 0

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$30,000	\$ 0	\$134,419	22%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$104,419)	(\$134,419)	(\$104,419)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$20,000</b>	<b>Services:</b>	<b>\$ 0</b>

**Comments:** The City of Coronado and its Coronado 4th of July Committee continue to provide a well-produced and highly popular series 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 22% of the anticipated costs. In light of the available TAP budget and the need to assist other TAP events to establish themselves, staff recommends a maximum of \$20,000 for community events in FY20.

Staff recommendation: \$20,000 in funding and \$0 in service fee waivers for the Coronado Fourth of July Celebration.



**Tidelands Activation Program**  
**Application & Evaluation Form FY2020**  
 (July 1, 2019 – June 30, 2020)

**6****Community**

ORGANIZATION	EVENT	DATE(S)
City of Coronado	Movies on the Bay	7/12/2019 - 8/9/2019
<b>Organization Type:</b> Government		
<b>Location:</b> July 26, 2019: Tidelands Park; July 12 & August 9: Coronado Ferry Landing (Coronado)		
<b>Applicant's Description:</b> Movies on the Bay is a series of family-friendly outdoor movies held at various venues during the summer of 2019 and 2020. The movie series will include two movies being shown at the Coronado Ferry Landing (July 12 and August 9) and one movie being shown at Tidelands Park (July 26), all free of admission charges. This is the fifth year the Movies on the Bay series has been offered to the community. 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 Assistance Program. Estimated attendance for the movie series is expected to total 4,000. In addition to the movies themselves, pre-screen activities including face painting, inflatables, and family games will be offered to the community at each screening.		
<b>Attendance:</b> 4,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$10,500	\$3,500	\$3,500	\$2,100
FY2018	\$17,500	\$10,000	\$2,100	\$2,100
FY2017	\$10,000	\$2,500	\$1,050	\$1,050
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$10,500	\$300	\$10,800	100%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$ 0	(\$10,800)	(\$7,000)		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$3,500</b>	<b>Services:</b>	<b>\$300</b>
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**Comments:** Movies on the Bay continues to host a free-to-the-public series of events that attract people to the Port tidelands in Coronado. One of the three movie nights takes place in a Port park – Tidelands Park – and the others take place on a Port tenant leasehold at Coronado Ferry Landing. All three showcase the waterfront and promote visitorship to commercial businesses and public assets of the Port, as well as provide the Port with the opportunity to show messaging videos to attendees as part of the evening's elements. Given the amount of available TAP resources in the Port's budget, staff recommends funding of \$3,500 – enough to fully support the movie night that will be held in Tidelands Park – and waiver of fees for the use of the park, valued at \$300.

Staff recommendation: \$3,500 in funding and \$300 in service fee waivers for Movies on the Bay.





**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**7****Community**

ORGANIZATION	EVENT	DATE(S)
City of Coronado	Snow Mountain and Holiday Events	12/6/2019
<b>Organization Type:</b> Government		
<b>Location:</b> Ferry Landing Park (Coronado)		
<b>Applicant's Description:</b> Snow Mountain is held at the Coronado Ferry Landing as part of the City's Holiday Open House, which is in its 44th year. The event is held on December 6, 2019 and expects 18,000+ children and adults to play on the snow, visit Santa Claus, and enjoy games, contests, refreshments, and live entertainment. The event kicks off the start of the holiday shopping season for the Port of San Diego tenants located at the Ferry Landing and is a primary driver of customers in the area. The City and the Port tenants coordinate for this annual event that attracts thousands of visitors to the area in support of businesses at the Ferry Landing. Coronado Holiday Open House begins with Santa Claus (*and his fans) riding the ferry from San Diego to Coronado. Santa Claus visits with children at the Ferry Landing before joining the parade and Christmas tree lighting ceremony in downtown Coronado.		
<b>Attendance:</b> 18,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 19+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$30,000	\$25,000	\$ 0	\$ 0
FY2018	\$30,000	\$25,000	\$ 0	\$ 0
FY2017	\$30,000	\$25,000	\$3,150	\$3,150
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$30,000	\$6,825	\$36,825	100%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$ 0	(\$36,825)	(\$10,000)		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$20,000</b>	<b>Services:</b>	<b>\$6,825</b>
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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. For more than 19 years, 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. Since this event attracts people to a Port tenant property that stands to directly benefit from 18,000 visitors, staff would like to see a measure of funding for the event come from that tenant as a show of commitment to the continued success of Snow Mountain. In light of the available TAP budget and the need to assist other TAP events to establish themselves, staff recommends a maximum of \$20,000 for community events in FY20.

Staff recommendation: \$20,000 in funding and \$6,825 in service fee waivers for the City of Coronado's Snow Mountain and Holiday Events.



**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**8****Community**

ORGANIZATION	EVENT	DATE(S)
City of Imperial Beach	4th of July Fireworks	7/4/2019
<b>Organization Type:</b> Government		
<b>Location:</b> Portwood Pier Plaza and Imperial Beach Pier		
<b>Applicant's Description:</b> The Imperial Beach Independence Day fireworks show is part of the simultaneous Pyro Spectacular show at different locations around the bay. Imperial Beach hosts approximately 90,000 attendees from Imperial Beach, and surrounding south bay communities, including the Port Member cities of San Diego, National City, and Chula Vista. Prior to the fireworks show, the Navy Band Southwest provides a free concert for the attendees fortunate to find seating in the heavy traffic area of Portwood Pier Plaza for the evening, generating additional revenue to the coastal businesses. The free fireworks display provides a safe way to celebrate the national holiday and accessible to everyone in our socio-economically diverse community.		
<b>Attendance:</b> 90,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$25,000	\$25,000	\$ 0	\$ 0
<b>FY2018</b>	\$25,000	\$25,000	\$670	\$670
<b>FY2017</b>	\$25,000	\$25,000	\$730	\$730

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$27,500	\$ 0	\$45,310	61%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$17,810)	(\$45,310)	(\$25,310)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$20,000</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** Imperial Beach 4<sup>th</sup> of July Fireworks is the highly successful, annual culmination of a mutual effort by the City and the Imperial Beach community, as well as a cornerstone event for the South Bay. As in prior years, City staff will be required to obtain and adhere to the necessary permits and permissions from the cognizant resource and regulatory agencies. The City has requested an additional \$2,500 in funding above the \$25,000 requested and approved for its 2018 fireworks event. Given the high attendance at Imperial Beach 4<sup>th</sup> of July Fireworks, there are likely to be prospective businesses to take advantage of the substantial exposure the event offers. In light of the available TAP budget and the need to assist other TAP events to establish themselves, staff recommends a maximum of \$20,000 for community events in FY20.

Staff recommendation: \$20,000 in funding and \$0 in service fee waivers for Imperial Beach 4<sup>th</sup> of July Fireworks.



**Tidelands Activation Program  
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**9****Community**

ORGANIZATION	EVENT	DATE(S)
City of Imperial Beach	Symphony by the Sea	10/5/2019
<b>Organization Type:</b> Government		
<b>Location:</b> Portwood Pier Plaza (Imperial Beach)		
<b>Applicant's Description:</b> The Symphony by the Sea event highlights the City's beachfront and the unique Port District Facility – Portwood Pier Plaza. This event features 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. Historically, since 1990, the sunset performance has appealed to people of all ages, ethnicities and backgrounds and serves an expected crowd of over 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 this outdoor concert. Additionally, the free concert provides orchestral music accessible to everyone in our socio-economically diverse community.		
<b>Attendance:</b> 5,100		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$17,000	\$17,000	\$ 0	\$ 0
<b>FY2018</b>	\$17,000	\$17,000	\$450	\$450
<b>FY2017</b>	\$17,000	\$17,000	\$520	\$520

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$ 0	\$35,000	71%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$10,000)	(\$35,000)	(\$20,000)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$15,000</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** Symphony by the Sea provides a popular evening of entertainment at Portwood Pier Plaza that showcases San Diego State University's music ensembles. City residents, neighboring community members and visitors are invited to attend this free-to-the-public cultural offering. The City of Imperial Beach has requested an additional \$8,000 from the Port to fund Symphony by the Sea in 2019, and while staff understands that the costs have likely risen over recent years, this well-established and well-attended event should be able to offer promotional value that helps it garner private support. For 2019, staff recommends funding in the amount of \$15,000, or about 45% of the event's budget.

Staff recommendation: \$15,000 in funding and \$0 in service fee waivers for Symphony by the Sea.



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**10****Community**

ORGANIZATION	EVENT	DATE(S)
City of National City	Pepper Park Pop-up Series	8/1/2019 - 8/1/2020
<b>Organization Type:</b> Government		
<b>Location:</b> Pepper Park and Pepper Park Pier (National City)		
<b>Applicant's Description:</b> The Pepper Park Pop-up Series is a new series of events featuring a variety of creators and entrepreneurs hosted within Pepper Park in National City. The goal is to support members of the creative community, whether it be food, music, art or crafts by providing resources - including time and space - to create one of a kind experiences for attendees and vendors alike. The inaugural pop-up event will take place in the summer of 2019 as a reoccurring event leading up to a larger event to close out the Pepper Park Pop-up Series. The Pop-up Series will create a business incubator for local micro-entrepreneurs that are looking to expand their food or craft business and grow their customer base; serve as a flexible and adaptable outdoor space for community events; highlight the community with roots in the South Bay; serve as a bridge building effort between communities and cultures and bring awareness to Pepper Park and the National City Marina District. The Pop-Up Series is family-friendly and everybody is welcome to attend.		
<b>Attendance:</b> 12,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 0		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$50,000	\$8,304	\$78,304	74%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
(\$20,000)	(\$78,304)	(\$70,000)		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$0</b>	<b>Services:</b>	<b>\$8,304</b>
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**Comments:** Through this event series, the City of National City is seeking to activate the tidelands with arts offerings and showcase opportunities for local small businesses, in the same way successful events are produced in downtown San Diego and in the San Pedro warehouse district. The Pepper Park Pop-up Series is a novel concept with future potential. In March 2019, the Port assumed the ownership of the National City Aquatic Center adjacent to Pepper Park, and from April 2019 through the end of FY20 will be directly investing over \$200,000 in activation of the National City bayfront with new Port-commissioned artwork, a Port arts and culture event, aquatics camps and maintenance. Given the foregoing, Port staff recommends \$0 funding for the Pepper Park Pop-up Series. If the City of National City proceeds with these events, Port staff recommends waiving the fees for all Port services that include park use fees, parking, and use of the Port stage. Note: In following up with City staff, Port staff determined that the projected attendance for these events is 300 per event for a total of 900 attendees, versus the 12,000 reported in their application. Staff also recommends that the City of National City secure the services of a professional planner of similar events in order to give the Pop-up Series its best chance at success.

Staff recommendation: \$0 in funding and \$8,304 in service fee waivers for the Pepper Park Pop-up Series.



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**Community**

ORGANIZATION	EVENT	DATE(S)
City of National City	Summer Concert Series	7/13/2019 - 9/28/2019
<b>Organization Type:</b> Government		
<b>Location:</b> Pepper Park (National City)		
<b>Applicant's Description:</b> Summer Concert Series is a free summertime experience for the whole family, this event will bring music waves to the residents of National City. The event at Pepper Park will offer great music, plenty of room to dance, at a beautiful park setting so bring your blankets and picnic baskets and be ready to enjoy music together as the sun sets over the bay.		
<b>Attendance:</b> 900		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$5,536	\$20,536	24%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$5,000	(\$20,536)	(\$15,000)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$5,536</b>

**Comments:** The Pepper Park Summer Concert Series has provided enjoyable evenings on the National City waterfront through musical entertainment. In March 2019, the Port assumed the ownership of the National City Aquatic Center adjacent to Pepper Park, and from April 2019 through the end of FY20 will be directly investing over \$200,000 in activation of the National City bayfront with new Port-commissioned artwork, a Port arts and culture event, aquatics camps and maintenance. Given the foregoing, Port staff recommends \$0 funding for the Summer Concert Series. If the City of National City moves forward with the Summer Concert Series, Port staff recommends waiving the fees for all Port services that include park use fees, parking, and use of the Port stage at a value of \$5,536.

Staff recommendation: \$0 in funding and \$5,536 in service fee waivers for the Summer Concert Series.



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**12****Community**

ORGANIZATION	EVENT	DATE(S)
Cuck Fancer	Best Coast Beer Fest	3/14/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park South or Embarcadero North (San Diego)		
<b>Applicant's Description:</b> Best Coast Beer Fest is San Diego County's largest and most well attended beer festival, held annually at Embarcadero Marina Park South in March each year. 2019 marks the festival's 5th year and will be held on March 9, 2019. Best Coast Beer Fest 2020 is scheduled to be held on March 14, 2020. The festival currently has roughly 5,000 attendees and offers them the opportunity to sample and learn about over 200 beers from over 90 local breweries. In addition to featuring many of the west coast's craft breweries, attendees experience local cuisine, entertainment and artisan vendors.		
<b>Attendance:</b> 4,500		
<b>Admission/Fees:</b> Tickets range from \$35-\$105 depending on the ticket type and when it is purchased. We use a tiered pricing system where the ticket price increases by \$5 for GA and \$10 for VIP each month as we lead up to the festival. General admission includes entrance to the festival (1pm-4pm), a souvenir tasting cup and unlimited beer samples. VIP admission includes an extra hour of tasting (12pm-1pm), a VIP entrance line, an entrance to the festival, a souvenir pint glass and access to the exclusive VIP area including reserve brews and beer inspired cuisine.		
<b>Years in Existence:</b> 6		<b>Years Port-Sponsored:</b> 1

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$13,550	\$9,550
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$30,000	\$12,020	\$111,370	38%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$48,050	\$6,030	\$15,050

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$9,020</b>

**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 continues to grow and has proven to be 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 while tying it into the Port's missions of promoting public access and providing recreational opportunities.

Staff recommendation: \$0 in funding and \$9,020 in service fee waivers for Best Coast Beer Fest. Cuck Fancer will be responsible for the remainder of Port fees in the sum of \$3,000.

*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. Applicant has stated that, should Embarcadero Park South be under construction, they prefer to move event to Embarcadero Park North.*





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**13****Community**

ORGANIZATION	EVENT	DATE(S)
Cultures of the Americas	Dia De San Juan Salsa Festival	6/21/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Chula Vista: Bayside Park North (Chula Vista)		
<b>Applicant's Description:</b> Dia de San Juan Salsa & Bachata Festival is the longest running outdoor Salsa and Cultural Festival in San Diego. International Salsa Bands, Beer, Wine and Rum, Puerto Rican, Dominican and Mexican Food Booths, Merchandise vendors, kids fun zone VIP area which includes Bar access, Tables, Chairs, Umbrellas at first come first served, Portable Restrooms, View of the Stage. We will again giveaway a Scholarship for higher Education to a well deserved South Bay HS Graduate. This a Family Event all ages welcomed!		
<b>Attendance:</b> 2,300		
<b>Admission/Fees:</b> Ages 16 and up: \$35.00; VIP Tickets: \$60.00; Kids Ages 11 to 15: \$10.00; Kids Ages 10 and under: FREE; Seniors 65 + Active/Retired Military, First Responders: \$25.00		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 1

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	\$10,000	\$ 0	\$11,000	\$11,000
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$6,082	\$46,357	45%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$24,725	\$3,643	\$6,643

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$3,082</b>
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**Comments:** The Dia De San Juan Salsa Festival (Salsa Festival) was held in National City in June 2016 and in Chula Vista in 2018. Organizers indicate that the Salsa Festival has been celebrated in San Diego for more than 25 years and is a long-standing multicultural family-friendly event. Given that the Festival projects attendance at 2,300, and upon assessment of their budget, average ticket cost, and other funding request projections, staff does not recommend funding support.

Staff recommendation: \$0 in funding and \$3,082 in service fee waivers for the Dia De San Juan Salsa Festival. Cultures of the American will be responsible for the remainder of Port's fees in the sum of \$3,000.

