

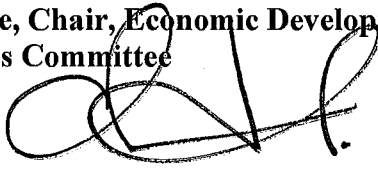


**COUNCILMEMBER CHRIS CATE  
CITY OF SAN DIEGO  
SIXTH DISTRICT**

**M E M O R A N D U M**

**DATE:** November 12, 2015

**TO:** Councilmember Myrtle Cole, Chair, Economic Development and Intergovernmental Relations Committee

**FROM:** Councilmember Chris Cate 

**SUBJECT:** Proposed Amendments to City's Ticket Policy

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In accordance with Council Policy 700-22, elected officials of the City of San Diego have the authority to distribute suite tickets for entertainment-related events at Petco Park, Qualcomm Stadium, and any other facility owned, controlled, or operated by the City of San Diego. I believe this program currently lacks accountability and is subject to abuse.

For example, a recent report revealed individuals who received tickets scalped City suite tickets outside of Qualcomm Stadium at a Charger Monday Night Football game. For this and other reasons, a significant number of Councilmembers do not participate in the distribution of tickets provided to the City for entertainment purposes limiting access to games and events by potential ticket recipients, contradicting the intrinsic purpose of the program.

This point became evident after reviewing City suite attendance in 2015 for Padres games where seats were consistently unfilled and on numerous occasions the suite went completely empty. I believe this problem of participation can be addressed through an amended policy that prioritizes ticket distribution to non-profit organizations.

In an effort to remove the negative perception of this program and increase participation, I propose the following amendments:

- Remove ticket distribution authority from City Councilmembers;
- Award the Council President's office with sole authority to distribute tickets on behalf of the City Council for events at any "City Venue";
- Appoint Council Administration as "Ticket Coordinator", i.e., the responsible department for managing the ticket distribution process on behalf of the City Council;
- Codify a ticket distribution process for City employees by including a reference to the City's updated Rewards and Recognition program;

- Grant “Category 1 – First Priority” to supporting and/or showing appreciation for programs or services rendered by non-profit organizations benefitting San Diego residents; and
- Establish a process for City Councilmembers to provide a preferred list of non-profit organizations for consideration by the Council President and Council Administration.

I believe amending this policy will increase accountability and bolster program participation so as to allow more San Diegans the opportunity to attend events and watch their favorite hometown teams. I request this item be docketed for discussion at the next available Economic Development and Intergovernmental Relations Committee meeting.

CC:ic

cc: Honorable Mayor Kevin L. Faulconer  
Honorable City Councilmembers  
Prescilla Dugard, Deputy City Attorney  
Cybele Thompson, Director, Real Estate Assets Department  
Lori Witzel, Director, Council Administration