

EXHIBIT A: Proposed Scope of Work Narrative

1) Proposed Scope of Work Narrative

The All-Star Game is scheduled to be held at Petco Park on July 12, 2016. In addition to the All-Star Game itself, Major League Baseball will hold a number of related events in San Diego, including the Workout Day (which includes the Home Run Derby) at Petco Park on July 11, 2016, a five-day FanFest, an All-Star Concert, Red Carpet Parade, 5K and other events. These events are referred to collectively as the All-Star Summer.

The Padres believe the All-Star Summer will predominantly benefit TMD hotel properties in the categories of event management and group sales development (A1.2), tourism development – travel and trade (A1.3) and consumer direct sales and marketing programs (A1.5).

In a staff report to the San Diego City Council, the San Diego Tourism Authority estimated that the All-Star Summer would draw approximately 160,000 people to San Diego to participate in the events, with about 100,000 guests from out of town. The SDTA believes these out-of-town guests would generate about 47,000 room nights over the course of the All-Star Summer. These room nights would likely be in both the group sales (A1.2) and consumer direct sales (A1.5) categories. For example, Major League Baseball has laid out specific group sales requirements for the MLB headquarters hotel, the player hotel and the FanFest hotel. During the four main days of the All-Star Week, MLB will require 3,000 rooms per night for the headquarter hotel, 350 rooms per night for the player hotel and 110 rooms per night for the FanFest hotel. The Padres expect that there will be additional group sales for large corporate sponsors travelling for FanFest and the All-Star Game. In all likelihood, the majority of hotel rooms for fans will come in the form of consumer direct sales (A1.5), with families or individuals travelling to attend the All-Star Summer events. Given the high demand for hotel stays during the All-Star Summer, the Padres anticipate that almost all of the room nights, whether group sales or consumer direct sales, will be with TMD hotel properties with more than 30 rooms, as these types of larger hotels will be better equipped to handle the customer demand.

Prior to securing the 2016 All-Star Game, the San Diego Convention Center and several of the surrounding hotels had booked large events coinciding with the dates for the All-Star Summer, most notably the 2016 Esri User Conference. The Esri conference alone is estimated to create 22,600 room nights for San Diego hotels. Through coordinated efforts among the Padres, the San Diego Convention Center and the San Diego Tourism Authority, all of these events have successfully been rescheduled to other dates in 2016, enabling San Diego to preserve the associated room nights in addition to obtaining the extra room nights from the All-Star Summer.

In addition, the extensive publicity surrounding the All-Star Summer will benefit TMD hotel properties through tourism development – travel and trade (A1.3). The 2016 broadcast of the All-Star Game, related events and shoulder programming will mention San Diego as the host city innumerable times and will also include promotional shots of areas of tourism interest around San Diego. In many ways, the broadcast of the All-Star Summer will serve as a 12 hour commercial for San Diego. The Padres expect that the highlighting of San Diego during the All-Star Summer will have a positive impact on tourism interest in San Diego for years to come.

According to Major League Baseball, the 2014 All-Star Game and Home Run Derby had a combined U.S. audience of over 42.5 million viewers, and the two events had over 12 hours of primetime national broadcast time. The All-Star Game was also broadcast in 13 languages in 223 countries and territories around the world. The international broadcast included ten stations in China (estimated to reach a total of 225 million people), stations in each of Japan, Korea and Taiwan and Fox Sports Asia, which is broadcast in 29 countries, including Hong Kong, Thailand, the Philippines and Singapore. The All-Star Game is also broadcast in Spanish by Fox Sports and ESPN in Mexico, Central and South America and the Caribbean.

The Padres recognize that many organizations within San Diego will need to work together in order to make the All-Star Summer in San Diego a success. To date, the Padres have worked closely with the San Diego Tourism Authority during the early planning processes for the All-Star Summer.

The Padres are requesting a total of \$400,000 in TMD funding. This will be paid in the form of a sponsorship of the All-Star FanFest at the San Diego Convention Center. FanFest is the largest interactive baseball event in the world. For five days at the Convention Center, fans will have the opportunity to meet MLB legends, obtain free autographs and participate in baseball training drills, visit the All-Star batting cages, view a collection of official awards and trophies of Major League Baseball and much more. Major League Baseball anticipates a total attendance of over 100,000 guests at FanFest and has expressed a desire to increase the scope and attendance of FanFest beginning with the San Diego All-Star Summer.

2) Applicant Qualifications

As San Diego's Major League Baseball franchise, the Padres are uniquely qualified to bring both the All-Star Game and the Baseball Winter Meetings to San Diego.

The Padres have committed significant resources over the past three years to upgrading Petco Park, including the installation of a new state-of-the-art videoboard. As a result of these upgrades as well as substantial time and effort on the part of ownership engaging with Major League Baseball, San Diego became a serious candidate for the All-Star Game for the first time

since San Diego last hosted the game in 1992. No other organization in San Diego has the ability to bring the All-Star Game to the City.

3) Budget Assumptions for use of Tourism Marketing District Funds

The Padres request the use of TMD funds to sponsor and promote the All-Star FanFest. The Padres and Major League Baseball expect to incur costs of approximately \$453,000 in connection with use of the Convention Center for FanFest. The Padres request \$400,000 in TMD funds in the form of a sponsorship of FanFest in order to make FanFest a successful event.

4) Targeted Return on Investment in TMD Hotel Room Nights

Projected revenue for FY2017: \$7,520,470

ROI: 19/1

As discussed above, given the large number of room nights required and the typical type of guest, the Padres expect Category A-TMD assessed properties with 30 or more rooms to be the largest beneficiaries of the room nights generated by the All-Star Game. The benefits will be realized over the period of the All-Star Summer in July 2016.

We have based this projection on the number of room nights the San Diego Tourism Authority estimated would be associated with the All-Star Summer. We feel that this is a conservative estimate, so we expect that the actual realized ROI will be even higher.

5) Progress/Success Measurement and Timing

The Padres plan to measure the results from the All-Star Summer by providing the SDTMD with actual broadcast figures following the Home Run Derby and All-Star Game as well as providing the SDTMD with figures on room nights booked by groups affiliated with the Padres, such as Major League Baseball and the players association.