

RESOLUTION NUMBER R- 303642

DATE OF FINAL PASSAGE MAY Q 8 2008

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A MARKETING PARTNERSHIP AGREEMENT WITH CARDIAC SCIENCE TO FUND SAN DIEGO PROJECT HEART BEAT.

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

WHEREAS, the City, through its CPP, has negotiated a new Marketing Partnership Agreement with Cardiac Science; and

WHEREAS, the City previously entered into an Automatic External Defibrillator [AED] Operating Memorandum with San Diego Medical Services Enterprise, LLC [SDMSE] to perform all services that are the responsibility of the City under the prior Marketing Partnership Agreement with Cardiac Science; and

WHEREAS, SDMSE, pursuant to the AED Operating Memorandum, will continue to perform all services that are the responsibility of the City under the new Marketing Partnership Agreement with Cardiac Science; and

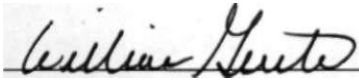
WHEREAS, under the terms of the Marketing Partnership Agreement, Cardiac Science will pay SDMSE \$185,000 annually. The duration of the Agreement is for two years, with the option to renew for three additional one-year terms (to a maximum total payment of \$925,000). In exchange, Cardiac Science will be given the right to be designated as the "Official AED Provider," of the City and the City will afford it 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 Cardiac Science, The Pathfinder Group will be owed commissions in the amount of \$11,000 for the first two-year term, and \$11,000 in the third optional year, if exercised. No commissions would be owed for the fourth and fifth optional years, if exercised; and

WHEREAS, SDMSE, through the AED Operating Memorandum, will pay the commissions to The Pathfinder Group from the \$185,000 annual marketing rights fee; 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 Cardiac Science.

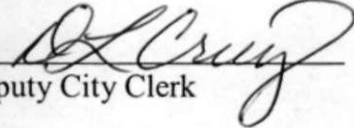
APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 
William J. Gersten
Deputy City Attorney

WJG:amt
1/15/2008
Or. Dept: Corp .Partnership
R-2008-562

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 29 2008 .

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved:
(date)


JERRY SANDERS, Mayor

Vetoed:
(date)

JERRY SANDERS, Mayor