

WHEREAS, the City Council has conducted many hearings for the purpose of formulating city-wide goals and objectives, program priorities and other budget policy guidelines; and

WHEREAS, the Council has considered the Manager's and Council's staff recommendations; and

WHEREAS, the Council desires to have a marketing study performed as part of the total program of economic development; and

WHEREAS, it has been recommended that the sum of \$250,000 be earmarked for a total program of economic development; and

WHEREAS, it has been further recommended that a sum not to exceed \$75,000 be earmarked for contractual services providing a marketing study; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, as follows:

That the City Manager be and he is hereby directed to work with the Executive Director of EDC to formulate a total program at a cost not to exceed \$250,000 as recommended.

BE IT FURTHER RESOLVED, that the City Manager be and he is hereby fully authorized to negotiate a contract with a firm to perform a marketing study at a cost not to exceed \$75,000.

BE IT FURTHER RESOLVED, that the balance of the funds earmarked hereinabove for the total program be authorized for said purpose after the City Manager has brought back and presented a program in January, 1977.

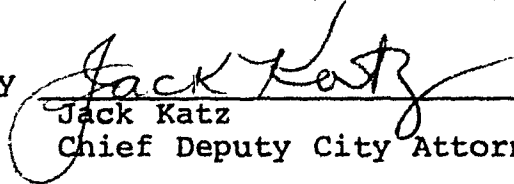
MICROFILMED  
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BE IT FURTHER RESOLVED, that necessary and appropriate agreements be executed to effectuate the above objectives assuring that the above enumerated funds are sufficiently identified and legally allocated and encumbered by the Auditor and Comptroller.

APPROVED: JOHN W. WITT, City Attorney

BY

  
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Jack Katz  
Chief Deputy City Attorney

JK:k:706  
1-18-77  
Or.Dept.: Council

**MICROFILMED**

**MAY 31 1978**

**217285**

**00421**

DEC 15 1976

Passed and adopted by the Council of The City of San Diego on  
by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Gil Johnson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lee Hubbard	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floyd L. Morrow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Gade	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<del>Jim Ellis</del>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jess D. Haro	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

PETE WILSON

Mayor of The City of San Diego, California.

EDWARD NIELSEN

City Clerk of The City of San Diego, California.

By *Elizabeth Deeg* Deputy.

(Seal)

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SAN DIEGO, CALIF.

CITY CLERK

Office of the City Clerk, San Diego, California

Resolution Number **217285** Adopted **DEC 15 1976**

CC-1276 (REV. 12-75)

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MAY 31 1978

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