*Note: The applicant did not submit a TAP application for FY19.*



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**Community**

ORGANIZATION	EVENT	DATE(S)
Downtown San Diego Partnership	Downtown Sessions	8/10/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park South Pier and Port Pavilion on Broadway Pier (San Diego)		
<b>Applicant's Description:</b> Downtown Sessions is a quarterly, one-day workout event that takes healthy living and exercise out of the studio and into public spaces of Downtown San Diego. From yoga instructors to boxing gyms, we partner with local fitness experts to provide a choose-as-you-go series of workouts for participants. We also invite health and wellness vendors to the event so that attendees can learn about opportunities to continue a healthy lifestyle in their everyday lives. This event has moved throughout parts of Downtown in order to highlight the unique scenes and businesses of each Downtown neighborhood, and its zero cost makes it accessible to anyone who would like to participate. Attendees can register beforehand or interested passersby can sign up on the spot. In the past, we have held this even in plazas or streets, but we also believe parks and other areas would service as a great location. Around 300 people typically attend this event as well as 10-15 wellness vendors. Registration typically opens at 7:30 am and the last class finishes at 12:30 pm. Depending on location and available resources, setup and breakdown each take about an hour to complete.		
<b>Attendance:</b> 300		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$600	\$2,910	\$5,410	65%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$1,900)	(\$5,410)	(\$5,410)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
<p><b>Comments:</b> The event dates required at Embarcadero Marina Park South Pier and the Port Pavilion on Broadway Pier were unavailable. Staff consulted with event organizers and proposed alternative dates, however the Downtown San Diego Partnership declined and withdrew their TAP grant request.</p> <p>Event organizer withdrew application due to scheduling conflicts.</p> <p>Staff recommendation: \$0 in grant funding and \$0 in service fee waivers for Downtown Sessions.</p>			





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**15****Community**

ORGANIZATION	EVENT	DATE(S)
Downtown San Diego Partnership	Free Yoga in the City	7/6/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Port Pavilion on Broadway Pier and Tuna Harbor Park (San Diego)		
<b>Applicant's Description:</b> Two of San Diego's greatest assets are its aesthetic beauty and the adventurous spirit among visitors and residents. Every Saturday morning, from 9am to 10am, we invite members of the community to tap into both of those qualities during a free yoga class. Hosted by the Downtown San Diego Partnership in conjunction with instructors from local yoga studio, Yoga One, this class promotes healthy living, an improved quality of life, and an opportunity to experience all that Downtown San Diego has to offer. This self-sustaining event has generated a regular following, and the monthly rotating locations allow yogis to explore and partake in the local scene of different parts of Downtown. Yoga speaks for itself, and thus, this event does not require an elaborate setup or coordination. Instead, it is a simple and natural way for Downtown residents to utilize their neighborhood, visitors to explore the city, and other San Diegans to experience the vibrant culture, businesses, and unique views Downtown has to offer the region. This event is free because we believe all residents and visitors should be able to participate in the healthy lifestyle San Diego's culture and natural beauty so easily lend themselves to. We are hoping to secure two months worth of Saturdays on San Diego Port Tidelands property for this.		
<b>Attendance:</b> 75		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$4,462	\$4,762	94%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$300)	(\$4,762)	(\$300)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$4,462</b>
<b>Comments:</b> The Downtown San Diego Partnership (DSDP) is offering to activate Port downtown open spaces with a free yoga event in return for a waiver of fees for the use of the Broadway Pier view court (two Saturday mornings) and Tuna Harbor Park (two Saturday mornings), and a small amount of metered parking. The requested facilities are centrally located with great views of the water, and DSDP has strong promotional capability to attract participants.			
Staff recommendation: \$0 in funding and \$4,462 in service fee waivers for Free Yoga in the City.			



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**16****Community**

ORGANIZATION	EVENT	DATE(S)
Duncan McIntosh Company Inc.	San Diego International Boat Show	6/11/2020 - 6/14/2020
<b>Organization Type:</b> For-Profit		
<b>Location:</b> Spanish Landing Park East & West (San Diego)		
<b>Applicant's Description:</b> Like most businesses, the marine industry fell into a deep recession at the end of 2008. The past 5 years have brought slow but steady recovery; however, it is difficult to say whether the industry will ever reach previous levels of success. The marine industry is a significant contributor to the economy in 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. Celebrating 17 years in 2020, the San Diego International Boat Show is a 4-day event promoting the marine industry and boating lifestyle, and welcomed more than 10,000 attendees in 2018. The 2019 show will feature more than 150 yachts in the water and 100 booths in Spanish Landing Park East. The show provides an opportunity for consumers to consider new boat purchases, gear, accessories, and travel. Attendees experience the boating lifestyle in a festive environment which includes hourly seminars, stand-up paddleboard and kayak demos, and family activities. This event directly influences sales and future consumer interaction with exhibiting companies, SD Port tenants and other marine businesses, and surrounding entertainment and lifestyle establishments (i.e. hotels, restaurants, parking lots). The show entrance and box office are located in the grass area at the eastern most point of Spanish Landing Park East. 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 San Diego based non-profit of our choosing, BBQ, San Diego-based food trucks, and Tiki Lounge hosted by Fiddler's Green Restaurant. 100% of sales generated by the non-profit go to the organization.		
<b>Attendance:</b> 10,000		
<b>Admission/Fees:</b> Admission: \$15 Adults, \$10 Military, Children 12 & under: Free; Vendors \$1000/booth or \$3.50 per square foot		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$41,000	\$ 0	\$47,582	\$47,582
<b>FY2018</b>	\$ 0	\$ 0	\$39,920	\$39,920
<b>FY2017</b>	\$40,000	\$ 0	\$36,620	\$36,620

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$47,582	\$53,024	\$523,024	19%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$37,582	(\$63,024)	(\$10,000)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$53,024</b>
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**Comments:** The San Diego International Boat Show continues to serve as a showcase event for an industry that is vital to the economies of the Port tidelands and the region, and part of the fabric of the bayfront. The show is both promotional and educational, providing the opportunity for persons new to or unfamiliar with boat ownership to interact with industry experts on all aspects of boating.

Staff recommendation: \$0 in funding and \$53,024 in service fee waivers for the San Diego International Boat Show.



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**Community**

ORGANIZATION	EVENT	DATE(S)
Emerald C Gallery	Coronado Music Festival	9/22/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Ferry Landing Park (Coronado)		
<p><b>Applicant's Description:</b> The Coronado Music Festival serves to provide a festival to celebrate all forms of music for the community of Coronado and San Diego, California. In addition to hosting musical artists (ranging from jazz, Latin, country, rock, R &amp; B, and classical music) the Coronado Music Festival will offer educational seminars on music theory, songwriting, music production. The Coronado Music Festival is currently seeking non-profit status. Philanthropic focus will be to support at risk youths through the education of music and art, allowing these youths to showcase their talents during the festival. The Coronado Music Festival will be the first ever official music festival for Coronado, California. The festival will be a three-day event beginning on the evening of 9/19/19 at the Hotel Del Coronado, featuring musical entertainment as well as art exhibition and sales. The second day (9/20/19) of the event will include live musical entertainment at various establishments across the island and a headliner performance at the Coronado Golf Course. Day three (9/21/19) from 12 pm to 6 pm, local artists will be displaying their work in a chalk art contest on the sidewalks at the Ferry Landing. That evening, from 7-9 p.m. a headliner musical performance (artist to be announced) will perform at the Ferry Landing. The Coronado Music Festival will be an annual, family friendly event, targeting all age groups and benefitting the community through the celebration of music and art. Admission will be free to all events. Ticket sales will occur in future events only to pay for band logistics and requirements of larger name performers. Sample packages would range from \$50 for 1 day, \$100 for 2 days, and \$150 for a 3 day, unlimited pass. Children 10 and under are free.</p>		
<b>Attendance:</b> 500		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 0		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$70,000	\$1,050	\$86,050	83%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
(\$15,000)	(\$86,050)	(\$85,000)		

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$ 0      **Services:** \$1,050

**Comments:** Emerald C Gallery is a visual arts organization that has applied to the TAP for support to produce a three-day music festival, a portion of which will take place in public space on the Port tidelands and for which the Port is requested to provide 80% of the budget. Port staff reviewed the organization's mission and the information on their website and was unable to identify whether they have the resources and experience in producing music events. The production of a music festival on the Coronado waterfront has potential, particularly outside of the summer season when visitor counts are lower. Given the available funding in the TAP budget and what is known about the Coronado Music Festival, staff recommends \$0 funding, while supporting the Festival with a waiver of all fees, \$1,050, for the use of Coronado Landing Park.

Staff recommendation: \$0 in funding and \$1,050 in service fee waivers for the Coronado Music Festival.



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**18****Community**

ORGANIZATION	EVENT	DATE(S)
Enlisted Leadership Foundation	Chief Petty Officer Pride Day	9/6/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Ruocco Park		
<b>Applicant's Description:</b> The Enlisted Leadership Foundation (ELF), a 501(c)(3) requests funding to support our Chief Petty Officer Pride Day (CPOPD). This event is our way to recognize the pride, leadership, and camaraderie of the Navy Chief Petty Officer and introduce the soon-to-be-promoted into the ranks of the Navy Chief. For 15 years this event has grown from 150 to over 3000 Navy Senior Enlisted Sailors, the growth has been mainly in the last five years since ELF adopted CPOPD. This one-day networking and mentoring event which begins onboard USS Midway Museum moves to Ruocco Park a San Diego Port Authority location. At the event site the over 3000 attendees engage in networking, marching, cadence competition, and dining. For periods of time the general public can witness the group marching from Midway to the park site as well as on the television broadcasted by local media. A little history; The rank of Navy Chief was created on April 1, 1893. Unique to the United States Navy is the promotion from Petty Officer First Class (Enlisted Grade 6) to Chief Petty Officer (Enlisted Grade 7). In the Navy this promotion is preceded by a six weeks initiation season with a global, Navy-wide promotion taking place on September 16. Along with the leadership responsibilities is the network and teamwork associated with being a Navy Chief and the pride it ensues. This pride of the Navy Chief is what sets the Navy Chief apart from their sister services in the same enlisted pay grade position. The event begins at 7:00am and concludes at 4:00pm and is scheduled to occur on September 6, 2019. Leading up to CPOPD the San Diego area Chiefs get out in the community doing thousands of hours of volunteer work to show their appreciation for this great city that is so supportive of the military.		
<b>Attendance:</b> 3,300		
<b>Admission/Fees:</b> Admission: \$60.00		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$226,000	\$9,284	\$245,284	96%
SURPLUS PROJECTIONS			
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship	
\$240,500	\$5,216	\$11,500	

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$4,784</b>

**Comments:** The US Navy and, in particular, its contingent in San Diego, are key partners to the Port in a variety of ways that range from homeland security to environmental stewardship. Staff recognizes the importance of this relationship and recommends a Port sponsorship for CPO Pride Day. Given that CPO Pride Day has been held on Port tidelands for five years without sponsorship from the Port, and the budget submitted by the applicant organization conveys that CPO Pride Day is self-sustaining, staff recommends \$0 funding. In the interest of supporting the Navy and its non-commissioned officer contingent, staff recommends a partial waiver of service fees amounting to \$4,784, or about 50% of the total fee waivers requested for the use of Ruocco Park, associated parking and the Port stage, with the applicant responsible for the remaining \$4,500. Note: The \$4,500 is a flat fee that will not be changed if the applicant determines that they require a lower value of services from the Port.

Staff recommendation: \$0 in funding and \$4,784 in service fee waivers for Chief Petty Officer Pride Day. Enlisted Leadership Foundation will be responsible for the remainder of Port fees in the amount of \$4,500.



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Good Neighbor Project	48th Annual San Diego Bay Parade of Lights	12/8/2019 and 12/15/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Shelter Island past Embarcadero to Seaport Village and Marina Park, 10th Street Terminal to Coronado and back. (Coronado San Diego)		
<b>Applicant's Description:</b> Participation in the two-night annual San Diego Bay Parade of Lights. The parade is held 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 GNP 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 spectators. There will be approximately 100,000 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 long process working with local communities, schools, and other leadership groups for planning and decoration of the boat.		
<b>Attendance:</b> 120 each night		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$4,000	\$4,200	\$ 0	\$ 0
FY2018	\$4,200	\$3,500	\$ 0	\$ 0
FY2017	\$4,000	\$3,500	\$ 0	\$ 0
FY2020 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		
(\$10,800)	(\$15,000)	(\$11,000)		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$4,000</b>	<b>Services:</b>	<b>\$ 0</b>
<p><b>Comments:</b> 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 of 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.</p> <p>Staff recommendation: \$4,000 in funding and \$0 in service fee waivers for the Good Neighbor Project's program in conjunction with the 48th Annual San Diego Bay Parade of Lights.</p>			



**Tidelands Activation Program  
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**20****Community**

ORGANIZATION	EVENT	DATE(S)
Hubbs-SeaWorld Research Institute	Conservation Concert on the Bay	8/8/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> On Mission Bay. On the waterfront patio of our facility at 2595 Ingraham Street (Off-Tidelands)		
<b>Applicant's Description:</b> Hubbs-SeaWorld Research Institute presents their annual Conservation Concert on the Bay. This event is held on the beautiful east patio of our Mission Bay lab, usually from 5:30pm – 8:00pm. This popular event features delectable fare, a no-host bar, performances by local musicians, door prizes, animal ambassadors from SeaWorld and science chats with HSWRI's esteemed marine researchers. This event provides an opportunity for HSWRI to steward their most generous donors, and introduce new prospects to the Institute in a very intimate and relaxed atmosphere.		
<b>Attendance:</b> 125		
<b>Admission/Fees:</b> "Society" level donors are invited for free and invited to bring a guest. Prospective donors may be invited complimentary. If there is still space available, tickets may be sold to the event at a cost of \$50 each.		
<b>Years in Existence:</b> 3+		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$ 0	\$6,657	50%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$4,343	(\$5,657)	(\$5,657)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
<p><b>Comments:</b> Staff does not recommend sponsorship of the Hubbs-SeaWorld Research Institute Conservation Concert on the Bay under the Tidelands Activation Program as the event is not held on or adjacent to the Port Tidelands. Funding and services are provided to events that promote one or more of the District's mission areas, with an emphasis on attracting the public to District Tidelands.</p> <p>Staff recommendation: \$0 in funding and \$0 in service fee waivers for Hubbs-SeaWorld Research Institute Conservation Concert on the Bay.</p>			





**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Ilan-Lael, Inc.	Pacific Rim Park 25th Anniversary Celebration - Year of the Pacific Family	11/3/2019

**Organization Type:** Non-Profit

**Location:** Shelter Island Pacific Rim Park (San Diego)

**Applicant's Description:** 2019 marks the 250th anniversary of the founding of San Diego. 2019 also marks the 25th anniversary of the Pacific Rim Park (PRP) program, which is the international outreach of the Ilan-Lael Foundation. Founded by renowned San Diego artist James Hubbell, the PRP program has built seven friendship parks around the Pacific during the past quarter century. To celebrate this milestone and the many enduring friendships which have resulted, the Ilan-Lael Foundation will hold an international celebration of PRP members, mark the founding of our city, and the 25th anniversary of PRP a "reveal" event announcing the next PRP park site which will be built in 2020 – 2021. Activities may include cultural performances, food, art exhibits, art activities, music, dancing and camaraderie.

**Attendance:** 200

**Admission/Fees:** \$20 suggested donation

**Years in Existence:** 0

**Years Port-Sponsored:** 3

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	\$1,000	\$ 0	\$ 0	\$ 0
<b>FY2017</b>	\$1,000	\$2,000	\$360	\$360

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$576	\$13,426	42%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$5,650	\$74	\$650

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$0      **Services:** \$576

**Comments:** The Pacific Rim Park 25th Anniversary Celebration - Year of the Pacific Family event activates the waterfront and features renowned San Diego artist James Hubbell and one of the seven international Friendship Parks. Staff recommends support of the event as it furthers the Port mission to bring a one-of-a kind event to the tidelands and encourages a diverse audience of local as well as international visitors.

Staff recommendation: \$0 in funding and \$576 in service fee waivers for the Pacific Rim Park 25th Anniversary Celebration - Year of the Pacific Family.



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Institute for Shipboard Organization - Semester at Sea	Semester at Sea - Prospective Student Open Ship Event, Parent Event and multiple educational events	12/22/2019 - 1/5/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> B Street Pier & Cruise Terminal and Broadway Pier (San Diego)		
<b>Applicant's Description:</b> 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 2019 to January 4, 2020. Semester at Sea's 54-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 on 23 December 2019 to 4 January 2020 (13 days). All funding requests are based upon dockage in the port for the duration of the 13 days.		
<b>Attendance:</b> 2,400		
<b>Admission/Fees:</b> Bon Voyage Reception: \$25.00 per person; other events will have no admission charge.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$5,000	\$ 0	\$50,097	\$28,901
<b>FY2018</b>	\$5,000	\$ 0	\$39,934	\$39,934
<b>FY2017</b>	\$178,090	\$ 0	\$58,258	\$30,800

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$81,228	\$42,242	\$311,422	40%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$187,952)	(\$311,422)	(\$269,180)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$35,020</b>

**Comments:** Through its Semester at Sea Program, the Institute for Shipboard Education (ISE) has provided a valuable learning experience for college students and ISE's lifelong learner alumni who participate on the voyages of ISE's vessel, MV World Odyssey. This experience includes an extended port call at one of the Port of San Diego's two cruise facilities, during which ISE conducts promotional tours and interactions with prospective students from the region, as well as "welcome" and "bon voyage" receptions. The receptions and the turnaround of the vessel with new passengers for its subsequent voyage attract students' parents and ISE alumni from outside of the region, generating several hundred room-nights to Port tenant hotels and income to tenant visitor-serving businesses, as well as over \$500,000 in revenue to local supply and service providers for the vessel. Waiving the entirety of ISE's passenger fees (\$4,913) as well as all dockage and wharfage (\$30,107) totals a substantial amount, \$35,020. The Port's security cost surcharge will not be waived.

Staff recommendation: \$0 in funding and \$35,020 in service fee waivers for the Semester at Sea events. Institute for Shipboard Organization - Semester at Sea will be responsible for the remainder of Port's fees in the sum of \$7,223 – the Port's 15% security cost surcharge.





