

RESOLUTION NUMBER R- 291745

ADOPTED ON JUN 08 1999

WHEREAS, in September of 1991, the City Council approved an entrepreneurial program aimed at providing a means for the City to venture into new revenue producing projects for the purpose of providing additional services to the citizens of San Diego while generating additional sources of revenue to fund other City services; and

WHEREAS, in February of 1993, the Public Facilities and Recreation Committee adopted the City Ventures Program, a community investment partnership, and directed the City Manager to seek partnership opportunities with the private sector; and

WHEREAS, in October of 1993, the Public Facilities and Recreation Committee approved the City Ventures Program City-wide and authorized the City Manager to negotiate and execute sponsorship agreements; and

WHEREAS, since 1993 the City has benefitted from numerous corporate partnerships and the most significant of these partnerships was approved in April 1997 for \$18 million from Qualcomm for Stadium naming rights for 20 years; NOW, THEREFORE,

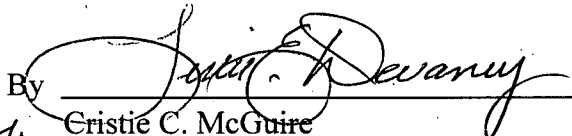
BE IT RESOLVED, by the Council of The City of San Diego, that the Council adopt, in concept, a Corporate Partnership Program.

BE IT FURTHER RESOLVED, that the City Manager be directed to prepare a request for proposals to search the marketplace for a municipal marketing firm and negotiate an agreement for implementation of the corporate sponsorship program and forward to the City Council for approval.

BE IT FURTHER RESOLVED, the City Council approve, in concept, the beverage vending program and direct the City Manager to forward a recommended proposal to the City Council for approval.

BE IT FURTHER RESOLVED, to direct the City Manager to work with the City Attorney to amend Council Policy 000-23, "Product Endorsements," and Council Policy 100-2, "City Receipt of Donations."

APPROVED: CASEY GWINN, City Attorney

By 
Cristie C. McGuire
Deputy City Attorney

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