

January 10, 2014

Julie P. Dubick
Chief Executive Officer
Balboa Park Celebration, Inc.
2131 Pan American Plaza
San Diego, CA 92101

Dear Julie,

Thank you for presenting your FY 2014 Quarter One update at the December 13, 2013 SDTMD Corporation meeting. I wanted to clarify our board's request of your organization that was made at that meeting.

Thankfully, the damaging TMD funding restrictions of the first half of FY 2014 have been relieved due to the City Council approval of the second amendment of our agreement. Because the TMD holdback was released six months into the fiscal year, we have requested that both FY 2014 contractors (SDTA and BPCI) revise their original contract budgets and present them to our board for consideration.

The San Diego Tourism Authority (SDTA) presented their revised FY 2014 program of work and budgets to the Ad Hoc marketing committee on December 5th. The resulting revised FY 2014 program of work and budget was presented to our board on December 13 for consideration. Your team was in attendance for that presentation.

As you know, our board is requesting the same from BPCI. Per the public notification at the December 13 board meeting and the January 6 email notice sent to BPCI, SDTA and the Ad Hoc committee members, we have requested that your revised FY 2014 budget / program of work be presented to the Ad Hoc marketing committee meeting on January 21st. Then, the resulting FY 2014 revised program of work and budget will be presented by BPCI at the January 24th SDTMD Corp. board meeting for consideration.

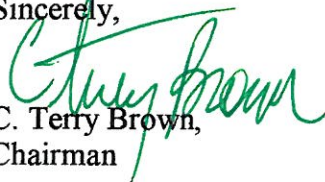
As you can appreciate, it is essential that our marketing committee is able to review your revised FY 2014 revised budget in advance of the January 21 meeting. As such, we request that you submit / distribute a working draft of your FY 2014 revision no later than 4:00 p.m., Friday, January 17, 2014. This will allow members of the Ad Hoc committee to review your proposal over the weekend prior to your presentation.

Additionally, I would like to thank you for submitting your FY 2015 SDTMD funding application on December 6, 2013. Per notification at the December 13 board meeting and your January 6 email notice, the SDTA and BPCI will be presenting their respective FY 2015 TMD funding applications at the January 21 SDTMD Ad Hoc marketing committee and again at the January 24 SDTMD Corp. board meeting.

Per the SDTMD Corp. approval process, the FY 2015 funding allocation recommendations will not be made until all FY 2015 applicants have made their public presentations to our board. We anticipate the final FY2015 funding recommendations will be made at the February 28th or March 7th SDTMD Corporation board meeting.

Please feel free to contact me if you have any questions.

Sincerely,



C. Terry Brown,
Chairman

c.c.: Nikki and Ben Clay, Lorin Stewart