

RESOLUTION NUMBER R- 311985

DATE OF FINAL PASSAGE OCT 10 2018

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO TO APPROVE AMENDMENTS TO COUNCIL
POLICY 000-41, ENDORSEMENT.

WHEREAS, the original Endorsement Policy, Council Policy 000-41, was created in
1977: and

WHEREAS, Council Policy 000-41 is being updated to reflect current business practices
and to allow the City of San Diego (City) to effectively use endorsements for business strategies
and benefits; and

WHEREAS, the amended Endorsement Policy allows Contractors to identify the City as
a client because this information is publicly available and typically not restricted by companies
or other municipalities; and

WHEREAS, the amended Endorsement Policy allows for use of City materials, images,
or testimonials for a limited or one-time use in social media, at trade shows or in other short-term
marketing opportunities that may benefit the City in exchange for promotional, in-kind, or cash
value to the City, not to exceed \$25,000 with appropriate documentation and approval; and

WHEREAS, the proposed amendments to Council Policy 000-41 will allow the City to
leverage business opportunities as well as position the City in a leadership role; and NOW,
THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the amendments
to Council Policy 000-41 titled "Endorsement" are approved and adopted, and

BE IT FURTHER RESOLVED, that the City Clerk is instructed to update the Council Policy Manual to reflect this amended Council Policy.

APPROVED: MARA W. ELLIOTT, City Attorney

By Catherine Morrison
Catherine C. Morrison
Deputy City Attorney

CCM:jvg
September 24, 2018
Or.Dept:Corporate Partnerships and Development
Doc. No.: 1842469

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 08 2018.

ELIZABETH S. MALAND
City Clerk

By Connie Patterson
Deputy City Clerk

Approved: 10/10/18
(date)

Kevin L. Faulconer
KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

OCT 08 2018

Passed by the Council of The City of San Diego on _____, 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 OCT 10 2018

(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 Concise Patterson, Deputy

Office of the City Clerk, San Diego, California

Resolution Number R- 311985