



News from

Council President Todd Gloria

City of San Diego ■ District Three

NEWS RELEASE

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All Parties Agree on Tourism Marketing District Amendments

SAN DIEGO, CA (April 15, 2013) – The San Diego City Council today approved an amended agreement with the Tourism Marketing District (TMD) which resolved disputed language and moved the TMD far closer to restarting the promotion of San Diego. Amendments strengthen indemnification for the City, increase transparency, and heighten the importance of funding for the 2015 Centennial of the Panama-California Exposition in Balboa Park. The amendments were agreed to by the Mayor and the TMD earlier in the day.

“Today’s action again demonstrates the City Council’s pragmatic, collaborative approach to achieving compromise,” said Council President Todd Gloria. **“Understanding the critical importance of the tourism industry gave us confidence that all stakeholders could work together on an agreement that is both beneficial and responsible, and that time was well used.”**

The Council today approved the First Amendment to the operating agreement which included a provision to release some previously collected funds to the TMD for promotional purposes. The final step in the process will be for the Mayor to sign the operating agreement, which the City Council directed him to do in a previous action. The Council today also overrode the Mayor’s veto of that action.

Council President Gloria asked a representative of the Mayor’s office at today’s meeting whether the Mayor would sign the agreement and conclude this prolonged issue. The representative stated the Mayor’s intent to sign the original operating agreement, potentially upon return from his foreign trip later this week.

“The amended agreement is good for San Diego, and we need to focus on other critical issues now,” said Council President Gloria.

The City budget and the regional economy are greatly impacted by tourism. The more people who know about San Diego through the TMD’s promotional efforts, the better the chances of them traveling to the City. When people travel to San Diego, transient occupancy tax is generated, which is a key component of the City’s General Fund, paying for core services like fire-rescue, police, and libraries. Further, 160,000 jobs in the region are dependent on tourism.

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