



THE CITY OF SAN DIEGO

November 2, 2011

ATTENTION: **YOUR HOTEL PROPERTY MAY BE INVOLVED IN THE POTENTIAL FORMATION OF A SAN DIEGO CONVENTION CENTER FACILITIES DISTRICT**

On October 25, 2011, the San Diego City Council authorized certain amendments to the San Diego Municipal Code which established the procedure allowing for the potential formation of a city-wide San Diego Convention Center Facilities District (CCFD) involving hotel properties located in the City of San Diego. This was the first of a series of necessary procedural steps which will be considered to establish the Convention Center Facilities District, including a public hearing, and an election process involving the property owners. The election process is anticipated to occur in Spring 2012, and, if approved, the Convention Center Facilities District would be formed in mid-2012.

If established, the Convention Center Facilities District will be authorized to expand the San Diego Convention Center, located at 111 West Harbor Drive, San Diego, CA 92101. The proposed expansion project, anticipated to begin construction in mid-2013, will expand the gross floor area of the Convention Center by approximately 961,000 square feet – from 1,764,000 square feet to approximately 2,725,000 square feet – and, according to an analysis by the Economic Practice at AECOM presented in their November 15, 2010 report titled “*Refined Analysis of Additional Business Capture Derived from a Potential Expansion of the San Diego Convention Center*,” is estimated to increase hotel-room nights by 657,000 each year and produce approximately \$121 million in new hotel-room sales revenue annually.

It is important for the City to possess accurate contact information for all hotel properties which may be involved in the Convention Center Facilities District formation process. Please complete and return the enclosed Hotel Information Request Form by November 17, 2011. This information will be used, in conjunction with County of San Diego property owner records, for the mailing of public hearing notices and election ballot materials to property owners, and other outreach efforts related to the proposed Convention Center Facilities District.

1. To complete and return an electronic version of the Hotel Information Request Form, visit the City’s website at:

<http://www.sandiego.gov/ccfd>

2. If you prefer to submit the form via U.S. mail, send the completed form to:

**City of San Diego
Attn: Baku Patel, Debt Management
202 C Street, MS 7B, San Diego, CA 92101**

If you have questions regarding this request, please contact Baku Patel at (619) 533-6491 or bpatel@sandiego.gov.

