



News from

Council President Todd Gloria

City of San Diego ■ District Three

NEWS RELEASE

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City Council, Mayor Agree on Tourism Marketing District Amendments

SAN DIEGO, CA (March 28, 2013) – The San Diego City Council today took action to resolve the issues surrounding the Tourism Marketing District. Conceptual 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.

“San Diego is well served by today’s action,” said Council President Todd Gloria. **“I am proud that City leaders and the tourism industry were able to come together for the good of our region.”**

The Council today directed the City Attorney, Mayor, and Council President to work together with the TMD to prepare the necessary agreement to effectuate a First Amendment to the operating agreement between the City and the TMD. This will settle the language that was disputed by the Mayor and the TMD. The amended agreement will be considered by the City Council by mid-April. Mayor Bob Filner appeared before the City Council in support of the action.

“Today’s action was a critical step toward again marketing San Diego as a tourist destination while adding further safeguards against potential liability for the City and taxpayers,” 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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