

108

1/9/07

(R-2007-353)

MEET ORG.

RESOLUTION NUMBER R- 302258

DATE OF FINAL PASSAGE JAN 17 2007

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A MARKETING PARTNERSHIP AGREEMENT WITH VERIZON WIRELESS AND FOR THE EXPENDITURE OF A COMMISSION PAYMENT 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 and after issuance of a Request for Proposal, has negotiated a Marketing Partnership Agreement with Verizon Wireless; and

WHEREAS, under the terms of the Marketing Partnership Agreement, Verizon will pay the City \$250,000 annually. The duration of the Agreement is for two years, with the option to renew for three additional one year terms (to a maximum total of \$1,250,000). Additionally, Verizon will donate \$30,000 worth of phones and services to the San Diego Family Justice Center. In exchange, Verizon will be given the right to be designated as the "Official Wireless Partner" of the City and the City will afford Verizon various marketing benefits; and

WHEREAS, pursuant to the City's contract with the Pathfinder Group and due to its provision of contractual services in securing the Marketing Partnership Agreement with Verizon, the City will pay commissions in the amount of \$75,000 to the Pathfinder Group payable at the rate of \$25,000 annually for each year of the initial two year term, and \$25,000 in the third year, if the option on the third year is exercised. The maximum amount payable is \$75,000; NOW,

THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor is authorized to enter into a Marketing Partnership Agreement with Verizon Wireless.

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 \$75,000, payable at the rate of \$25,000 per year for the first two years of the term of the Verizon Marketing Partnership Agreement and one additional optional year, if exercised.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By William Gersten
William Gersten
Deputy City Attorney

Partnership agreement with Verizon Wireless is on file in the Office of the City Clerk as Document No. R- 302258.

WG:lb
09/26/2006
Or.Dept: Corp. Sponsorship
R-2007-353

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JAN 09 2007.

ELIZABETH S. MALAND
City Clerk

By [Signature]
Deputy City Clerk

Approved: 1.17.07
(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 2700183

ORIGINATING DEPT. NO.: 230

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

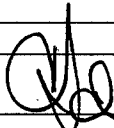
I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the 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: \$75,000.00

Vendor: The Pathfinder Group

Purpose: To authorize the expenditure for commission related to Marketing Partnership Agreement with Verizon Wireless.

Date: September 11, 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				\$75,000.00

AC-361 (REV 2-92)

FUND OVERRIDE

AC 2700183

R 302258

SEP 09 2007