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**Community**

ORGANIZATION	EVENT	DATE(S)
Jacobs & Cushman San Diego Food Bank	San Diego Blues Festival	9/7/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North (San Diego)		
<b>Applicant's Description:</b> Now in its ninth year, the San Diego Blues Festival has become a tradition by providing the community with a major cultural event, a fund-raising event for the less fortunate in our region, and an addition to San Diego's robust tourism industry. The event at Embarcadero Marina Park North annually features some of the finest blues musicians in the world, highlighting an African-American art form. The festival has two stages, which rotate nine acts days, with a broad variety of blues from Hall of Fame performers to local San Diego musicians. No less than 10 members of the Blues Hall of Fame and five members of the Rock and Roll Hall of Fame have performed at event. The festival's impressive lineups have earned a reputation as being one of the leading blues festivals in the country. The family-friendly event is an all-ages festival with a base ticket price of \$35. Discount programs offer tickets as low as \$20, and children 12 and under are admitted free. The festival also enhances San Diego's tourism economy. In 2018, bluesfest visitors came from 29 states and five other countries. More than 21 percent of festival attendees are from beyond the county's borders.		
<b>Attendance:</b> 3,400		
<b>Admission/Fees:</b> Tickets: GA tickets are \$35, but discount opportunities exist to buy them for \$20. VIP is \$150. Children 12 and under are free.		
<b>Years in Existence:</b> 8	<b>Years Port-Sponsored:</b> 8	

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$9,918	\$5,918
<b>FY2018</b>	\$ 0	\$ 0	\$11,570	\$6,845
<b>FY2017</b>	\$16,120	\$ 0	\$10,520	\$6,000

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,968	\$9,564	\$372,664	6%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$153,868	\$133,336	\$139,900

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$6,564</b>
<b>Comments:</b> The San Diego Blues Festival continues to be a successful event on the San Diego bayfront which the organizers project will attract 3,400 people. The Blues Festival is a model activating event that benefits its charity while generating revenues for a variety of tenants, including local hotels. The Blues Festival has been a single-day event since 2016. Given the event's title sponsorship by AimLoan.com and the significant financial success 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 \$6,564.			
Staff recommendation: \$0 in funding and \$6,564 in service fee waivers for the San Diego Blues Festival. Jacobs & Cushman San Diego Food Bank will be responsible for the remainder of Port's fees in the amount of \$3,000.			



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**Community**

ORGANIZATION	EVENT	DATE(S)
Jacobs and Cushman San Diego Food Bank	Assemblymember Lorena Gonzalez - Annual Operation Gobble 2019	11/20/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Cesar Chavez Park (San Diego)		
<b>Applicant's Description:</b> Operation Gobble is the Assemblywoman's signature Thanksgiving turkey distribution in the community of Barrio Logan. We've partnered with the Port of San Diego every year to provide our constituents with access to healthy food, legislative and community resources, and an introduction to the beauty of Chavez Park during the holidays. Every year we serve between 200-400 families at this one distribution absolutely free of charge and on a first come first serve basis. It has become a critical program in the 80th Assembly District, where many families struggle to make ends meet.		
<b>Attendance:</b> 300		
<b>Admission/Fees:</b> Free Admission with voucher		
<b>Years in Existence:</b> 6		<b>Years Port-Sponsored:</b> 5

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$3,000	\$2,500	\$1,585	\$1,585
<b>FY2018</b>	\$5,000	\$2,500	\$1,505	\$1,505
<b>FY2017</b>	\$5,000	\$1,500	\$1,590	\$1,590

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$2,320	\$6,325	76%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$2,500	(\$2,320)	\$2,500

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$2,500</b>	<b>Services:</b>	<b>\$2,320</b>
<p><b>Comments:</b> Operation Gobble attracts 300+ 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 serves the 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.</p> <p>Staff recommendation: \$2,500 in funding and \$2,320 in service fee waivers for Jacobs and Cushman San Diego Food Bank and Assemblymember Lorena Gonzalez - Annual Operation Gobble 2019.</p>			



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Kiwanis Club of Imperial Beach/South Bay	Kiwanis Kids Fishing Derby	8/24/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Imperial Beach Pier and Portwood Pier Plaza (Imperial Beach)		
<b>Applicant's Description:</b> The 2019 Kiwanis Kids Fishing Derby celebrates 36 continuous years of providing an exciting day of fishing and environmental awareness at the Imperial Beach Fishing Pier. The Kiwanis Club of Imperial Beach/South Bay provides all fishing poles, bait and instruction on the use of fishing equipment. The event is from 9:00am to 11:30am. There is an award ceremony where all kids receive a prize. Some of the awards are for the largest fish, smallest fish and the most fish caught. Pizza and soft drinks are served during the awards ceremony.		
<b>Attendance:</b> 170		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10		<b>Years Port-Sponsored:</b> 4

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$1,500	\$1,000	\$ 0	\$ 0
<b>FY2018</b>	\$1,200	\$1,000	\$ 0	\$ 0
<b>FY2017</b>	\$1,000	\$1,000	\$ 0	\$ 0

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$ 0	\$3,200	78%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$600)	(\$3,100)	(\$2,100)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$1,000</b>	<b>Services:</b>	<b>\$ 0</b>
<p><b>Comments:</b> The Kiwanis Kids Fishing Derby at Portwood Pier Plaza remains a well-run, family-friendly event. The organizers have consistently 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. Attendance increased in 2018 as the Kiwanis teamed with Victory Outreach Church to expand their attendee reach by bringing children from East San Diego and San Ysidro to experience the ocean and participate in the Kiwanis Kids Fishing Derby. Organizers continue to provide the Port with prominent recognition for this modest amount of funding.</p> <p>Staff recommendation: \$1,000 in grant funding and \$0 in service fee waivers for the Kiwanis Kids Fishing Derby.</p>			



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**Community**

ORGANIZATION	EVENT	DATE(S)
Kiwanis Club of Imperial Beach/South Bay	Kiwanis Kids Ocean Science Discovery Day	9/28/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Imperial Beach Pier & Tin Fish Restaurant (Imperial Beach)		
<b>Applicant's Description:</b> The 2019 Kiwanis Kids Ocean Science Discovery Day provides an exciting morning of hands-on observation of important sea creatures that live in our ocean environment. Children under the direct supervision of parents, fisherman and marine scientists will be able to touch and observe octopus, lobster, fish, sea urchins and a variety of other sea creatures which live in our coastal environment. The unique and safe event at surrounding the Tin Fish Restaurant at the end of the Imperial Beach Fishing Pier will provide an unmatched event to educate our young people about our ocean environment. The Kiwanis Club of Imperial Beach/South Bay provides will provide all materials including display tables, microscopes and instruction of the creatures being observed. The event is from 9:00am to 11:30am. The children will be given a certificate of completion and T-Shirt which will have a sea creature imprint and the sponsorship by the PORT of SAN DIEGO. Food and soft drinks are being served by the Tin Fish Restaurant.		
<b>Attendance:</b> 180		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 0		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$ 0	\$3,250	77%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$650)	(\$3,150)	(\$2,150)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
<p><b>Comments:</b> The Kiwanis Club of Imperial Beach/South Bay is proposing a compelling event concept that is more appropriate for consideration from the Port's Environmental Fund which, unfortunately, will not be taking applications again until 2022. If the Kiwanis Club is able to produce this event without the Port's funding, Port environmental staff will attend the event to assess its effectiveness and consider potential for future Port support.</p> <p>Staff recommendation: \$0 in funding and \$0 in service fee waivers for Kiwanis Kids Ocean Science Discovery Day.</p>			



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Life Sports Foundation	Chula Vista Challenge Triathlon	8/11/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park North and Bayside Park South (Chula Vista)		
<b>Applicant's Description:</b> The Chula Vista Challenge Triathlon is in it's 9th year. This is a Triathlon starting and finishing on the Bay in Chula Vista. This year's event will be on August 11, 2019. 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 Blvd, 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 So. Cal Area.		
<b>Attendance:</b> 1,200		
<b>Admission/Fees:</b> \$50 to \$220 dollars depending on distance		
<b>Years in Existence:</b> 9		<b>Years Port-Sponsored:</b> 9

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$4,000	\$ 0	\$4,554	\$4,554
FY2018	\$4,000	\$ 0	\$8,140	\$8,140
FY2017	\$2,500	\$ 0	\$9,860	\$9,860
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$ 0	\$5,324	\$172,324	3%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$12,000	\$6,676	\$12,000		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$5,324</b>
<b>Comments:</b> The Chula Vista Challenge Triathlon event has continued to grow and has received Port support since its inception. 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 recommendation: \$0 in funding and \$5,324 in service fee waivers for the Chula Vista Challenge.			



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**Community**

ORGANIZATION	EVENT	DATE(S)
Life Sports Foundation	San Diego International Triathlon	6/21/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North, Spanish Landing Park East and Spanish Landing Park West (San Diego)		
<b>Applicant's Description:</b> The San Diego International Triathlon is one of the oldest triathlon in the world. It is probably the oldest Port sponsored event. It will be celebrating its 37th edition in 2019. 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.		
<b>Attendance:</b> 1,200		
<b>Admission/Fees:</b> \$50 to \$180 dollars depending on distance		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$12,618	\$9,618
<b>FY2018</b>	\$ 0	\$ 0	\$9,020	\$4,510
<b>FY2017</b>	\$ 0	\$ 0	\$16,260	\$12,000

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$11,776	\$131,776	9%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$20,000	\$8,224	\$17,000

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$8,776</b>
<b>Comments:</b> The San Diego International Triathlon is one of the longest-standing Port-sponsored events, will be celebrating its 37th year of operation in 2019. This established event continues to benefit Father Joe's Villages, San Diego's largest homeless services provider. The detailed budget submitted reflects a substantial pass-through to the beneficiary. The event supports the Port's Missions regarding public access and recreation.			
Staff recommendation: \$0 in funding and \$8,776 in service fee waivers for San Diego International Triathlon will be responsible for the remainder of Port's fees in the sum of \$3,000.			





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**Community**

ORGANIZATION	EVENT	DATE(S)
Living Coast Discovery Center	Animals on the Bay Day 2019	10/13/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Living Coast Discovery Center (Chula Vista)		
<b>Applicant's Description:</b> Since 2010, the Living Coast Discovery Center has hosted Animals on the Bay Day, a community event on San Diego Bay. Held in October, Animals on the Bay Day serves to introduce thousands of families and guests of all ages to coastal animals, plants, and habitats at low or no cost. In 2017, the event hosted 2,567 attendees of all ages. The purpose of this event is: <ul style="list-style-type: none"> <li>• To produce a fun-filled, family-friendly event and comprehensive day of environmental education in partnership with key stakeholders,</li> <li>• To inspire attendees to understand their impact on the environment and promote coastal conservation in their every-day lives, and</li> <li>• To connect underserved communities with coastal animals, plants, and habitats.</li> </ul> Several environmental partners will participate in the event hosting educational booths throughout the Living Coast. Past participants included 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 animal encounters, nature crafts, games, hands-on scientific experiments, watershed model demonstrations, guided nature walks, and educational lectures throughout the day.		
<b>Attendance:</b> 750		
<b>Admission/Fees:</b> \$3 per person for event and access the Living Coast Discovery Center		
<b>Years in Existence:</b> 9		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$7,500	\$ 0	\$ 0	\$ 0
<b>FY2018</b>	\$7,500	\$ 0	\$ 0	\$ 0
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 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
\$7,500	\$ 0	\$ 0

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
<b>Comments:</b> The Living Coast Discovery Center (LCDC) is located adjacent to the Port tidelands on federal property that is part of the Sweetwater Marsh National Wildlife Refuge. Animals on the Bay Day is a low-cost community event that showcases the wildlife at LCDC and teaches attendees about preservation, conservation, and other vital initiatives in a fun and highly interesting manner. Through its environmental fund, the Port has \$100,000 in service agreements with LCDC in support of the organization's environmental education efforts. Given the magnitude of the Port's ongoing support of LCDC, staff recommends \$0 funding. No services were requested.			
Staff recommendation: \$0 in funding and \$0 in service fee waivers for Animals on the Bay Day.			





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**30****Community**

ORGANIZATION	EVENT	DATE(S)
Living Coast Discovery Center	Farm to Bay 2019	8/3/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Living Coast Discovery Center (Chula Vista)		
<p><b>Applicant's Description:</b> Now in its tenth 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 2018, the Living Coast Discovery Center raised over \$110,000 in net proceeds, making it our most successful fundraising event. Funds are 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 2018 and the Port of San Diego was one of the community sponsors along with Marine Group Boat Works, Seven Mile Casino, UTC Aerospace Systems-Aerostructures, 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, over 90 percent of event waste was recycled or composted and diverted from landfills in 2018 – the highest totals ever for the event. 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!</p>		
<b>Attendance:</b> 400		
<b>Admission/Fees:</b> Admission: \$100 with discounts for multiple tickets and pre-sale purchases		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 8

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$5,000	\$7,500	\$ 0	\$ 0
FY2018	\$7,500	\$ 0	\$ 0	\$ 0
FY2017	\$10,000	\$2,500	\$ 0	\$ 0
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$7,500	\$ 0	\$35,400	21%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$112,100	\$104,600	\$104,600		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** As noted by the Living Coast Discovery Center (LCDC), Farm to Bay is the premier fundraiser that supports LCDC in its mission of providing environmental education and community programs that teach youth, their families, and visitors about the varieties, importance and sensitivity of local wildlife and their habitats. Additionally, Farm to Bay is a sustainable, zero-waste event that promotes recycling and composting. In 2018, Farm to Bay achieved net proceeds to LCDC amounting to over \$100,000, indicating that the event has reached a high level of sustainability and success. 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 the available budget for the TAP, staff recommends \$0 funding for Farm to Bay. No services were requested.

Staff recommendation: \$0 in funding and \$0 in service fee waivers for Farm to Bay.



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**31****Community**

ORGANIZATION	EVENT	DATE(S)
Love Thy Neighbor Movement	South Bay Latin Music Festival	7/27/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park North (Chula Vista)		
<b>Applicant's Description:</b> The South Bay Latin Music Festival is in its 4th year since inception and is being brought to the J Street Marina as a multi-cultural experience featuring Latin music, food, and dance. The festival provides world class Grammy-award winning artists that will bring the Latin music experience to local residents and those in surrounding counties. The festival promotes revenue for local businesses including: hotels, restaurants, and local vendors.		
<b>Attendance:</b> 1,500		
<b>Admission/Fees:</b> General Admission: \$30; VIP: \$60		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 2

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$20,000	\$0	\$5,850	\$5,850
<b>FY2018</b>	\$20,000	\$0	\$6,070	\$6,070
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$35,000	\$4,402	\$44,402	89%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$40,000	\$598	\$5,000

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$4,402</b>
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**Comments:** The South Bay Latin Music Festival has been held on the Chula Vista bayfront from 2016 through 2018 under the name South Bay Salsa Festival. In its first year, 2016, the organizer paid the Port the full price for the use of Chula Vista Bayside Park; and the 2017 and 2018 festivals were sponsored under the TAP with full waivers of fees by the Port. For the 2019 festival, now called the South Bay Latin Music Festival, staff is recommending continuing the Port's sponsorship by waiving all service fees, totaling \$4,402. Given the festival's apparently stable financial position and the TAP budget, staff recommends \$0 in funding.

Staff recommendation: \$0 in funding and \$4,402 in service fee waivers for the South Bay Latin Music Festival.



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**32****Community**

ORGANIZATION	EVENT	DATE(S)
Makers Arcade	Makers Arcade Holiday Fair	12/14/2019 - 12/15/2019
<b>Organization Type:</b> For-Profit		
<b>Location:</b> Broadway Pier and Port Pavilion at Broadway Pier (San Diego)		
<b>Applicant's Description:</b> Makers Arcade Holiday Fair is one of San Diego's best local shopping experiences of the year, where over 100 makers sell their handmade goods that include jewelry, ceramics, clothing, candles, bath and body, home goods and more! It is an all day experience where your \$5 admission not only gets you access to the unique shopping, but also allows you to participate in the free make and take craft table, take pictures at the photo booths, enjoy live music, take a rest in the kids corner and even meet Santa. San Diegans have continued to love and support this fair and it has grown in participants each year. Shoppers can take a break from their buying and purchase lunch from a variety of local food trucks out on the back pier as they soak in the views, and even enjoy a cocktail or two. Makers Arcade welcomes and appeals to all ages and we love seeing the variety and mix of people that come out. This beautiful area of downtown can often come across as more of a tourist experience, and we love that we bring our locals out to enjoy their city with this event that supports the art scene. By making it an affordable entrance fee, it attracts all sorts, and we also place special attention on making sure to create a family environment that is welcoming. Thank you very much for considering partnering with us for another year. We have so loved our experiences at the Broadway Pier!		
<b>Attendance:</b> 3,500		
<b>Admission/Fees:</b> \$5 admission at the door for people 13 and over. Kids 12 and under are free		
<b>Years in Existence:</b> 4		<b>Years Port-Sponsored:</b> 4

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$8,050	\$3,050
<b>FY2018</b>	\$26,925	\$ 0	\$8,050	\$4,025
<b>FY2017</b>	\$23,525	\$ 0	\$8,050	\$8,050

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$20,650	\$44,100	70%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$21,550	(\$9,100)	\$8,550

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$17,650</b>

**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 craft activities. Maintaining the \$5 admission fee helps create an affordable destination on the waterfront, and positively impacts neighboring businesses. Projected attendance compared to the reported income numbers in the budget submitted indicate that approximately 29% of attendees (1,000) are unpaid; note that children 12 and under are admitted at no charge. Staff has found this to be a successful event that features a Port tidelands venue.

Staff recommendation: \$0 in funding and \$17,650 in service fee waivers for Makers Arcade Holiday Fair. Makers Arcade will be responsible for the remainder of the Port fees in the amount of \$3,000.



