

RESOLUTION NUMBER R- 310110

DATE OF FINAL PASSAGE DEC 11 2015

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO AUTHORIZING A MARKETING PARTNERSHIP  
AGREEMENT WITH CALIFORNIA COAST CREDIT UNION

WHEREAS, the City of San Diego (City) has established a Corporate Partnerships and Development Program (CPDP) to generate revenue and develop resources for the City through partnerships with the corporate community; and

WHEREAS, the CPDP issued a Financial Services Partner Request for Sponsorship (RFS) in June 2015 to twenty-two financial institutions; and

WHEREAS, in response to the RFS, five financial institutions, including California Coast Credit Union (Cal Coast), demonstrated an interest in a marketing partnership; and

WHEREAS, the City's selection panel reviewed all proposals and determined that Cal Coast's proposal meets the objectives of the CPDP and the RFS and is otherwise in the best interest of the City; and

WHEREAS, the City's panel selected Cal Coast as the City's "Official Financial Partner" based on its ability to provide the best overall benefit to the City; and

WHEREAS, Cal Coast was established in 1929, has over twenty local branches and additional CO-OP shared branches, offers access to over 30,000 fee-free ATMs nationwide, and offers free mobile banking with mobile bill pay and mobile deposit, and free online banking; and

WHEREAS, Cal Coast has over 135,000 members, almost \$2,000,000,000 in assets, is federally insured, and is backed by the National Credit Union Association; and

WHEREAS, the City has negotiated a Marketing Partnership Agreement with Cal Coast for one three-year term with the option to renew for one additional two-year term; and

WHEREAS, under the terms of the proposed Marketing Partnership Agreement, on file in the Office of the City Clerk as Document No. RR- 310110, Cal Coast shall pay to the City an annual Marketing Rights Fee of \$130,000 and provide in-kind services that Cal Coast has valued at up to \$491,000 annually in exchange for access to the commercial marketing potential associated with the City; and

WHEREAS, \$100,000 of the annual Marketing Rights Fee will be unrestricted and \$30,000 will be used for the Park and Recreation Department's Fitness (\$15,000) and Volunteer (\$10,000) programs and Human Resources' Youth Development Outreach (\$5,000) activities; and

WHEREAS, Cal Coast shall also contribute \$25 to the Library or Park and Recreation Department for each account City employees open through Cal Coast's cause-marketing program; and

WHEREAS, Cal Coast shall also provide and promote free financial education workshops and information sessions at City facilities and provide free financial planning and financial check-ups for City employees, retirees, and their family members; NOW,

THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego (City Council), that the Mayor, or his designee, is authorized to execute the Agreement with Cal Coast for a three-year term with the option to renew for one additional two-year term, and on the terms and conditions set forth in the Marketing Partnership Agreement on file in the Office of the City Clerk as Document No. RR- 310110

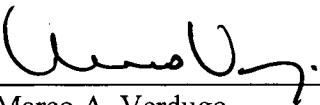
BE IT FURTHER RESOLVED, by the City Council, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 100000, Park and Recreation Department, Business Area 1714, and to appropriate and expend \$15,000, to be received as part of the Marketing Partnership Agreement, to support the Parks Fit Program, contingent upon the adoption of the Appropriation Ordinance for the applicable Fiscal Year, and contingent upon the Chief Financial Officer furnishing a certificate certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

BE IT FURTHER RESOLVED, by the City Council, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 100000, Park and Recreation Department, Business Area 1714, and to appropriate and expend \$10,000, to be received as part of the Marketing Partnership Agreement, to support the Volunteer Program, contingent upon the adoption of the Appropriation Ordinance for the applicable Fiscal Year, and contingent upon the Chief Financial Officer furnishing a certificate certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

BE IT FURTHER RESOLVED, by the City Council, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 100000, Human Resources Department, Business Area 1313, and to appropriate and expend \$5,000, to be received as part of the Marketing Partnership Agreement, to support the Youth Development Program, contingent

upon the adoption of the Appropriation Ordinance for the applicable Fiscal Year, and contingent upon the Chief Financial Officer furnishing a certificate certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

APPROVED: JAN I. GOLDSMITH, City Attorney

By   
Marco A. Verdugo  
Deputy City Attorney

MAV:hm  
11/23/2015  
Or.Dept:Government Affairs  
Doc. No.: 1168342

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC 08 2015.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 12/11/15  
(date)

  
KEVIN L. FAULCONER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on DEC 08 2015, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Sherri Lightner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Todd Gloria	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marti Emerald	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage DEC 11 2015

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

KEVIN L. FAULCONER  
Mayor of The City of San Diego, California.

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

(Seal)

By *Hy Chaudhry*, Deputy

Office of the City Clerk, San Diego, California

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