

(R-92-400)

RESOLUTION NUMBER R-278672

ADOPTED ON SEP 23 1991

WHEREAS, The City of San Diego continues to face the increasingly difficult task of financing essential and desired services; and

WHEREAS, the City must strive to become more efficient, effective, and innovative in its operation; and

WHEREAS, the City Manager in his Report No. 91-406, dated 9-18-91, proposes that the City meet these requirements by establishing an Entrepreneurial Program; and

WHEREAS, the intent of this program would be to provide a means by which the City can venture into new revenue-producing projects for the purpose of providing additional services to the City's citizens, employees, and visitors while generating additional sources of revenue to fund other City services; and

WHEREAS, the City should encourage and reward intelligent and prudent risk-taking while also developing mutually beneficial public-private partnerships; and

WHEREAS, ultimately the Entrepreneurial Program may develop into a potential funding source for department-suggested projects that would serve the public while generating new or additional City revenues; and

WHEREAS, the City Manager proposes the establishment of a City Store as the initial Entrepreneurial Program project; and

WHEREAS, the primary goals for the proposed City Store are:

1. To establish a new City revenue source.
2. To establish an additional means of disposing of unique surplus or salvaged City materials such as old parking meters, signs, and other items of public interest.
3. To establish a public-private partnership to sell merchandise with the City's logos to its employees, citizens, and tourists to promote a display of pride in San Diego.
4. To promote and capitalize on the public's appreciation of City-owned assets such as Balboa Park and Mission Bay through the development of related promotional merchandise.
5. To provide a pilot project for the Entrepreneurial Program; and

WHEREAS, the details of the City Store's proposed operation are set forth in the City Manager's Report No. 91-406; and

WHEREAS, the City Council approves the concept of the Entrepreneurial Program and its pilot project, the City Store, to the extent the program and pilot project are permitted by law; and

WHEREAS, the initial set up cost for the Entrepreneurial Program's pilot project is one hundred thousand (\$100,000) dollars, which amount has been identified in the Special Promotional Program budget; and

WHEREAS, these funds were previously encumbered for the Air Space America pending litigation; and

WHEREAS, it has been determined that these funds may be released and reallocated at this time; NOW, THEREFORE,

BE IT RESOLVED, by the City Council that the City Manager is authorized to establish a City Store as a pilot project for the Entrepreneurial Program.

BE IT FURTHER RESOLVED, that the City Manager is authorized to issue a Request for Proposal ("RFP") for solicitation of firms interested in participating in the project, which RFP is on file as Attachment B to City Manager's Report No. 91-406.

BE IT FURTHER RESOLVED, that the City Manager is authorized to evaluate the proposals received in response to the RFP and negotiate contracts.

BE IT FURTHER RESOLVED, that the City Manager is directed to forward the negotiated contracts to the Council for approval.

BE IT FURTHER RESOLVED, that the Auditor and Comptroller is authorized to establish an Entrepreneurial Program Enterprise Fund.

BE IT FURTHER RESOLVED, that the City Council appropriates one hundred thousand (\$100,000) dollars from the Transient Occupancy Tax Fund Special Promotional Program from the funds previously encumbered for Air Space America pending litigation (10224/916/680).

BE IT FURTHER RESOLVED, that the Auditor and Comptroller is authorized to transfer the one hundred thousand (\$100,000) dollar Special Promotional Program allocation to the Entrepreneurial Program Enterprise Fund for the funding of the start up costs of the City Store.

BE IT FURTHER RESOLVED, that the expenditure of all monies deposited into the Entrepreneurial Enterprise Fund be made in accordance with its operating budget (which is attached as Exhibit A to City Manager's Report No. 91-406), Council approved projects, and for the purposes for which the Fund was established.

BE IT FURTHER RESOLVED, that the interest earnings generated by the Enterprise Fund are authorized to be retained and added to the Entrepreneurial Program Enterprise Fund's revenues.

APPROVED: JOHN W. WITT, City Attorney

By *Cristie C. McGuire*
Cristie C. McGuire
Deputy City Attorney

CCM:jrl
09/11/91
Or.Dept:Mgr.
Aud.Cert: 9200202
R-92-400
Form=r-t

The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

CERTIFICATE OF UNALLOTTED BALANCE AC 9200202

ORIGINATING DEPT. NO.: 040

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount \$ 100,000.00 Fund 10224

Purpose Authorizing the transfer of funds from the Transient Occupancy Tax Fund Special Promotional Program-Air Space America to the Entrepreneurial Program Enterprise Fund for the establishment of a City Retail Store operation.

Date September 11, 1991

By: *D. Shell*
 AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/EQUIP	FACILITY	AMOUNT
1	1	10224	916	680	4222	091680				\$100,000.00
TOTAL AMOUNT										\$100,000.00

FUND OVERRIDE

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said moneys now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed \$ _____

Vendor _____

Purpose _____

Date _____, 19____

By: _____
 AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										

FUND OVERRIDE

SEP 23 1991

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

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Wes Pratt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR
Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

By *Blenda R. Suarez*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number **R-278672** Adopted **SEP 23 1991**

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