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**33****Community**

ORGANIZATION	EVENT	DATE(S)
Mandate Project Impact, Inc.	Bayside Gospel Concert Aboard the Midway	8/24/2019

**Organization Type:** Non-Profit**Location:** Broadway Pier - USS Midway Museum flight deck, Embarcadero (San Diego)

**Applicant's Description:** The top of the flight deck of the famous USS Midway Aircraft Carrier overlooking the San Diego Bay is the scene for the 6th annual Bayside Gospel Concert Aboard the Midway on Saturday, August 24, 2019. This event brings another aspect of diversity to the Port, draws community together, and attracts tourists from across Southern California and surrounding states. An American art form celebration of Gospel Music, the concert supports youth employment training and honors those serving in the military, and features an internationally acclaimed gospel artist with various other local performers. An extensive social and broadcast media campaign runs for 4 months prior to the event. Net proceeds support Mandate Project Impact's youth employment training, which targets the underserved, to train up next generation entertainment industry professionals. This year MPI partners with the District Attorney's office on a year-long in-depth training program where intern projects will benefit government and community organizations. Substantial additional funding is required to fund the infrastructure required for programs such as this. The concert offers a real-life training ground for MPI's interns as they work a major music concert. Additional benefits provide food to military Veterans as well as free subsidized tickets to pre-identified low-income military to attend. Although this is a ticketed event, it is a very expensive one to produce. It is quite early for partners MPI has had in the past to advise of any 2019 support. We continue to seek out others and to bring in more patrons so as to become one viable social enterprise to help enable MPI's programs. We look forward to partnering with the Port. It is only through supporters such as you that this event is even possible.

**Attendance:** 1,200**Admission/Fees:** General Admission: \$25.00, VIP Reserved Seating: \$50.00**Years in Existence:** 5**Years Port-Sponsored:** 2

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$7,500	\$ 0	\$ 0	\$ 0
<b>FY2018</b>	\$7,500	\$1,000	\$ 0	\$ 0
<b>FY2017</b>	\$10,000	\$1,500	\$ 0	\$ 0

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$ 0	\$63,600	8%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$58,200)	(\$63,200)	(\$63,200)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** The Bayside Gospel Concert Aboard the Midway event promotes cultural tourism and brings a diverse audience to a Port tenant, the USS Midway. The concert helps activate the waterfront by drawing local and out-of-state visitors to San Diego Bay. The budget submitted for Bayside Gospel Concert Aboard the Midway reports approximately 31% of revenue from ticket sales and the projected balance from direct donations such as government grants, non-profit organizations, corporations, and individual donors. It is important to note that organizers have projected an increase in attendance as they secured a Saturday performance date for 2019. Initially, the Port provided seed money to support the event. Upon review of the available TAP budget and the direct-funding sum requested, and as the concert is held on a tenant leasehold, staff does not recommend grant funding.

Staff recommendation: \$0 in funding and \$0 in service fee waivers for Bayside Gospel Concert Aboard the Midway.



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**34****Community**

ORGANIZATION	EVENT	DATE(S)
Maritime Museum Association of San Diego	Port of San Diego Festival of the Sea	5/23/2020 - 5/25/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Maritime Museum of San Diego (San Diego)		
<b>Applicant's Description:</b> The Maritime Museum of San Diego is requesting the Port's support to host the second annual Port of San Diego Festival of the Sea. This event, designed with a broad public appeal in mind, will be held at the Maritime Museum itself over the three-day Memorial Day weekend in May 2020, utilizing the space aboard a number of Museum vessels, the quayside walkway and some parking spaces in front thereof, and of course the Bay itself. The Port of San Diego Festival of the Sea will be a premier art, culture, and education event held in the context of this inspiring Bayfront location. The core aspect of this Festival will be a visual arts display by prominent area and regional artists, with a focus on art that relates to the Bay and ocean, with artists provided exhibit space at no charge. Artists' creations, including painting, photography, jewelry, and pottery, will be available for purchase. The Festival also will feature an Education Zone for children aboard Star of India, the bar aboard the ferryboat Berkeley will feature adult beverages and live music, as will HMS Surprise. Boat rides will be available on the Museum's Pilot and its Vietnam-era Swift Boat, and the galleon San Salvador will offer sunset cruises on Saturday and Sunday. There will be gun battles on the Bay featuring the tall ship Californian and Bill of Rights every day, and there will be a movie night on Monday. The Festival also will feature a variety of food trucks to ensure that participants are well fed and watered themselves. The target audiences include families with children, students, millennials seeking a new waterfront entertainment opportunity, maritime buffs, and artisans and those who love art.		
<b>Attendance:</b> 9,000		
<b>Admission/Fees:</b> Adults: \$18; Children: \$8 (These are the standard admission prices for the Museum.)		
<b>Years in Existence:</b> 0*		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$40,000	\$ 20,000	\$6,550	\$ 6,550
<b>FY2018</b>	\$45,000	\$15,000	\$15,568	\$15,568
<b>FY2017</b>	\$40,000	\$20,000	\$13,485	\$13,485

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$40,000	\$1,050	\$76,730	53%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$62,350	\$21,300	\$6,250

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$15,000</b>	<b>Services:</b>	<b>\$1,050</b>
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**Comments:** Festival of the Sea is the reinvented Festival of Sail\* that was held annually on Labor Day weekend on the North Embarcadero for the 18 years prior to 2018. The first annual Festival of the Sea will take place on Memorial Day weekend, 2019. While it will feature many of the past maritime elements of its predecessor event, including vessel tours, rides and mock cannon battles, Festival of the Sea will have a distinct focus on visual arts related to the bay and ocean. Additionally, the event will provide live music, a movie night, and adult beverages that, along with its art focus, are intended to attract a wider demographic. Port staff agrees that the new festival is a well-conceived update and looks forward to the debut of the Festival of the Sea. For the May 2020 Festival of the Sea, staff recommends \$15,000 in funding and a full waiver of fees for the use of a small number of metered parking spaces on the North Embarcadero for the setup and duration of the event, totaling \$1,050. Staff will observe the 2019 Festival of the Sea and work with the museum on any minor changes to the event that will improve what should be a popular event that has the potential to grow its audience in the coming years.

Staff recommendation: \$15,000 in funding and \$1,050 in service fee waivers for Festival of the Sea.





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**35****Community**

ORGANIZATION	EVENT	DATE(S)
National City Chamber of Commerce	3rd Annual Bayside Brew and Spirits Festival	9/21/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Pepper Park and Pepper Park Pier (National City)		
<b>Applicant's Description:</b> Despite the craft beer surge in the San Diego region, and the beverage's undeniable history as one of the world's oldest and most multi-cultural beverages, no one has sought to recognize its international roots. Until now. That international flavor will be part of National City's 3rd annual Bayside Brew and Spirits Festival to be held Sept. 21 from noon to 5 p.m. at Pepper Park. The South Bay event will host more than 30 local and international micro-brewers, and feature live bands performing throughout the day. Participants will have the opportunity to explore working relationships with breweries and spirit manufacturers on both sides of the U.S.-Mexico Border. The event will also feature wines from Valle de Guadalupe and some of Mexico's finest tequila, mezcal and whiskey. A key aspect of Bayside Brew Fest will be our unique sense of place along what is probably the most dynamic and economically important border in the world. The event is also a reflection of National City's gradual emergence as a multi-cultural destination and residential community just 10 minutes from downtown San Diego. Its affordability and location are increasingly attracting millennials, young entrepreneurs, healthy food eateries and developers with a sensitivity to its contemporary tastes and unique urban and multi-cultural tapestry. VIP guests will enjoy exclusive early festival admission from noon to 1 p.m., sampling of select limited-release brews and wine, complimentary appetizers, unlimited access to the stage front VIP lounge, and a "meet and greet" with event sponsors and elected officials. \$50 VIP tickets and \$25 General admission tickets may be purchased online for prior to September 21. Designated drivers are encouraged to attend for a discounted admission of \$12.50. Kids: free.		
<b>Attendance:</b> 1,500		
<b>Admission/Fees:</b> Tickets \$25/person before event day and \$35 at the door with a cap of 1,500 tickets total. Maximum of 50 VIP tickets at \$50/person. VIP experience will include entry to the brew fest, meet and greet with artists, Photo opportunities, early admission, and specialty promotional item.		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 2

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$25,000	\$10,000	\$5,588	\$5,588
<b>FY2018</b>	\$40,000	\$10,000	\$5,160	\$5,160
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$5,888	\$47,888	44%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$30,250	\$9,362	\$20,250

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$5,000</b>	<b>Services:</b>	<b>\$5,888</b>
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**Comments:** The Bayside Brew & Spirits Festival organizers project a positive bottom line in their third year of operation and indicate continued growth in attendance, sponsorship dollars, and grant funding. The event supports the Port's mission of supporting recreational activities on the tidelands and introducing the National City Bayfront and Pepper Park amenities to diverse visitors.

Staff recommendation: \$5,000 in funding and \$5,888 in service fee waivers for the 3rd Annual Bayside Brew and Spirits Festival.

*Note: Staff allocated 74 non-trailer and non-ADA parking spaces for the event based on attendance trends; the Pepper Park parking lot is not intended for the Festival's event space, as that would prevent boaters from accessing trailer parking spaces and the park's boat launch ramp.*



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**36****Community**

ORGANIZATION	EVENT	DATE(S)
Navy Southwest Region Morale Welfare Recreation (MWR)	34th Annual Navy Bay Bridge Run/Walk	5/17/2020
<b>Organization Type:</b> Government		
<b>Location:</b> Tidelands Park (Coronado)		
<b>Applicant's Description:</b> The Navy's Bay Bridge Run/Walk was established 34 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.		
<b>Attendance:</b> 10,000		
<b>Admission/Fees:</b> Adults: \$42; Active Duty & Seniors: \$35; Children (4-12): \$21		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$5,000	\$ 0	\$22,380	\$22,380
<b>FY2018</b>	\$5,000	\$ 0	\$26,240	\$26,240
<b>FY2017</b>	\$5,000	\$ 0	\$24,640	\$24,640

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$24,556	\$384,556	8%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$101,500	\$71,944	\$96,500

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$24,556</b>
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**Comments:** The Navy Bay Bridge Run/Walk is a popular and successful fundraising event for the recreation, ticket, and tour programs that support the region's military and their families and operate without direct Department of Defense funding. The course for this event begins and ends on Port tidelands and offers a rare opportunity to cross the San Diego – Coronado Bay Bridge on foot. As a partner to the region's military – and in particular the U.S. Navy – in a variety of operations and initiatives, the Port of San Diego has sponsored the Navy Bay Bridge Run/Walk for the majority of the event's existence, and staff recommends continuing this partnership with a waiver of fees for the use of the park and parking spaces requested. Given the financial success of this event compared to other applicant events needing to get established, staff recommends \$0 funding.

Staff recommendation: \$0 in funding and \$24,556 in service fee waivers for the 34th Annual Navy Bay Bridge Run/Walk.

*Note: Each year on the day of the event, the Navy Bay Bridge Run/Walk utilizes the entire 173 available parking spaces in Tidelands Park for participants and VIPs, yet only requests the use of 10 spaces for event day in its TAP application. Staff will set aside the entire 173 spaces for the event's use on May 17, 2020 with the understanding that Navy Region Southwest MWR will request the use of all of those spaces in future TAP applications for this event so that the services used for this event may be properly characterized and documented.*





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**Community**

ORGANIZATION	EVENT	DATE(S)
One World Bridge	Powwow by the Sea	6/20/2020 - 6/21/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Portwood Pier Plaza (Imperial Beach)		
<b>Applicant's Description:</b> "The Powwow by the Sea" has been held for 14 years at the Portwood 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 4 to 6 drum singing groups that participate over the weekend that attracts over 500 to 1,000 spectators each of the two days. The event has around 30 vendors of varies Native American and other Indigenouness 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. The dancers and drummers that come to our event have a feeling of good will and kindness which is the true meaning of a Traditional powwow. Our powwow's MC (announcer) 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 powwow of its kind held in San Diego County. The dancing and drumming arena becomes sacred grounds the area inside the hay bundles circle. This is where the dancers dance and the drummers sing in honoring the Creator this area is called the "Sacred Grounds".		
<b>Attendance:</b> 1,650		
<b>Admission/Fees:</b> Free Admission. Vendor Fees: \$250 per space x 30 vendors.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 1

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$5,000	\$1,000	\$ 0	\$ 0
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$1,500	\$ 0	\$5,000	30%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$2,500	\$1,000	\$2,000

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$1,000</b>	<b>Services:</b>	<b>\$ 0</b>

**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 the rental of booths 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. The District acknowledges the importance of celebrating cultural diversity and encouraging visitors to the tidelands to experience unique events. The event supports the Port's mission of tourism and recreation.

Staff recommendation: \$1,000 in funding and \$0 in service fee waivers for the Powwow by the Sea.



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**38****Community**

ORGANIZATION	EVENT	DATE(S)
Outdoor Outreach	LEAD THE WAY	9/27/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Port Pavilion on Broadway Pier (San Diego)		
<p><b>Applicant's Description:</b> Outdoor Outreach invites the Port of San Diego to consider underwriting fee waivers for our LEAD THE WAY event to be held on Friday September 27, 2019 at the Port Pavilion on Broadway Pier. All LEAD THE WAY event proceeds are used to provide adventure-based youth development programming for underserved and at-risk youth in San Diego County. Now in its fifth year, our annual LEAD THE WAY event celebrates the power of the outdoors to change the course of a life and the story of a community. Hear from young people whose lives will never be the same because of the adventures they've had and the people they've encountered. And celebrate the community leaders who are working to break down barriers to get more young people outside. In 2019, LEAD THE WAY will also commemorate Outdoor Outreach's 20th anniversary. Over 300 community members will be in attendance, ranging from San Diego philanthropists, volunteers, staff, corporate partners, and elected officials.</p> <p>2019 LEAD THE WAY Event Schedule: 2:00 pm - Staff arrive and unload event-day materials, supplies and equipment 3:00 pm - Event set-up begins 5:00 pm - Event set-up complete 6:00pm - Cocktail hour, silent auction, and photo booth 7:00pm - Guests move to dining area 7:30pm - Auction closes; Program begins 7:30-8:30pm - Dinner and program; Program is youth-led and includes impact stories, awards presentations, and a live auction/paddle raise 9:00pm- Event concludes; Breakdown begins 11:00pm - Venue cleared</p>		
<b>Attendance:</b> 300		
<b>Admission/Fees:</b> Attendees: \$120 each; honorees and youth participants attend the event free of charge.		
<b>Years in Existence:</b> 4		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$5,000	\$7,000	\$45,070	27%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$116,930	\$104,930	\$111,930		

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$ 0      **Services:** \$7,000

**Comments:** Outdoor Outreach has been highly acclaimed for its success in providing recreational opportunities for underserved youth that enhance environmental stewardship and promote leadership and self-confidence. Many Outdoor Outreach programs take place on San Diego Bay, and Outdoor Outreach participants take part in bay cleanup efforts as part of their participation. They also receive and dispense important instructions in boating and water safety. Outdoor Outreach's LEAD THE WAY fundraiser stands to raise over \$110,000 for the organization's worthy programs, and Port staff recommends that the Port take part in supporting LEAD THE WAY with a waiver of the fees to utilize the Port Pavilion as the event venue, totaling \$7,000 in Port services. Given the past and projected financial success of LEAD THE WAY, staff recommends \$0 funding.

Staff recommendation: \$0 in funding and \$7,000 in service fee waivers for LEAD THE WAY.



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**39****Community**

ORGANIZATION	EVENT	DATE(S)
Ovarian Cancer Alliance of San Diego	Teal Steps Walk	9/28/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Tidelands Park (Coronado)		
<b>Applicant's Description:</b> The Teal Steps Walk is a 1 or 2 mile, untimed, family friendly charity Walk sponsored by The Ovarian Cancer Alliance of San Diego. For the last 3 years the walk has taken place at Tidelands Park in Coronado. The route takes walkers along the beautiful bayfront, down to the harbor Landing and then returns to the Tidelands Park. The purpose of the Walk is to raise awareness of ovarian cancer by honoring our survivors and to raise funds that will support our educational programs throughout the county. The event begins at 8:00 am and finishes at 11:30. Participants receive an event t-shirt and cinch backpack that holds educational materials from our organization as well as other promotional items. In addition to the Walk, the Teal Steps event includes music by a DJ, a high heel run (men only), raffle and silent auction, as well as booths for sponsors and vendors. Refreshments and water are provided. Participants are encouraged to form Teams for the event. Teams larger the 20 receive shirts with their team name on the back. Those with 50 members receive the team shirts as well as a pop up tent for their use during the event.		
<b>Attendance:</b> 800		
<b>Admission/Fees:</b> (by type of registrant) Early: \$30; Regular: \$35; Day of Event: \$40; Vendor booths: \$250.		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$1,704	\$27,204	25%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$40,000	\$33,296	\$35,000

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$1,704</b>
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**Comments:** The Ovarian Cancer Alliance of San Diego (OCASD) has held the Teal Steps Walk in Tidelands Park from 2016 through 2018, attracting a growing number of participants (300, 600 and 800 in the respective years of its existence), for which OCASD paid the Port the entirety of its park permit fees. For the 2019 Teal Steps Walk, OCASD has applied to TAP for the first time, requesting \$5,000 in funding, and fee waivers totaling \$1,704 for the use of the Tidelands Park and a small number of parking spaces on September 28, 2019. Funding of the Teal Steps Walk would constitute a pass-through to the OCASD's surplus for this event; therefore, staff recommends \$0 funding. To help the Teal Steps Walk grow as an event on the Port tidelands, staff recommends a full fee waiver in the amount of \$1,704.

Staff recommendation: \$0 in funding and \$1,704 in service fee waivers for the Teal Steps Walk.



