



The City of San Diego

Staff Report

DATE ISSUED: 9/11/2017
TO: City Council
FROM: Real Estate Assets
SUBJECT: Request to Approve Officially Changing Qualcomm Stadium's Name to "SDCCU Stadium"

Primary Contact: Miguel Duran Phone: (619) 236-6733
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Council District(s): 7

OVERVIEW:

Request to authorize renaming Qualcomm Stadium to "SDCCU Stadium."

PROPOSED ACTIONS:

A resolution authorizing the Mayor or his designee to approve renaming Qualcomm Stadium to "SDCCU Stadium" and waiving section (A)(2) of Council Policy 900-20.

DISCUSSION OF ITEM:

The City of San Diego's (City) Real Estate Assets Department (READ) entered into an agreement with Fox Sports College Properties, a division of National Advertising Partners (Fox) for sponsorship sales at Qualcomm Stadium (Stadium). As part of this agreement, Fox released a request for proposal for a new Stadium naming rights sponsor on August 1, 2017. Four (4) proposals were received by the September 1, 2017, due date from the following firms:

- Gemini Sports Group;
- Mitek;
- San Diego County Credit Union; and
- Traction Video, LLC.

READ recommends San Diego County Credit Union's (SDCCU) proposal as the one offering the best value to the City, both financially and in terms of SDCCU's ability to assist in marketing events and selling tickets at the Stadium. It should be noted that SDCCU is already the Holiday Bowl event sponsor. If the proposed action is approved, SDCCU will be granted the naming rights to the Stadium until December 31, 2018. This action does not provide SDCCU with any rights to any other City properties, access to City employees, or any other affiliation with the City in general.

SDCCU has requested Stadium signage that consists of its abbreviated name and logo, as depicted on the attached document entitled, "Naming Rights Proposal - SDCCU." Council Policy (CP) 900-20 "Guiding Principles" section (A)(2) states that "The City will not permit corporate logos, insignias, or advertising slogans in a permanent naming or renaming of a City facility." READ requests waiving section (A)(2) of CP 900-20 for SDCCU's signage at the Stadium.

Staff recommendation is to approve the proposed action.

City Strategic Plan Goal(s)/Objective(s):

Goal: 2: Work in partnership with all of our communities to achieve safe and livable neighborhoods

Objective 2.5: Improve infrastructure quality

Fiscal Considerations:

If this action is approved, the payment proposed by San Diego County Credit Union for Stadium naming rights is \$500,000. Per City's Sponsorship Sales Agreement with Fox, City will retain seventy-five percent (75%) of this revenue, which equals \$375,000. The \$375,000 is unbudgeted revenue and is anticipated to reduce the FY 2018 budgeted subsidy from the Transient Occupancy Tax Fund to the Stadium Operations Fund.

Environmental Impact:

This activity, the approval to rename Qualcomm Stadium to "SDCCU Stadium", is not subject to CEQA pursuant to Section 15060(c)(3) as it is not a project as defined by Section 15378(b)(5). Organization or administrative activities of governments that will not result in direct or indirect physical changes in the environment.

Equal Opportunity Contracting Information (if applicable):

N/A

Previous Council and/or Committee Actions:

The City Council adopted Resolution No. R-253397 on January 6, 1981, which changed the name of the Stadium from "San Diego Stadium" to "San Diego-Jack Murphy Stadium."

The City Council adopted Resolution No. R-288449 on March 18, 1997, which changed the name of the Stadium from "San Diego-Jack Murphy Stadium" to "Qualcomm Stadium."

Key Stakeholders and Community Outreach Efforts:

N/A

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Director, Real Estate Assets

Ronald H. Villa

Deputy Chief Operating Officer