

RESOLUTION NUMBER R- 311469

DATE OF FINAL PASSAGE DEC 20 2017

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO AUTHORIZING A MARKETING PARTNERSHIP
AGREEMENT WITH SHARP HEALTHCARE.

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 Request for Sponsorship (RFS) in May 2017 for a health and wellness partner; and

WHEREAS, the City's selection panel determined that the proposal from Sharp HealthCare met the objectives of the CPDP and the RFS, and is in the best interests of the City; and

WHEREAS, the City negotiated a Marketing Partnership Agreement with Sharp HealthCare for a three-year term with an option to renew for two additional one year terms; and

WHEREAS, under the terms of the proposed Marketing Partnership Agreement, on file in the Office of the City Clerk as Document No. RR- 311469, Sharp HealthCare shall pay to the City an annual Marketing Rights Fee of \$100,000 and provide in-kind services that Sharp HealthCare has valued at an amount up to approximately \$150,000 annually in exchange for access to the commercial marketing potential associated with the City; and


WHEREAS, the annual partnership fee of \$100,000 includes sponsorship of annual employee flu vaccinations, sponsorship for a mutually agreed upon annual program at various City parks and recreation centers, and community benefit based programs free to City employees and residents at City parks, libraries and public offices; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego (City Council), that the Mayor, or his designee, is authorized to execute the Agreement with Sharp HealthCare for a three-year term with the option to renew for two additional one-year terms, 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- 311469 .

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, Parks and Recreation Department, to appropriate and expend fifteen thousand dollars (\$15,000) for the purpose of executing this Agreement to support an agreed upon Parks and Recreation 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, Risk Management Department, Business Area 1515, and to appropriate and expend ten thousand dollars (\$10,000) for the purpose of executing this agreement to support employee flu vaccinations, 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: MARA W. ELLIOTT, City Attorney

By 
Catherine C. Morrison
Deputy City Attorney

CCM:jvg

November 17, 2017
Or.Dept:Corporate Partnerships
Doc. No.: 1627391

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of DEC 13 2017.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 12/20/17
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on DEC 13 2017, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<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"/>
Chris Ward	<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"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage DEC 20 2017

(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 *[Signature]*, Deputy

Office of the City Clerk, San Diego, California
311469
Resolution Number R-_____