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**Community**

ORGANIZATION	EVENT	DATE(S)
Point Loma Rotary Club	Ride the Point	11/9/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Harbor Island Park - Spanish Landing (San Diego)		
<b>Applicant's Description:</b> The 7th Annual Jim Krause Memorial Charity Bicycle Ride the Point to support pancreatic cancer research begins and ends at Liberty Station and traverses exclusive scenic bike paths and routes around beautiful San Diego. The purpose of the event is to connect the community by providing family-friendly bicycle rides that highlight the natural beauty, historical sites, recreational opportunities, and healthy lifestyles available on port lands. 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 Point Loma Rotary Club civic projects. The ride has three distances to accommodate different levels of bicycling experience. The 10 mile is a relatively flat course on bike paths in Liberty Station, Spanish Landing, and Harbor Island along beautiful San Diego Bay and is perfect for cruisers, beginning riders, challenged athletes, and families. The 25 and 62 mile are street rides with exclusive routes and challenging climbs around Cabrillo National Monument, Sunset Cliffs, Ocean Beach, Mission Bay, Mission Valley, and Mission Gorge. The public is invited to the free healthy lifestyle expo with local vendors, music, and refreshments.		
<b>Attendance:</b> 600		
<b>Admission/Fees:</b> Fees are based on route and age of rider and escalate based on when a rider registers: Child \$10, Adult \$40		
<b>Years in Existence:</b> 7		<b>Years Port-Sponsored:</b> 7

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$2,500	\$ 0	\$200	\$200
FY2018	\$1,500	\$ 0	\$200	\$200
FY2017	\$1,500	\$ 0	\$200	\$200
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$4,500	\$200	\$30,200	16%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$34.500	\$29.800	\$30.000		

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$ 0      **Services:** \$200

**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 tourism and 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, as 80% of attendees are from outside the region. Significant portions of the ride do not take place on tidelands. The event budget projects a net revenue of \$30,000 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; the family ride that attracts approximately 100 participants begins at Liberty Station, travels through Port tidelands, and finishes at Liberty Station.

Staff recommendation: \$0 in funding and \$200 in service fee waivers for Ride the Point.



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**Community**

ORGANIZATION	EVENT	DATE(S)
Rady Children's Hospital Foundation	Celebration of Champions	5/1/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North (San Diego)		
<b>Applicant's Description:</b> The Celebration of Champions is an event help to raise funds and support children battling cancer at The Peckham Center for Cancer and Blood Disorders at Rady Children's Hospital-San Diego. The Celebration of Champions began in 1996 with 94 champions , raising \$123,000.00 and today we're attracting 350+ champions and 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 lost their battle, support those currently in treatment and celebrate those in remission. There are three segments to the event's relay portion of the event. The first 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 is 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. At 12:00 we form a circle of life and sing a song. 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. Those in attendance, besides the champions, 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.		
<b>Attendance:</b> 2,000		
<b>Admission/Fees:</b> Sponsorship levels: Presenting Sponsor \$100,000.00 / Relay Race Sponsor \$50,000.00 / Champion Sponsor \$25,000.00 / Finish Line Sponsor \$15,000.00 / Starting Block Sponsor \$10,000.00 / Torch Sponsor \$5,000.00 / Pennant Sponsor \$1,500.00		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$ 0	\$ 0	\$5,184	\$5,184
FY2018	\$ 0	\$ 0	\$6,968	\$ 0
FY2017	\$ 0	\$ 0	\$4,900	\$4,900
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$ 0	\$6,324	\$67,324	9%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$419,000	\$412,676	\$416,000		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$3,324</b>
<b>Comments:</b> The Celebration of Champions is a therapeutic day away from Rady Children's Peckham Center for Cancer & Blood Disorders for 350+ pediatric cancer patients and 2,000+ family members and friends. 2020 marks the 25 <sup>th</sup> year of the event, which continues to be a major fundraising event for Rady's. Staff recognized the importance of supporting such a meaningful event that draws many visitors to the Port's Embarcadero Marina Park North. The Celebration is featured in a significant amount of print and live media while showcasing the tidelands as a recreational destination and the Port as a partner to key regional organizations. In consideration of the many years of sponsorship granted to the event, staff recommends a partial fee waiver.			
Staff recommendation: \$0 in funding and \$3,324 in service fee waivers for the Celebration of Champions. Rady Children's Hospital Foundation will be responsible for the remainder of the Port fees in the amount of \$3,000.			





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**42****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Alpha Foundation	21st Annual Sheila R. Hardin San Diego Multi-Cultural Festival	4/25/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Ruocco Park (San Diego)		
<b>Applicant's Description:</b> The 21st Annual San Diego Multi-Cultural Festival will be held on Saturday, January 11, 2020 from 11:00am to 5:00pm at Ruocco Park. The Multi-Cultural Festival which is being held in honor of its founder, Sheila Hardin, will take place at Ruocco Park along San Diego's beautiful waterfront in downtown San Diego. This Free Family-Friendly Festival which showcases San Diego's rich cultural diversity and traditional heritage through live music, dance performances, storytelling and children's activities. The Festival not only promotes cultural awareness and engagement, but it also provides a platform for local artisans and businesses to share their products, services and information. The food court offers a variety of cultural specific foods. The Festival also supports local youth programs and initiatives. Entertainment will include: Danza Azteca; the Bayou Brothers; Japanese Taiko; Curtis V and Walter Gentry Jazz; Cumbia Machin; African Drum Circle; and Imahen TaoTaoTano. The San Diego Alpha Foundation Inc., is excited to once again host the Multi-Cultural Festival in partnership with the San Diego Port District, County of San Diego, World Beat Cultural Center, Pazazz and many other Community groups.		
<b>Attendance:</b> 2,000		
<b>Admission/Fees:</b> Free Admission. Vendors - Informational: \$100; Retail: \$150; Food/Corporate: \$350		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 5

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$10,000	\$1,000	\$6,614	\$6,614
FY2018	\$10,000	\$1,000	\$4,320	\$4,320
FY2017	\$20,000	\$2,500	\$5,650	\$5,650
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$10,000	\$6,194	\$32,694	50%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$2,500	(\$13,694)	(\$6,500)		

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$1,000</b>	<b>Services:</b>	<b>\$6,194</b>
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**Comments:** After a year hiatus in 2019, the San Diego Multi-Cultural Festival is re-starting under its previous name of Sheila R. Hardin San Diego Multi-Cultural Festival, named in honor of the festival's founder and a long-time community activist in San Diego. 2020 will be the festival's fifth year on Port tidelands (it was previously held on the Martin Luther King Promenade in downtown San Diego) and will mark the festival's 21<sup>st</sup> year; the organizers anticipate attracting over 2,000 people to enjoy a variety of live entertainment offerings that showcase the region's cultural diversity. Port staff recommends supporting the Sheila R. Hardin San Diego Multi-Cultural Festival with \$1,000 in funding to help the organizers re-establish it on the Port tidelands; and a full waiver of Port services totaling \$6,194 for the use of Ruocco Park, its associated parking spaces, and the Port stage.

Staff recommendation: \$1,000 in funding and \$6,194 in service fee waivers for the 21<sup>st</sup> Annual Sheila R. Hardin San Diego Multi-Cultural Festival.



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**43****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Anglers	25th Annual San Diego Anglers Open Bay Bass Tournament	2/1/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Shelter Island Shoreline Park Central, Shelter Island Shoreline Park North, and Water: San Diego Bay (San Diego)		
<b>Applicant's Description:</b> 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 the proceeds to benefit numerous disadvantaged youth and disabled military veterans 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 throughout San Diego Bay. At 11:00am the event tent is open to the public where tournament visitors can meet with fishing 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.		
<b>Attendance:</b> 750		
<b>Admission/Fees:</b> Tournament anglers pay an entry fee of \$150 or a kayak entry fee of \$75. 100% of all entry fees are paid back to top 25 anglers as cash prizes. No Cost Event for spectators or general public to attend.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$3,500	\$ 0	\$2,355	\$2,355
FY2018	\$5,000	\$ 0	\$2,225	\$2,225
FY2017	\$5,000	\$ 0	\$2,075	\$2,075
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$3,500	\$2,295	\$47,070	12%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$3,500	(\$2,295)	\$ 0		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$2,295</b>
<b>Comments:</b> 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 recommendation: \$0 in funding and \$2,295 in service fee waivers for the 25th Annual San Diego Anglers Open Bay Bass Tournament.			
<i>*Note: The FY18 tournament was cancelled due to the Shelter Island Boat Launch Facility construction and the FY19 tournament was cancelled due to inclement weather.</i>			





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**44****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Anglers	9th Annual Port of San Diego Kids Fishing Derby	6/14/2020

**Organization Type:** Non-Profit**Location:** Bayside Park Pier (Chula Vista)

**Applicant's Description:** The Port of San Diego Kids Fishing Derby will be in its 9th 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 San Diego Anglers provided 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:** 250**Admission/Fees:** Free Admission**Years in Existence:** 9**Years Port-Sponsored:** 9

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$4,200	\$2,000	\$420	\$420
<b>FY2018</b>	\$3,000	\$1,000	\$755	\$755
<b>FY2017</b>	\$5,000	\$ 0	\$500	\$500

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$300	\$3,183	88%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$383)	(\$3,183)	(\$2,883)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b> \$ 0	<b>Services:</b> \$300
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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. The event gives local youth, who may not have had the opportunity to visit San Diego Bay, a chance to experience it. San Diego Anglers has remained a consistent partner to the Port over the years by working to raise awareness of fishing. This event educates the public on the fisheries within the San Diego Bay and demonstrates how participants can enhance conservation measures to ensure that resources are available to future generations. Given TAP budget limitations, staff recommends a waiver of services fees in support of this event.

Staff recommendation: \$0 in funding and \$300 in service fee waivers for the Port of San Diego Kids Fishing Derby.



**Tidelands Activation Program  
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**45****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Audubon Society	San Diego Bird Festival	2/26/2020 - 3/1/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Water: San Diego Bay - J Street Marina - parking space at J Street Marina (Chula Vista)		
<b>Applicant's Description:</b> The San Diego Bird Festival is a celebration of the wild birds and habitats of San Diego County. This internationally-known festival will be February 26-March 1, 2020. We shine a spotlight on the birds, with opportunities to see and appreciate them in the field; lectures and cultural programs celebrating our relationship with our environment; and chances to meet professionals who make their careers of knowing and celebrating birds: artists, authors, businesspeople and guides.		
<b>Attendance:</b> 52		
<b>Admission/Fees:</b> Admission: \$0 for most events; up to \$150 for a full day field trip		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 1

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$4,000	\$1,000	\$ 0	\$ 0
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$2,500	\$ 0	\$2,340	7%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$4,320	\$1,820	\$2,820

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$1,000</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** As a feature of its annual San Diego Bird Festival, the San Diego Audubon Society (SDAS) is proposing to offer half-day kayaking trips that depart from Bayfront Park in Chula Vista to explore the birds and their habitats in south San Diego Bay. These trips are guided by Ocean Connectors, a highly regarded ecology education organization that is supported by the Port's environmental fund. They offer participants the opportunity to experience the bay's wildlife in a close-up, eco-friendly, and informative manner. The permit to use the Bayfront Park launch ramp will be issued to Ocean Connectors; therefore, no permit fees apply and no service fees are anticipated. Additionally, the Audubon Society offers a valuable sponsor benefit package in return for funding.

Staff recommendation: \$1,000 in funding and \$0 service fee waivers for the San Diego Bird Festival.



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Bay Festival	San Diego Bay Festival	5/30/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North (San Diego)		
<b>Applicant's Description:</b> San Diego Bay Festival will take place at Embarcadero Marina Park North, June 1st of 2019 and will be hosted by Music Box and DM events. The festival will run from noon to 10pm with national headlining entertainment that is expected to draw 7,000+ attendees. San Diego Bay Festival gives attendees an opportunity to enjoy the first of San Diego's summer sun. Delicious specialty foods, craft beers, craft cocktails and fine wines will all presented by local restaurants, bars and nightclub staff. Local arts and crafts as well as corporate booths will be on sale throughout the festival.		
<b>Attendance:</b> 7,000		
<b>Admission/Fees:</b> \$35 per person		
<b>Years in Existence:</b> 1	<b>Years Port-Sponsored:</b> 0	

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$100,000	\$29,648	\$359,648	36%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$223,000	\$93,352	\$111,352

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$ 0      **Services:** \$18,648

**Comments:** As the applicant indicates, their first San Diego Bayfest will take place on June 1, 2019 in the Port's Embarcadero Marina Park North. They did not apply to the FY19 TAP for sponsorship of this event and will be paying the Port the entirety of their permit fees for an event that is projected to draw 4,000 attendees. For their 2020 Bayfest, proposed for May 30, 2020 in Embarcadero Marina Park North, the applicant projects 7,000 attendees. For the 2020 event, they are requesting \$100,000 in funding and \$29,648 in waived service fees but – in the absence of any TAP sponsorship – would net over \$93,000. Given these financial projections, staff recommends \$0 in funding and a partial waiver of service fees that would garner Port sponsorship for this event. The recommended service fee waiver is \$18,648, making the applicant responsible for \$11,000 in fees or approximately 40% of the total fees owed.

Staff recommendation: \$0 in funding and \$18,648 in service fee waivers for the San Diego Bay Festival. Applicant will be responsible for the remainder of the Port fees in the amount of \$11,000.



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**Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Bicycle Club	Barrio Logan Grand Prix	4/25/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Cesar Chavez Park (San Diego)		
<b>Applicant's Description:</b> The 2020 Barrio Logan Grand Prix Bicycle Race, promoted and produced annually 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 events and is hosted in the historic community of Barrio Logan. For the past 18 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 will once again be held Cesar Chavez Park on the Port of San Diego District Tidelands. The Kids Safety Bicycle Rodeo is held in conjunction to the Barrio Logan Grand Prix and health expo to help kids develop bike handling and safety skills. 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 the back to Newton.		
<b>Attendance:</b> 2,500		
<b>Admission/Fees:</b> Children's races: Free; Competitive races: \$23, \$33 or \$38 based on race class		
<b>Years in Existence:</b> 23		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$10,000	\$5,000	\$1,590	\$1,590
FY2018	\$6,000	\$5,000	\$6,740	\$6,740
FY2017	\$4,000	\$4,000	\$200	\$200
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$10,000	\$1,710	\$29,025	40%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$21,185	\$9,475	\$16,185		

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$5,000      **Services:** \$1,710

**Comments:** The Barrio Logan Grand Prix (BLGP) is a set of cycling events that is open to people of all ages, from professional and Olympic-level cyclists to first-time racers including children. The race course is located in Barrio Logan, with activations at Cesar Chavez Park on the Port tidelands. Funding by the Port will be used to purchase bicycle helmets for the participating children, and the Port has the option of branding the helmets in return for its sponsorship. To promote public safety and continue building a strong relationship with the community that is adjacent to the Port's Tenth Avenue Marine Terminal, staff recommends funding in the amount of \$5,000 – the same amount as was provided for the 2019 BLGP – and waiving all fees for Cesar Chavez Park and adjacent parking spaces.

Staff recommendation: \$5,000 in funding and \$1,710 in service fee waivers for the Barrio Logan Grand Prix.



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Brewers Guild	Guild Fest	11/2/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park South (San Diego)		
<b>Applicant's Description:</b> 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." SDBG hosts two large annual events aimed at bringing beer tourism to the region: North San Diego County's Rhythm & Brews Music and Craft Beer Festival in the Spring and county-wide ten-day San Diego Beer Week in the Fall. For San Diego Beer Week 2018, we made adjustments to our marquee event to combat the fatigue that our breweries, and their fans, were experiencing. The result was a brand new event that we called "Guild Fest" – a true celebration of craft beer regions from across the state of California and our border neighbors in Mexico. We had three CA regional guilds and Mexico-based guilds to represent their respective regions. This was the only event in the country to spotlight regional guilds—both statewide and international—the way we did at "Guild Fest." What better place than San Diego to host an event that celebrates craft brewers guilds than San Diego? None. Our goal is to grow this event to invite guilds across the country to participate and have an event attendance comparable to that of GABF which saw 62,000 attendees in 2018.		
<b>Attendance:</b> 1,000		
<b>Admission/Fees:</b> \$90 Guild Fest VIP Exclusive Pass with entry to Festival at 1:30 PM, and \$50 Guild Fest General Admission for 2:00 PM entry.		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 5

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$20,000	\$ 0	\$16,650	\$8,650
<b>FY2018</b>	\$30,000	\$15,250	\$ 0	\$10,500
<b>FY2017</b>	\$25,000	\$ 0	\$16,650	\$10,000

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$10,000	\$4,835	\$109,835	14%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$78,000)	(\$92,835)	(\$88,000)

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$4,835</b>

**Comments:** San Diego Brewers Guild Festival sponsors Beer Week, and in 2018 they made adjustments to their marquee event in order to combat their self-described market fatigue. These changes included creating a unique kick-off event and engaged Flagship Cruises & Events to host a VIP San Diego Harbor Cruise before General Admission entry to the Guild Fest at Embarcadero Marina Park South. A substantial number of room-nights at local hotels have been generated during the shoulder season and staff acknowledges the organizer's continued commitment to activating the waterfront. Staff recommends the Port sponsor the Brewers Guild Festival Beer Week and Guild Fest.

Staff recommendation: \$0 in funding and \$4,835 in service fee waivers to the Guild Fest.



