

RESOLUTION NUMBER R- 302163

DATE OF FINAL PASSAGE DEC 15 2007

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A PARTNERSHIP AGREEMENT WITH EVOLUTION FILM & TAPE COMPANY FOR THE PRODUCTION OF THE TELEVISION SERIES "BEACH PATROL, SAN DIEGO" AND FOR THE EXPENDITURE OF A COMMISSION PAYMENT BY THE CITY TO THE PATHFINDER GROUP.

WHEREAS, in June 1999, the City Council adopted a Strategic Marketing Plan that established the Corporate Sponsorship Program [CPP] as a framework to develop resources for the City through partnerships with the corporate community; and

WHEREAS, the City, through its CPP, in May 2005, entered into an agreement with Evolution Film & Tape, Inc. [Evolution] to produce for COURT TV a documentary series entitled "Beach Patrol, San Diego," which chronicled the work performed by the City's Lifeguard Service; and

WHEREAS, the 2005 production of "Beach Patrol, San Diego" was deemed a great success by all parties, and Evolution thereafter expressed interest to produce additional seasons of the series; and

WHEREAS, the City, through its CPP and retained consultant Pathfinder Group, met with key representatives of Evolution, to negotiate a Partnership Agreement; and

WHEREAS, the City and Evolution have reached agreement on the terms of a one year production contract, with two additional one year options; and

WHEREAS, in exchange for Evolution having the right to film City Lifeguards in the discharge of their daily duties and air same, Evolution will in the first year of the agreement, purchase a surf rescue vessel valued at \$104,000 and transfer ownership of it to the City; and

WHEREAS, if Evolution elects to exercise the option for a second year of production, it will pay the City the sum of \$110,500, produce for the City a public service announcement on beach safety valued at \$30,000, and produce lifeguard training videos valued at \$70,000; and

WHEREAS, if Evolution elects to exercise the option for a third year of production, it will pay the City the sum of \$130,000, produce for the City a public service announcement on beach safety valued at \$30,000, and produce lifeguard training videos valued at \$70,000; and

WHEREAS, pursuant to the City's contract with the Pathfinder Group and due to its provision of contractual services in securing the Partnership Agreement with Evolution, the City will pay commissions in the amount of \$24,050 to the Pathfinder Group payable at the rate of \$11,050 for the second and third \$13,000 for the optional years, if exercised; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor is authorized to enter into a Partnership Agreement with Evolution, which includes the potential receipt of \$240,500 in cash to be deposited into Fund 78901 and acceptance of in-kind services and product valued at \$304,000.

BE IT FURTHER RESOLVED that the Auditor and Comptroller is authorized to expend from Fund No. 100, Dept. 601, Org. 3305, Obj. Acct. 4151, payment to the Pathfinder Group in the amount of \$24,050, payable at the rate of \$11,050 for the second and \$13,000 for the third optional years, if exercised.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By William Gersten
William Gersten
Deputy City Attorney

WG:als
11/07/06
Or.Dept:Corp. Sponsorship
Aud. Cert: 2700279
R-2007-547

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC - 5 2006.

ELIZABETH S. MALAND
City Clerk

By [Signature]
Deputy City Clerk

Approved: 12-15-06
(date)

[Signature]
JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

**The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER**

CERTIFICATE OF UNALLOTTED BALANCE

AC 2700279

ORIGINATING DEPT. NO.: 080

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: _____

Purpose: _____

Date: _____ 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

CERTIFICATION OF UNENCUMBERED BALANCE

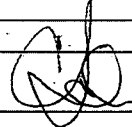
I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the 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 money 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: \$24,050.00

Vendor: Pathfinder Group

Purpose: To authorize the expenditure for commission payment related to Corporate Partnership Program.

Date: October 12, 2006

By:  _____

AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA											
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT	
001	0	100	601	3305	4151	003305					\$24,050.00

AC-361 (REV 2-92)

FUND OVERRIDE

AC 2700279

R-302163

DEC 05 2007

Passed by the Council of The City of San Diego on DEC 05 2007, by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Scott Peters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kevin Faulconer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toni Atkins	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anthony Young	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brian Maienschein	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donna Frye	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jim Madaffer	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ben Hueso	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

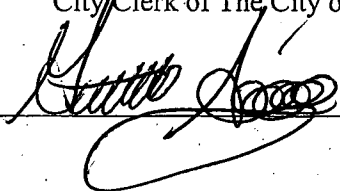
Date of final passage DEC 15 2007

AUTHENTICATED BY:

JERRY SANDERS
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND
City Clerk of The City of San Diego, California.

By , Deputy

Office of the City Clerk, San Diego, California
Resolution Number R 302163