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Convention Center Corporation	San Diego Convention Center's 30th Anniversary "Winter Wonderfront" Celebration	12/21/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> San Diego Convention Center (San Diego)		
<b>Applicant's Description:</b> The San Diego Convention Center is inviting the community to celebrate the 30th year as their region's premier gathering place. We are planning to host the "Winter Wonderfront", a fun-filled family event, with activities for kids, festive food and music and entertainment for all ages. For the first time, we will invite the community inside our doors to celebrate the holidays and experience a different side of the San Diego Convention Center on Saturday, December 21, 2019. For 30 years, we have welcomed 23 million attendees, generating over \$22 billion in regional impact. Along with celebrating our economic contribution to the region, our goal is to activate this waterfront gem with regional residents who may not have the connection to the Convention Center as much as those who have been inside the building for a convention, trade show or meeting. This is the first time that we have organized an event like this, and a special time it will be, as we share this anniversary with so many of our San Diego partners. 2019 will also mark milestones for the following local icons: 250 years since the birth of San Diego 50 years since the first Comic-Con 50 years of the San Diego Padres franchise 50 years since the dedication of the Coronado Bridge 30 years since the start of the Port Tenants Association		
<b>Attendance:</b> 2,000		
<b>Admission/Fees:</b> Free admission		
<b>Years in Existence:</b> 0		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$15,000	\$39,000	\$99,000	55%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$45,000)	(\$99,000)	(\$84,000)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$15,000</b>
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**Comments:** The San Diego Convention Center Corporation (SDCCC) is inviting the local community to celebrate its 30<sup>th</sup> anniversary during the 2019 holiday season with a free, family-friendly public event. In support of this event, SDCCC is requesting that the Port provide funding as well waive the fees for attendees to park in the Convention Center's 1,950-space underground parking facility that is operated by Ace Parking. Port staff sees merit in hosting the public in the Convention Center for a free community event that gives SDCCC the opportunity to interact with the community and promote its contributions as a regional asset. The value of SDCCC's funding and services request is equal to \$39,000. Port staff sees \$15,000 in support as an amount appropriate to the occasion and recommends the following: \$0 funding and waiver of parking for 1,000 spaces, valued at \$15,000.

Staff recommendation: \$0 in funding and \$15,000 in service fee waivers for the San Diego Convention Center's "Winter Wonderfront" Celebration.





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**50****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego County Bicycle Coalition	12th Annual Bike The Bay	8/25/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park South (Imperial Beach-Coronado-Chula Vista-National City-San Diego)		
<b>Applicant's Description:</b> The 12th Annual Bike The Bay is a non-competitive community bike ride along the Bayshore Bikeway. The event features a 25-mile out and back route from the Embarcadero Marina Park South along the Bayshore Bikeway. It also includes a rare opportunity for cyclists to pedal across the San Diego-Coronado Bay Bridge. The route travels through Port Tidelands cities of San Diego, Coronado, Imperial Beach, Chula Vista and National City.		
<b>Attendance:</b> 15,000		
<b>Admission/Fees:</b> \$50 for Bike Coalition Members, \$55 for Non-Members. Increasing \$5 on 1/1/19, 4/1/19 and 6/1/19		
<b>Years in Existence:</b> 11		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$15,420	\$10,420
<b>FY2018</b>	\$ 0	\$ 0	\$15,070	\$10,000
<b>FY2017</b>	\$ 0	\$ 0	\$14,700	\$10,000

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$57,180	\$148,855	38%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$139,825	\$82,645	\$127,825

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$45,180</b>
<p><b>Comments:</b> 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. The event supports the Port's goals of tourism, water and land recreation, and environmental stewardship. Given the exceptional financial success of this well-established event – the budget projects net profits in excess of \$139,000 – staff recommends a waiver of fees for Port services in the amount of \$45,180, with the San Diego County Bicycle Coalition paying the remaining \$12,000. The applicant requested a set-up day prior to the event date, which staff classified as an event day because the organizers plan to host a rider-packet pick-up at the venue. Service fees were based on the packet pick-up day being an event day.</p> <p>Staff recommendation: \$0 in funding and \$45,180 in service fee waivers for the 12th Annual Bike the Bay. San Diego County Bicycle Coalition will be responsible for the remainder of the Port fees in the amount of \$12,000.</p>			





**Tidelands Activation Program**  
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Community

ORGANIZATION	EVENT	DATE(S)
San Diego Fire Rescue Foundation	San Diego Fire Rescue 5K & Kids Run	10/5/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Spanish Landing Park East and Spanish Landing Park West (San Diego)		
<p><b>Applicant's Description:</b> The 4th Annual San Diego Fire Rescue 5K &amp; Kids Run includes a 5K run/walk, two kid's runs and a fire safety expo in partnership with the San Diego Fire-Rescue Department (SDFD). Our post-race survey last year showed that runners and spectators both enjoyed the new location and the beautiful scenery of the Port. We moved to Spanish Landing Park West last year because after only two years we had outgrown the Embarcadero Marina Park South. The 5K course takes 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 kid's 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. These runs take place at the Spanish Landing Park West and kids get to run with the SDFD fire chief and uniformed first responders the entire route. The fire safety expo is the launch of SDFD's fire prevention week-long community education activities. Activities at the expo 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 much more with local community partners. 100% of the event proceeds are an investment in public safety that directly support the mission of the San Diego Fire Rescue Foundation (Foundation) of providing the SDFD with enhanced equipment, training, technology and community education resources not available through the City's budget.</p>		
<b>Attendance:</b> 1,500		
<b>Admission/Fees:</b> Ticket Costs: \$20: Sparky Sprint (kids ages 3-5) / \$25: Kids 1-Mile Run (kids ages 6-12) / \$30: Public Safety Personnel / \$35-\$55: 5K runners/walkers (Fees increase the closer it gets to the race with day-of registration the highest)		
<b>Years in Existence:</b> 3	<b>Years Port-Sponsored:</b> 4	

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$5,000	\$1,000	\$6,762	\$6,762
FY2018	\$10,000	\$1,000	\$4,450	\$4,010
FY2017	\$15,000	\$1,000	\$6,320	\$6,320

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$4,878	\$38,353	26%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$49,025	\$39,147	\$44,025

#### STAFF RECOMMENDATION & COMMENTS

<b>Funding:</b> \$ 0	<b>Services:</b> \$4,878
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**Comments:** The Fire Rescue 5K & Kids Run and expo highlight the best of the waterfront and attract individual runners and families to tidelands while promoting fitness, health, and fire safety. The inaugural event was held in 2016 and attracted 750 participants, and organizers project 715 runner registrations in 2020. The sponsorship supports enhanced equipment, training, and technology for San Diego's first responders – including those serving the tidelands. Budget projections show net revenue of approximately \$44,000. The event organizers requested Spanish Landing Park West to accommodate their increased attendance projections and the race course.

Staff recommendation: \$0 in funding and \$4,878 in service fee waivers for the San Diego Fire Rescue 5K & Kids Run.



**Tidelands Activation Program**  
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**52****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Japanese Community Center	San Diego Ramen Festival	11/21/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Broadway Pier (San Diego)		
<p><b>Applicant's Description:</b> The San Diego Ramen Festival is an inclusive event 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 influences from many countries. It is a dish that can be seen as a comfort food or even a luxury dining experience. The event was held for the first-time in 2016 at Sushi on a Roll in Barrio Logan to a sold-out crowd of 500 attendees. In 2017-18, it found a new home at the Port Pavilion to sold-out crowds of over 1000 attendees. Renowned chefs from across Southern California and local San Diego ramen restaurants serve different types of ramen in exchange for ramen tokens given with each event ticket purchase. This token system pays homage to the pre-payment vending systems seen throughout Japan. The event hosts a Welcome Ceremony with civic leaders, a ramen eating contest, ramen-inspired art by local artists, live Japanese cultural entertainment (including taiko drumming, traditional dances, and instruments), Japanese vendors, a beer/ sake garden, and a contest to choose "San Diego's Best Ramen" - done by both attendees and celebrity judges. Two Japanese non-profits, Azuna-Kai (Japanese Community Center) and Japan Society of San Diego and Tijuana, team up with professional production company Silk Road Productions to create the unique San Diego Ramen Festival experience. Profits from the event go towards supporting and growing the Japanese cultural programs of Azuna-Kai and Japan Society. Programs include youth to adult school language programs, cross-cultural exchanges between international Japanese students and American students, and events dedicated to promoting civic and business advancement with the Japanese community.</p>		
<b>Attendance:</b> 800		
<p><b>Admission/Fees:</b> Tickets Costs: General admission price is \$30. Each ticket includes one 12 ounce ramen serving, 4 hours of entertainment and access to exclusive merchandise vendors. VIP admission price is \$100. Each ticket includes access to VIP experience floor with Sushi/Bar Specialty Foods, exclusive access to the beer and sake lounge with complimentary samples of beer and sake, a goody bag, and 6 ramen tokens.</p>		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 2

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$5,000	\$ 0	\$3,850	\$1,850
<b>FY2018</b>	\$5,000	\$ 0	\$4,750	\$4,750
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$6,000	\$7,025	\$38,314	34%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$30,111	\$17,086	\$21,111

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$4,025</b>

**Comments:** 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 2019. This evening fundraising event draws a 21-and-over audience to the Port Pavilion. Given the net-profit revenue projections in excess of \$24,000 as cited in their budget, the sponsorship benefits to the District, and the event's production by a not-for-profit organization, staff recommends a partial waiver of fees. The event supports the Port's mission of recreation.

Staff recommendation: \$0 in funding and \$4,025 in service fee waivers for the San Diego Ramen Festival. San Diego Japanese Community Center will be responsible for the remainder of the Port fees in the amount of \$3,000.



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**53****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Spirits Festival	San Diego Spirits Festival	8/24/2019 - 8/25/2019
<b>Organization Type:</b> For-Profit		
<b>Location:</b> Broadway Pier (San Diego)		
<b>Applicant's Description:</b> The goal of the San Diego Spirits Festival is to advance the cocktail industry and all that it encompasses via market launches, industry advancement and exposure, product innovation, education, and of course, a good time filled with entertainment camaraderie and just good fun. We are proud to claim that the San Diego Spirits Festival has been ranked as one of the top cocktail festivals in America by Fodors! The two day Cocktail Festival, attracts thousands of people from all over the country and abroad who join the fun and entertainment that the San Diego Spirits Festival has to offer. San Diego Spirits Festival is a destination event that targets industry insiders, consumer cocktail and culinary lovers alike, it's a nationally acclaimed celebration of cocktail culture and it is the premiere West coast spirits festival. With bartender competitions, tastings, seminars and parties, the festival offers a one-of-a-kind opportunity for brands to be supported and gain recognition among San Diego's cocktail and culinary community and beyond. Taking place at the end of August each year, the San Diego Spirits Festival is committed to building the Mixology and Culinary community and garnering local and national exposure for the brands that participate.		
<b>Attendance:</b> 3,500		
<b>Admission/Fees:</b> Gen. Admission: \$50-\$65, Designated Driver: \$20; VIP: \$120; Vendors: \$1,500-\$20,000		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 3

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$10,000	\$ 0	\$32,000	\$ 0
<b>FY2018</b>	\$ 0	\$ 0	\$22,400	\$8,400
<b>FY2017</b>	\$25,000	\$ 0	\$25,495	\$13,000

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$20,650	\$150,650	14%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$60,000	\$39,350	\$39,350

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** The Port sponsored the San Diego Spirits Festival from 2015 through 2017 with varying levels of service fee waivers for the use of Broadway Pier and the Port Pavilion. Based on concerns regarding the apparent financial viability of the Spirits Festival; more importantly, the violation of the Port's Stormwater Ordinance by the event organizers from 2015-17, the 2018 Spirits Festival was denied a TAP sponsorship from the FY19 Program. In 2018, the Spirits Festival organizers received another citation from the Port's environmental team for a dumpster that was leaking into San Diego Bay. Port staff recommends no funding (funding was not requested) or service fee waivers for the San Diego Spirits Festival in 2019.

Staff recommendation: \$0 in funding and \$0 in service fee waivers for the San Diego Spirits Festival.



**Tidelands Activation Program  
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**54****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Sportfishing Council	Port of San Diego's Day At The Docks	4/19/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Sportfishing Landings in Point Loma (San Diego)		
<b>Applicant's Description:</b> 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 at the start of the spring sportfishing season, the event brings focus to the sportfishing fleet and its operations. It showcases the fleet which has no equal in the world. It promotes sportfishing activity and business to the existing 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, marine suppliers, boat dealers, federal, state & local marine agencies, conservation & community organizations, Marine Art, Open house aboard boats in the fleet, Narrated boat tours of San Diego Bay, Fishing seminars, demos, and hands-on exhibits involving boat owners, captains & industry experts, Stocked fishing areas for children, Live entertainment, contests, Cooking Demos, Kicks Off Free Fishing For Kids in the Month of May. The 40 year-old event takes place on the waterfront at the sportfishing landings in Point Loma. Because it is free to the public, event attendance is difficult to gauge. It is estimated to be between 7,500 and 10,000. 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.		
<b>Attendance:</b> 10,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 40		<b>Years Port-Sponsored:</b> 40

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$35,000	\$30,000	\$489	\$489
FY2018	\$40,000	\$30,000	\$ 0	\$ 0
FY2017	\$40,000	\$30,000	\$ 0	\$ 0
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$35,000	\$ 0	\$114,945	30%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$35,055	(\$34,945)	(\$14,945)		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$20,000</b>	<b>Services:</b>	<b>\$ 0</b>
<b>Comments:</b> 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. The Port has provided financial support for this event since 1979 and staff encourages the event organizers to actively seek alternative funding sources to sustain this no-cost public event. In light of the available TAP budget and the need to assist other TAP events to establish themselves, staff recommends a maximum of \$20,000 for community events in FY20.			
Staff recommendation: \$20,000 in funding and \$0 in service fee waivers for the Port of San Diego's Day At The Docks.			



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**55****Community**

ORGANIZATION	EVENT	DATE(S)
San Diego Sportfishing Council	Youth Fishing Program	8/10/2019-6/30/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Add Location (San Diego)		
<b>Applicant's Description:</b> The San Diego Sportfishing Council's Youth Fishing Program has two components impacting more than 1,800 children – 1) an annual Young Anglers Fishing Tournament and 2) a county-wide Partnership in Education with area schools 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 and supervised fishing experience. Young Anglers Fishing Tournament Partnering with the International Game Fish Association we have developed a community wide youth fishing tournament. Held at the Shelter Island pier each summer, the event attracts 175+ anglers 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. Complementary fishing tackle, bait and lunch are provided. CA Dept of Fish & Wildlife, 50+ volunteers from all the area fishing clubs - San Diego Anglers, San Diego Rod & Reel, San Diego Fly Fishers and United Pier & Shore Anglers participate. School Fishing Program: Each year our Partnership in Education takes 1,500 students from 43 schools on supervised half day fishing trips from the San Diego Landings. The trips are 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. Both programs require staff time to promote, coordinate, secure prizes and implement.		
<b>Attendance:</b> 1,800		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 30+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$5,000	\$2,500	\$35	\$35
<b>FY2018</b>	\$5,000	\$2,500	\$ 0	\$ 0
<b>FY2017</b>	\$5,000	\$2,500	\$ 0	\$ 0

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$300	\$11,300	47%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$5,000	(\$300)	\$2,500

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$2,500</b>	<b>Services:</b>	<b>\$300</b>
<b>Comments:</b> The Sportfishing Youth Programs continue to provide an effective introduction of sportfishing to 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. The second component is an opportunity for children to go fishing via a partnership with the Partnership in Education and local fishing clubs. Beginning in 2019, staff requires 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 recommendation: \$2,500 in funding and \$300 in service fee waivers for San Diego Sportfishing Council's Youth Fishing Program.			





**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**56****Community**

ORGANIZATION	EVENT	DATE(S)
SDPAC (San Diego Professionals Against Cancer)	SDPAC San Diego Festival of Beer	9/21/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Broadway Pier (San Diego)		
<b>Applicant's Description:</b> San Diego Professionals Against Cancer was started 25 years ago in San Diego by a group of like-minded individuals that had experienced the loss of a loved one to cancer. The group was founded with the intent of it being a zero overhead charity that was able to raise money to donate to local cancer organizations. SDPAC only uses funds to purchase physical items or services that we know directly impact the patients. To date SDPAC has donated over \$600,000 to local organizations with zero overhead. This year marks the San Diego Festival of Beer's 25th year in San Diego. It was the first and original festival in San Diego and draws over 3000 people to the area each year. It has been in multiple locations in San Diego with a bulk of its time in downtown near the city jail. For the past five years the event has been held at the Broadway Pier. The event features over fifty local microbrewers that bring in two styles of beer each. The beer and services are all donated. The event also features music through DJ's and bands as well as food vendors. The festival brings beer lovers from all over the United States to San Diego as well as exhibits local talent to a wide variety of people. The Broadway Pier location has provided an excellent venue and we would like to continue to have it at that location. Without the generosity of the Port of San Diego the event could not be held at such a nice location. We hope to continue having the event there with the TAP assistance program.		
<b>Attendance:</b> 3,000		
<b>Admission/Fees:</b> \$50 per person		
<b>Years in Existence:</b> 25		<b>Years Port-Sponsored:</b> 3

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$1,000	\$ 0	\$11,750	\$7,750
<b>FY2018</b>	\$1,000	\$ 0	\$8,250	\$8,250
<b>FY2017</b>	\$500	\$ 0	\$8,250	\$4,125

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$10,500	\$85,500	18%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$30,000	\$14,500	\$22,000

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$6,500</b>
<b>Comments:</b> The San Diego Festival of Beer continues to be a well-run, successful fundraiser produced by San Diego Professionals Against Cancer (SDPAC). Craft beer is a popular draw for a wide demographic in the region, and SDPAC operates its event in a professional and responsible manner. The San Diego Festival of Beer is entering its 25th year and, given its financial success, staff recommends that the Port provide \$0 funding but continue its sponsorship by waiving \$6,500 of the total of \$10,500 in services, with the event organizer responsible for the remaining \$4,000.			
Staff recommendation: \$0 in funding and \$6,500 in service fee waivers for the SDPAC San Diego Festival of Beer. SDPAC will be responsible for the remainder of Port fees in the sum of \$4,000.			



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**Community**

ORGANIZATION	EVENT	DATE(S)
SEA-SD	Activation of the National City Aquatic Center: "Explore Water Sports" summer classes and field trips	7/8/2019 - 10/15/2019

**Organization Type:** Non-Profit

**Location:** Pepper Park Pier, San Diego Bay & National City Aquatic Center (National City)

**Applicant's Description:** We want to create a pilot program at the National City Aquatic Center with two youth sports camp offerings: 1) weekly "Explore Water Sports" summer classes for ages 8-14 and 2) four-hour field trips in the Fall for 4th graders. Our goal will be to teach children from the South Bay communities about basic water safety and help them form lifelong connections with San Diego Bay. Our classes will provide: 1) Basic water safety training 2) Exposure to some of the ways to enjoy getting out on the water such as kayaking, paddle-boarding and sailing 3) Appreciation of San Diego Bay and the importance of ecological stewardship.

**Attendance:** 350

**Admission/Fees:** \$200 per student for the week-long class with majority of students receiving scholarships

**Years in Existence:** 0

**Years Port-Sponsored:** 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$43,600	\$30,000	\$179,600	41%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$92,800)	(\$166,400)	(\$111,400)

**STAFF RECOMMENDATION & COMMENTS**

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

**Comments:** SEA San Diego is proposing the type of activation that aligns closely with the Port's mission and intent for the use of the National City Aquatic Center (NCAC, the facility's current name). The principals of SEA San Diego have benchmarked off of successful programs in San Diego and San Francisco and are displaying a strong commitment to activate NCAC in a manner that meets a need of the South Bay community, particularly for its underserved neighborhoods. Given that Port staff has a number of organizations and programs to consider for the activation of NCAC, and that Port staff is in the process of determining how the facility will be operated day-to-day, staff has informed SEA San Diego of its intent to develop a plan for operation and activation of NCAC that, when ready, will be funded outside of the TAP. For the purposes of a TAP recommendation, staff recommends \$0 funding and \$0 in Port services.

Staff recommendation: \$0 in funding and \$0 in service fee waivers for "Explore Water Sports" Summer Classes and Field Trips.





**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**58****Community**

ORGANIZATION	EVENT	DATE(S)
South Bay Alliance Association Inc. DBA South Bay Pride	The 12th Annual South Bay PRIDE Art and Music Festival	9/14/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park North & South, Bayside Park Pier (Chula Vista)		
<b>Applicant's Description:</b> The 12th Annual South Bay PRIDE Art and Music Festival has grown from 200 to 20k attendees. SBP is a Bi-National FREE to the public LGBTQ* event celebrating diversity, community, and promoting regional tourism, economic opportunities in the developing Chula Vista Harbor and South Bay Waterfront. SBP is a multi-stage event, featuring Bi-National regionally Touring Musical Acts, and Disc Jockeys. SBP continues to support regional Artists and Craftsmen with reduced vendor fees, flexibility in exhibit space, and scholarshiping exhibit space to art students. We promote the SDSU Safe Space Model, a leading best practice model. SBP has a buy local policy, all services are from local south bay businesses. SBP supports the community outreach efforts of other non-profit community based and faith organizations. SBP is a health and wellness event promoting San Diego Counties "Live Well San Diego", and "Getting to Zero" Initiatives. SBP is the largest HIV and sexual health screening event in South San Diego. SBP is a proud partner in the Ports vision and Master Waterfront plan. As part of the 2012 SBA strategic plan, moved SBP to Chula Vista Harbor with the objective of producing a LGBTQ* weekend destination event(s) once a hotel(s) opened for operations. Envisioning a world class PRIDE event utilizing the entire Chula Vista Harbor, with proceeds to fund LGBTQ* Community programs. Aware of the time and money investment to realize expected success outcomes, SBP has not focused on posting a profit from the event and has used those funds to promote the event, and Chula Vista Harbor location seeing this as an investment future proceeds. SBP is excited that groundbreaking has started, and our vision of South Bay PRIDE Art and Music Festival is only 2 or 3 years away from being a reality.		
<b>Attendance:</b> 20,500		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 12		<b>Years Port-Sponsored:</b> 5

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$25,000	\$5,000	\$48,696	\$48,696
<b>FY2018</b>	\$25,000	\$7,500	\$77,590	\$77,590
<b>FY2017</b>	\$20,000	\$7,500	\$45,990	\$45,990

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$25,000	\$48,336	\$73,336	88%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$60,000	(\$13,336)	\$37,500

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$2,500</b>	<b>Services:</b>	<b>\$48,336</b>
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**Comments:** The South Bay Alliance (SBA) is entering its 12<sup>th</sup> year of producing the South Bay Pride Art & Music Festival (South Bay Pride) and the 7<sup>th</sup> year of South Bay Pride's presence on the Chula Vista bayfront, a free event with entertainment, sports activities, and interaction with key service organizations and agencies. In evaluating the FY19 TAP application from SBA, staff expressed concerns regarding a large projected budget deficit for 2018 South Bay Pride. SBA has since reported that it realized a surplus for that event. For 2019 South Bay Pride, SBA is requesting \$25,000 in TAP funding and \$48,336 in services for a total of \$73,336, or 88% of the event's total budget; and is projecting a \$60,000 surplus if that request is fully filled. South Bay Pride serves the often-underserved LGBTQ demographic and staff recommends that the Port continue to serve as a substantial sponsor of South Bay Pride with funding of \$2,500 and a full fee waiver which equates to 61% of the event's budget.

Staff recommendation: \$2,500 in funding and \$48,336 in service fee waivers for the 12th Annual South Bay PRIDE Art and Music Festival.



**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**59****Community**

ORGANIZATION	EVENT	DATE(S)
South Bayfront Sailing Association	South Bay Maritime Fest	4/25/2020 - 4/26/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Bayside Park North and Chula Vista Marina & California Yacht Marina (Chula Vista)		
<b>Applicant's Description:</b> South Bay Maritime Fest is an annual springtime community festival that involves community organizations in a celebration of our San Diego Bayfront via Art, Music, Food, Maritime History and Activities. This event has grown over the past years and is becoming an annual springtime event bringing visitors to the Bay, highlighting all the amazing activities available on the waterfront and celebrating the diversity of our community. The schooner BILL OF RIGHTS will be open for tours and offer a Sunday morning bay cruise. A sample Maritime Village wharf for the tall ship will have hands on displays of mariner's trades, historic tools, arts and skills. Maritime history comes alive with demonstrations of "Age of Sail" life of the privateers and sailors. The third annual Pacific Rim Festival will enthrall all with a Saturday afternoon of Pacific Island music, dancers, food and culture including Lion & Dragon Dance, Filipino Dance, Polynesian Dancers, Island Drummers, food from around the Pacific Rim and a Kids Zone. South Bayfront Artists showcase the talents of local artists and artisans in our 9th annual South Bay Spring Art Show. The juried art show is open for all media, from oil paintings to scrimshaw & pottery. More than forty local artists will be onsite for the weekend with an outstanding display of the sheer talent to be found in our community. Collaborating with local non-profits, and sponsored by local businesses, information booths and hands-on activities entice visitors to discover opportunities to become involved in the community, learn new skills, find new activities and purpose. From Environmental Protection, Nature study, Boating Safety, Ham Radio, to photography and exploration, there is something for everyone.		
<b>Attendance:</b> 5,000		
<b>Admission/Fees:</b> Free Admission. Vendor Fees: \$300 food vendor, \$25 artist, \$100 vendor, \$0 non-profit		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 3

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$8,000	\$0	\$16,352	\$16,352
<b>FY2018</b>	\$25,000	\$0	\$1,650	\$1,650
<b>FY2017</b>	\$25,000	\$0	\$24,640	\$15,890

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$5,000	\$9,002	\$24,002	58%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$ 0	(\$14,002)	(\$5,000)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$9,002</b>
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**Comments:** The South Bay Maritime Fest (previously Chula Vista Maritime Week) has featured a wide variety of themes and activities including maritime history, boatbuilding, boating skills and safety, ocean stewardship, regattas, vendors, exhibitors, a boat show, an art show, and music. Organizers report the attendee count continues to grow; and Saturday, April 25 is scheduled to feature the Pacific Rim Festival which is a day of rich multi-cultural programming. Staff acknowledges the value in this event for activating of the Chula Vista bayfront and recommends waiving all park and parking fees as requested.

Staff recommendation: \$0 in funding and \$9,002 in service fee waivers for the South Bay Maritime Fest.



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**Community**

ORGANIZATION	EVENT	DATE(S)
The Barking Lot	Barks & Brews	7/27/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North and Spanish Landing Park East (San Diego)		
<b>Applicant's Description:</b> Calling all dog and beer lovers! Barks and Brews is an interactive dog-friendly event with furry friends, delicious bites, incredible scenery, and of course – plenty of brews! Featuring craft beer tastings from local and national craft breweries, a variety of vendors including those dedicated to the needs of our furry friends, Barks and Brews is an event like no other. The event features dog contests, allowing owners to show off their dogs as well as music at a volume that is comfortable for the animals and entertaining for the owners. You don't have to be a pet owner to enjoy this event. Barks and Brews events at the San Diego Port parks are set right on the water for you to enjoy with your best friends, whether dog or human!		
<b>Attendance:</b> 2,000		
<b>Admission/Fees:</b> General Admission \$10-\$20; 3hr beer tasting tickets: \$20-\$30		
<b>Years in Existence:</b> 2		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$5,532	\$44,347	12%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$1,685	(\$3,847)	\$1,685

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$5,532</b>
<p><b>Comments:</b> Barks and Brews is a novel concept for an event that the applicant, The Barking Lot, held in Spanish Landing Park in 2018. They paid the Port full price for their special event permit to use the park and associated parking, and realized a near break-even net. The Barking Lot estimated its attendance at 500 for the 2018 event and reported ticket/admission sales of about \$34,000. For its 2019 Barks and Brews, it is projecting quadruple the attendance – or 2,000 people – but ticket/admission sales of only \$36,000, a 6% increase over 2018. Staff recommends that the Port support Barks and Brews (with \$5,532 in service fee waivers) as an opportunity to showcase the tidelands public spaces to dog lovers, provided that the applicant can explain the disparity in ticket/admission sales between the 2018 actual amount and the 2019 projected amount.</p> <p>Staff recommendation: \$0 in funding and \$5,532 in service fee waivers for Barks &amp; Brews.</p>			



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**Community**

ORGANIZATION	EVENT	DATE(S)
The Bon Temps Social Club of San Diego	Gator By The Bay	5/7/2020 - 5/10/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Spanish Landing Park East, Spanish Landing Park West and Cancer Survivors Park (San Diego)		
<p><b>Applicant's Description:</b> Gator By The Bay, which began in 2001, is an annual 4 day Louisiana themed Music &amp; Food Festival that brings the spirit, sounds and flavors of the Louisiana Bayou to San Diego's Spanish Landing Park, May 7-10, 2020. It presents a full range of great music while honoring the Louisiana traditions of Cajun, Zydeco, Blues &amp; Jazz. The event has several components: 1) a free educational experience for school children on Thurs; 2) seated concert on Thurs evening; 3) a Fri evening festival opening; 4) two full festival days Sat/Sun; and 5) a Sat night dance at our host hotel, Sheraton Hotel &amp; 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 two full days (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 Saturday night at the Sheraton hotel caters to our local and visiting festival attendees.</p>		
<b>Attendance:</b> 11,500		
<p><b>Admission/Fees:</b> Thurs Education Day: Free Thurs Concert: Tickets: \$25-\$95. Friday Evening Festival: Tickets: \$25-\$35 Sat &amp; Sun: Tickets: \$25-\$40 Sat Night Dance: Tickets: \$20. Complimentary &amp; discounted tickets available on all days. Children under 18 are admitted free. Active Military are admitted free. More than 295 volunteers are admitted free of charge upon contributing four hours of work.</p>		
<b>Years in Existence:</b> 18		<b>Years Port-Sponsored:</b> 18+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$ 0	\$ 0	\$37,385	\$34,085
<b>FY2018</b>	\$ 0	\$ 0	\$38,920	\$38,920
<b>FY2017</b>	\$ 0	\$ 0	\$46,900	\$35,000

**FY2020 FINANCIAL INFORMATION**

Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$38,907	\$756,171	5%

**SURPLUS PROJECTIONS**

With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$10,706	(\$28,201)	\$7,706

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$35,907</b>
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**Comments:** The Bon Temps Social Club of San Diego sponsors and produces live music and dance events throughout the year. Gator By The Bay was established in 2001 and continues to provide a lively and popular cultural experience at Spanish Landing Park, drawing out-of-town visitors as well as locals. Gator uses the park and associated parking for a week, at a calculated value of \$38,907. This is an established event, reporting similar year-over-year attendance figures. Staff recommends providing services totaling \$35,907, for which the Port recoups a flat fee of \$3,000 – less than 10% of the value of services provided – from the applicant.

Staff recommendation: \$0 in funding and \$35,907 in service fee waivers for the Gator By The Bay. The Bon Temps Social Club of San Diego will be responsible for the remainder of the Port fees in the sum of \$3,000.



**Tidelands Activation Program  
Application & Evaluation Form FY2020**  
(July 1, 2019 – June 30, 2020)

**62****Community**

ORGANIZATION	EVENT	DATE(S)
The Islander Sports Foundation	Crown City Classic	7/4/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Coronado Tidelands Park (Coronado)		
<b>Applicant's Description:</b> 2019 marks 45 years of celebrating the 4th of July in Coronado with the "Crown City Classic" – the official 4th of July Run and Walk. Held annually in conjunction with the vast plethora of celebrations held in the "Crown City" 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. Returning for its second year in 2019 is the Crown City Mile – offering participants the opportunity to run a fast mile down Orange Avenue as crowds of families and spectators gather for the Independence Day Parade. The 12K and 5K start and finish at Tidelands Park, kicking off by running beneath a giant American flag accompanied by live music and announcers. Following the run is an exhibition where local vendors and sponsors engage with participants and spectators. The 12K run (7.4 miles) encourages participants to show their signs of patriotism by committing to run 7.4 miles on 7/4. The Crown City Mile on Orange Avenue offers a unique option with Men's, Women's, Youth, and Kids (Half Mile) divisions. 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 meaningful way to our veteran dedicated communities. 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 that we will deliver an event that aligns with the mission of the Port and the celebration of all runners participating on Independence Day!		
<b>Attendance:</b> 2,400		
<b>Admission/Fees:</b> 12k Run: \$45-70, 5k Run: \$35-60, Kids Mile: \$15-30 (pricing based on date of registration)		
<b>Years in Existence:</b> 45		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$5,000	\$ 0	\$7,602	\$4,602
FY2018	\$5,000	\$ 0	\$7,190	\$7,190
FY2017	\$5,000	\$ 0	\$11,410	\$8,000
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$ 0	\$8,028	\$85,930	9%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
\$104,000	\$95,972	\$102,000		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$6,028</b>
<b>Comments:</b> The Crown City Classic continues to provide a great opportunity to celebrate Independence Day, with an early morning run through Coronado for active lifestyle enthusiasts. In 2018, there were participants from 44 of the 50 United States and 7 countries. The run is one of many Independence Day events in the community, and it occurs early enough in the day to have minimal impacts on the many other holiday preparations and family-focused festivities. The run supports the Port's recreation mission. Given the long-standing nature and financial success of the event, staff recommends no funding and partial fee waiver.			
Staff recommendation: \$0 in funding and \$6,028 in service fee waivers for the Crown City Classic. The Islander Sports Foundation will be responsible for the remainder of Port's fees in the sum of \$2,000.			





**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**63****Community**

ORGANIZATION	EVENT	DATE(S)
The New Children's Museum	Mass Creativity Day	6/20/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> New Children's Park (San Diego)		
<b>Applicant's Description:</b> The New Children's Museum (NCM) is a new model of children's museum. Its mission is to "stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art." NCM is a community resource serving all of San Diego County through art, creativity and play; and a safe "backyard" for urban families. Mass Creativity Day (MCD) is a free, all-day festival that takes place at NCM, in New Children's Park and on Island Avenue on the block between NCM and the Park. MCD brings diverse members of the San Diego community together through art-making, performances, creative exploration, food and fun for all ages. Beginning in 2019, the collaborating artists/performers will include NCM's new Artist in Residence, an annual residency associated with community outreach. Mass Creativity community center partners (ex. Barrio Logan College Institute, Casa Familiar and South Sudanese Community Center) and the public are invited to attend. To decrease access barriers, the festival is free for all and includes entry to NCM (full-price daily admission is \$14/person); NCM also underwrites transportation for all community center partners. 2020 will be NCM's 8th annual MCD. It will occur on June 20 or 27. NCM will work with an artist to theme artistic programming around the blue economy, which is so vital to San Diego's past, present and future. NCM anticipates 4,000 children and family members to attend. As part of the lead-up to Mass Creativity Day, NCM holds art-making/community-building workshops at off-site locations. NCM would love to have a conversation with the Port of San Diego about replicating workshop activities and activating a space such as Cesar Chavez Park, Embarcadero Marina Park North or Ruocco Park.		
<b>Attendance:</b> 4,000		
<b>Admission/Fees:</b> No cost event		
<b>Years in Existence:</b> 8	<b>Years Port-Sponsored:</b> 0	

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$15,000	\$ 0	\$67,390	22%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
(\$9,640)	(\$24,640)	(\$24,640)		

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
<b>Comments:</b> Mass Creativity Day (MCD) is a well-established and inclusive event that offers creative outlets to a wide audience of children. The New Children's Museum has demonstrated success as an innovative and proactive organization that strives to meet the needs of its youthful audience. Since MCD occurs off tidelands, Port staff does not recommend a sponsorship from the TAP. However, the Port will engage the staff of The New Children's Museum regarding potential partnerships and collaboration under the Port's Arts and Cultural programs.			
Staff recommendation: \$0 in funding and \$0 in service fee waivers for Mass Creativity Day.			



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
The Ocean Foundation	Ocean Connectors Eco Tours	7/1/2019 - 6/30/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Location: Chula Vista Bayfront Park (Chula Vista), San Diego Bay, Bayshore Bikeway (Chula Vista, Imperial Beach), Flagship Cruises & Events (North Embarcadero), Pacific Ocean		
<b>Applicant's Description:</b> 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 under our current TAP agreement. Eco Tours fill a local need by enhancing access to Port Tidelands for 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. Building on the success of the pilot program, we are proposing to conduct 30 Eco Tour events on Port Tidelands during July 1, 2019 through June 30, 2020 for children and adults. Tours include kayaking, whale watching, and bird watching, conducted in partnership with established tourism operations and Port tenants. The events will engage approximately 400 community members, tourists, and stakeholders in tours and activities designed to draw attention to the distinctive maritime offerings and history of San Diego Bay. Primary locations are Bayside Park in Chula Vista (approximately 20 kayaking events) and the Port Pavilion on Broadway Pier in San Diego (approximately 10 whale watching events). Eco Tours provide a positive public relations opportunity by demonstrating the Port's strong commitment to connecting diverse audiences with local natural resources and stewardship.		
<b>Attendance:</b> 400		
<b>Admission/Fees:</b> Adults: \$50 - \$75; Children \$45 - \$61		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 3

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$7,000	\$ 0	\$1,050	\$1,050
FY2018	\$22,000	\$2,500	\$700	\$700
FY2017	\$20,000	\$2,500	\$2,500	\$700

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$ 0	\$940	\$21,215	4%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$5,725	\$4,785	\$5,725

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$ 0      **Services:** \$940

**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 park use and parking fees for the 20 Ocean Connectors program events that will use the Port boat launch ramp at Bayfront Park in Chula Vista, at a value of \$940. 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.

Staff recommendation: \$0 in funding and \$940 in service fee waivers for Ocean Connectors Eco Tours.





**Tidelands Activation Program  
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**65****Community**

ORGANIZATION	EVENT	DATE(S)
transcenDANCE Youth Arts Project	Portmanteau	10/18/2019 - 4/30/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Pepper Park, Port Pavilion on Broadway Pier, and Tuna Harbor Park (San Diego & National City)		
<b>Applicant's Description:</b> transcenDANCE Youth Arts Project will conduct a site-specific residency at the Port of San Diego that will take place at three sites in National City & two sites in San Diego. All sites are part of the Port of San Diego. This residency will provide meaningful artistic & community-based experiences for all participants. Our 45-minute original site-specific dance work, PORTMANTEAU, will involve choreographers, dancers, a spoken word artist and a few musicians. Like many site-specific residencies, transcenDANCE aims to transport the dancers, audience, visitors & residents on a journey along the Port of San Diego highlighting the changing landscape of the Port & its people. We will create three original dance pieces that are inspired by the architecture, history & people who work, live & play at these sites. The National City dances will happen at Pepper Park and Pepper Park Pier. The City of San Diego dances will take place at the Port Pavillion and near the art walking tour. Dancers will use open spaces, built structures, and their bodies to create authentic movement to activate and bring a unifying aesthetic to the spaces. The themes of movement, flow, and water will be incorporated into all dances, as the vibrant history of the Port of San Diego is the anchor & motivation for the residency. Just as the bodies of water connect in two different locations, we see the dances as the connective tissue of the whole residency. In National City we will have community dinners after each performance to build a deeper relationship with our home community & to hear from them their visions for the Port -a powerful way to build community is by gathering together to share food & conversation after a shared artistic experience - it also makes art central to a vibrant community.		
<b>Attendance:</b> 1,600		
<b>Admission/Fees:</b> Free Attendance		
<b>Years in Existence:</b> 0		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$18,757	\$8,008	\$44,765	60%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$18,000)	(\$44,765)	(\$36,757)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$ 0</b>
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**Comments:** transcenDANCE is a well-regarded organization that has been nationally recognized for connecting underserved youth with performing arts to provide life-changing experiences. The concept of their proposed Portmanteau offering is highly compelling as a potential addition to the Port's arts events that are funded and curated separately from the TAP. Staff recommends no funding or fee waivers through the FY20 TAP. However, staff will work with the transcenDANCE team to determine how transcenDANCE performances may be incorporated into other activation efforts by the agency under the Port's Arts and Cultural programs.

Staff recommendation: \$0 in funding and \$0 in service fee waivers for Portmanteau.



**Tidelands Activation Program**  
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 (July 1, 2019 – June 30, 2020)

**66****Community**

ORGANIZATION	EVENT	DATE(S)
Urban Angels	Horizon Music Festival	7/6/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> Embarcadero Marina Park North (San Diego)		
<b>Applicant's Description:</b> The Horizon Music Series is an all-day experience that features breathtaking views of the San Diego bay, an amazing atmosphere and great music curated by a wide array of artists. The venue is decorated with photo ops and the stage production is 2nd to none. The day includes a variety of different activities, games and guest experiences. We incorporate the beauty of the San Diego bay through a variety of photo ops and interactive games that entertain guests as much as the music. We also provide a unique shopping element with over 30 vendors in attendance representing local businesses. The music progresses from local San Diego acts in the beginning of the day to internationally recognized talent later in the day. Horizon Music events have varied from Horizon Beer Fest and Horizon Oktoberfest at Embarcadero Marina Park North to Horizon Carnival at Port Pavilion. Our focus is now to have 2-3 Horizon events at Embarcadero Marina Park each year and make the venue a staple part of the Horizon Music experience.		
<b>Attendance:</b> 6,000		
<b>Admission/Fees:</b> Admission: Lowest: \$25, High: Not provided; Anticipated average: \$50		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	N/A	N/A	N/A	N/A
<b>FY2018</b>	N/A	N/A	N/A	N/A
<b>FY2017</b>	N/A	N/A	N/A	N/A

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$75,000	\$14,172	\$408,658	22%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$70,514	(\$18,658)	(\$7,486)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$11,172</b>
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**Comments:** Urban Angels has produced five music events over the past three years at the Port's Embarcadero Marina Park North and Broadway Pier, and has a reservation for a sixth event at Embarcadero Marina Park North in May 2019. For each of their past events they have paid the Port the full fees for their use of its facilities and parking spaces, and this proposal for Port support of their July 6, 2019 event is their first application for TAP sponsorship. For their previous events, Urban Angels reported attendance levels of 1,000 or less and paid an average of \$2,700 in service fees per event. For their July 6, 2019 event, Urban Angels has submitted a budget for which it is projecting attendance of 6,000, a substantial increase from the previous events, and is requesting \$75,000 in Port funding and \$14,172 in waived service fees, commensurate with the projected increase in attendance. Staff recognizes that Urban Angels has a positive track record in event production and appreciates their intent to grow their festivals. Staff recommends \$0 funding but, to support Urban Angels' aspiration of growth for this event, staff recommends a waiver of \$11,172 in service fees, with Urban Angels responsible for a non-negotiable flat fee of \$3,000 for the use of Embarcadero Marina Park North and associated parking.

Staff recommendation: \$0 in funding and \$11,172 in service fee waivers for the Horizon Music Festival. Urban Angels will be responsible for the remainder of Port's fees in the sum of \$3,000.



**Tidelands Activation Program  
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(July 1, 2019 – June 30, 2020)

**67****Community**

ORGANIZATION	EVENT	DATE(S)
Veterans Memorial Center Inc.	San Diego Veterans Day Parade	11/11/2019
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> North Embarcadero / Harbor Drive (San Diego)		
<b>Applicant's Description:</b> The 33rd Annual San Diego Veterans Day Parade is produced in service to the 250,000 Veterans and their families residing in San Diego County, and provides a prestigious and inspiring celebration to honor the service of all Veterans of all eras. Largest Veterans Parade in the Western U.S., annually assembling 1,500 participants, parading in marching formations and vehicles and floats, of Veterans Service Organizations, Military Units and Bands, civic groups, school bands, youth organizations. The largest number of Active Duty Military members of all the five U.S. Armed Services appearing publicly anywhere in the entire country and to parade in uniformed formations, in honor of the service and sacrifices of Veterans and their families, which also bring the largest number military families to attend any public attraction anywhere in San Diego. Open to the public without charge and promoted for Greater San Diego Area residents and visitors from adjoining regions and states to attend with family members and groups on the North Harbor Drive Embarcadero parade route, where the Veterans Day Parade has processed annually since 2013. The parade and celebration gained increased recognition and attendance in all the past six years. Our Parade is broadcast live by KUSI with on-site production including hosts and narrator and multi-camera coverage in 2017, 2018, 2019. The San Diego Union Tribune lauded our parade as a great presentation of diversity for attracting participating entries from virtually every age, ethnicity, background, and civic role. The County supports the Parade with use of its Waterfront Park to marshal entered units. The San Diego Union Tribune is media sponsor, providing generous, vibrant advertisement of Veterans Week and Veterans Parade attributes.		
<b>Attendance:</b> 60,000		
<b>Admission/Fees:</b> Non-sponsoring businesses entering a unit in the Parade: \$250 entry fee		
<b>Years in Existence:</b> 33		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	N/A	N/A	N/A	N/A
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A

  

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$20,000	\$6,168	\$96,668	27%

  

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
(\$11,500)	(\$37,668)	(\$31,500)

**STAFF RECOMMENDATION & COMMENTS**

<b>Funding:</b>	<b>\$ 0</b>	<b>Services:</b>	<b>\$6,168</b>
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**Comments:** The Port sponsored the Parade for over 10 years prior to its moving to Pacific Highway. The Veterans Day Parade is a fitting commemoration of the military services and is in close alignment with the Port's objective of a strong relationship with San Diego's and the nation's armed forces. Staff recommends a full waiver of fees in the amount of \$6,168 for the closing of metered parking and the use of the Port stage in support of the 2020 Veterans Day Parade.

**Staff recommendation:** \$0 in funding and \$6,168 in service fee waivers for the San Diego Veterans Day Parade.

*Note: For the November 2019 Veterans Day Parade, the applicant did not submit a TAP sponsorship application but requested a sponsorship that staff negotiated, and the Port Executive Director approved in the amount \$2,021.25 in service fee waivers. This waiver equaled 50% of the total fees owed for the closing of metered parking in the North Embarcadero in support of the Parade.*



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Yoga With Shawna Inc DBA San Diego Yoga Festival	San Diego Yoga Festival	3/20/2020 - 3/23/2020
<b>Organization Type:</b> For-Profit		
<b>Location:</b> Portwood Pier Plaza and Imperial Beach Pier (Imperial Beach)		
<b>Applicant's Description:</b> San Diego Yoga Festival in a fun and healthy, 4-day event providing non-stop yoga, meditation, and holistic health classes along with unique Southern California experiences (including yoga on skateboards and free surf lessons). The main event is on a Saturday and Sunday (March 20+21, 2020) in Portwood Pier Plaza in Imperial Beach and will include non-stop classes from 9 am to sunset right on the beach along with a free vending area open to the public that will have vendors offering healthy food, holistic products and healing services. Participants can shop, eat, do yoga, meditate, and learn other holistic health activities as the waves crash right next to them. The event has live music, family and kids yoga classes, yoga for cancer, yoga for military/first responders, and Spanish/English classes led by teachers from Tijuana. 1,000 people came in 2017, 4,000 people came in 2018 and the event is anticipating 8,000 people for 2019 leaving room for around 10,000-20,000 people for 2020. People can come for a class, a few hours, a day, the weekend or the entire 4 days. This event is one of the most accessible yoga festivals as it is highly welcoming to all people. It is also San Diego's LARGEST, most accessible and most successful holistic event offered in all of San Diego County. The event celebrates health and educates the public while supporting the city of Imperial Beach and its business owners. The event brings thousands of people into the town annually. Imperial Beach's Mayor speaks on the opening ceremony. The councilmen join on stage to do yoga as well. The event also breaks the Guinness World Book Record for Largest Partner Yoga class year after year putting the South Bay on the map.		
<b>Attendance:</b> 11,000		
<b>Admission/Fees:</b> Free admission to the vendor areas. Admission to festival participants: \$5 to \$108, depending on the number of classes or days of participation purchased. Applicant provides free tickets to a variety of non-profit groups, local businesses, and individuals who could not otherwise afford to participate.		
<b>Years in Existence:</b> 3		<b>Years Port-Sponsored:</b> 0

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
FY2019	\$18,000	\$ 0	\$ 0	\$ 0
FY2018	N/A	N/A	N/A	N/A
FY2017	N/A	N/A	N/A	N/A
FY2020 FINANCIAL INFORMATION				
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested	
\$55,000	\$ 0	\$178,800	31%	
SURPLUS PROJECTIONS				
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship		
(\$23,800)	(\$78,800)	(\$76,300)		

**STAFF RECOMMENDATION & COMMENTS**

**Funding:** \$2,500      **Services:** \$ 0

**Comments:** The San Diego Yoga Festival (SDYF) was held in Ocean Beach in its first two years of existence, and moved to the Imperial Beach oceanfront in March 2018. SDYF applied for TAP support for its March 2019 event but, with a budget that projected nearly \$155,000 in net proceeds, funding was not approved. SDYF indicates a net deficit of \$78,000 for the 2020 event in the absence of any sponsorship funding. With attendance that has steadily grown since its inception, SDYF is a compelling event that is fully aligned with the active southern California lifestyle and the Port's mission to activate the tidelands with a variety of unique events that attract people from a wide range of demographics. Given these factors, staff recommends supporting the March 2020 SDYF with \$2,500 in funding for promotional considerations and to help the organization make participation possible for underserved individuals.

Staff recommendation: \$2,500 in funding and \$0 in service fee waivers for the San Diego Yoga Festival.



**Tidelands Activation Program  
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**Community**

ORGANIZATION	EVENT	DATE(S)
Zeta Sigma Foundation	Martin Luther King Jr. Parade	1/19/2020
<b>Organization Type:</b> Non-Profit		
<b>Location:</b> North Embarcadero / Harbor Drive (San Diego)		
<b>Applicant's Description:</b> The Martin Luther King Jr Parade provides a special broad based community entertainment that is reflective of the many diverse cultures in the Greater San Diego Area. There are bands from many of the local schools as well as schools from out of the San Diego area and one elementary school band has traveled from Arizona for several years. The band units are judged by the Southern California Band and Orchestra Association which is the premier group that rates school bands. There is participation from virtually all of the law enforcement agencies in San Diego and other first responders such as local fire departments. The local military groups are involved via various associations from the Navy and Marine Corps. There are also entries from the USS Midway. The objective is to encourage all of our citizens to come together and be peaceful with each other. Most, if not all, of the local San Diego County colleges participate, and they do not do so in large numbers at other parades in San Diego. The overall emphasis is community togetherness.		
<b>Attendance:</b> 17,000		
<b>Admission/Fees:</b> Free Admission		
<b>Years in Existence:</b> 10+		<b>Years Port-Sponsored:</b> 10+

HISTORY Fiscal Year	FUNDING		SERVICES	
	Requested	Approved	Requested	Approved
<b>FY2019</b>	\$25,000	\$5,000	\$3,875	\$3,875
<b>FY2018</b>	\$25,000	\$2,500	\$4,103	\$4,103
<b>FY2017</b>	\$25,000	\$2,500	\$4,750	\$4,750

FY2020 FINANCIAL INFORMATION			
Funding Requested	Fee Waivers / Services Requested	Event / Program Budget Expenses	% of Budget Requested
\$6,000	\$5,293	\$40,900	28%

SURPLUS PROJECTIONS		
With requested sponsorship	With no sponsorship	With staff-recommended sponsorship
\$8,993	(\$2,300)	\$7,993

STAFF RECOMMENDATION & COMMENTS			
<b>Funding:</b>	<b>\$5,000</b>	<b>Services:</b>	<b>\$5,293</b>
<b>Comments:</b> The Port has continued to support the annual Martin Luther King Jr. Parade through the TAP. The parade is activating event and community fundraiser that draws a diverse audience to the tidelands. The organizers continue to improve their logistics and event timing, which results in a well-run event that is enjoyed by community members throughout the county.			
Staff recommendation: \$5,000 in funding and \$5,293 in service fee waivers for the Martin Luther King Jr. Parade.			