

RESOLUTION NUMBER R- 312394DATE OF FINAL PASSAGE APR 25 2019

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO ALLOCATING \$5,000 TO LA JOLLA ART & WINE FESTIVAL FOR THE LJAWF ADVERTISING CAMPAIGN, PURSUANT TO COUNCIL POLICY 100-23, "CITY COUNCIL FUNDING FOR ARTS, CULTURE AND COMMUNITY FESTIVALS WITH DISCRETIONARY TRANSIENT OCCUPANCE TAX ALLOCATION."

WHEREAS, the San Diego City Council (City Council) adopted Council Policy 100-23, entitled "City Council Funding of Arts, Culture and Community Festivals with Transient Occupancy Tax Allocation" on August 13, 2012, by San Diego Resolution R-307625; and

WHEREAS, Council Policy 100-23 provides a procedure and uniform requirements for awarding funds to and contracting with private non-profit organizations that produce programs, projects and events that (i) provide access to excellence in culture and the arts for residents of, and visitors to San Diego, and (ii) enrich the lives of the people of San Diego and build healthy, vital neighborhoods; and

WHEREAS, the La Jolla Art & Wine Festival has requested funding for the LJAWF Advertising Campaign; and

WHEREAS, the requested funding will be used for a social media campaign to run across three social media platforms (Facebook, Twitter, and Instagram) for six weeks before the festival begins to increase awareness and attendance; and

WHEREAS, the La Jolla Art & Wine Festival's request for funding for the LJAWF Advertising Campaign will benefit the public by educating the community and local merchants about the festival, by motivating them to participate in and support the festival, and by helping to increase the amount of money spent with La Jolla businesses; and

WHEREAS, it is the determination of the City Council that the above-described program fits within the parameters of Council Policy 100-23; and

WHEREAS, Council District 1 recommends an allocation of \$5,000 to the La Jolla Art & Wine Festival for the purposes set forth in this resolution; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the allocation described in this resolution is made for a public purpose.

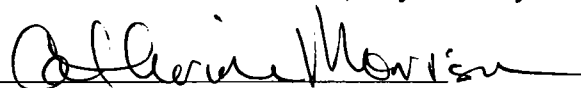
BE IT FURTHER RESOLVED, that the City Council waives Council Policy 100-23(3)(g), which provides: "An organization may not apply to receive funding for an event or program which has already occurred, nor any capital improvement, goods, supplies, materials, or equipment which have already been purchased."

BE IT FURTHER RESOLVED, that the Mayor, or his designee, is authorized and directed to execute, for and on behalf of the City, an Agreement between the City of San Diego and the La Jolla Art & Wine Festival (Agreement) in an amount not to exceed \$5,000 for the project described in this resolution, under terms and conditions set forth in the Agreement on file in the Office of the City Clerk as Document No. RR- 312394.

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to expend an amount not to exceed \$5,000 from Council District 1: Fund No. 200205, Cost Center 1414111212 GL 512059, to provide funds for the above-referenced Agreement, contingent upon the Chief Financial Officer first furnishing one or more certificates certifying that the 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

April 9, 2019
Or.Dept: Council District 1
CC No. 3000012015
Doc. No.: 1978109

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 23 2019.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4/25/19
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

**The City of San Diego
COMPTROLLER'S CERTIFICATE**

CERTIFICATE OF UNALLOTTED BALANCE

ORIGINATING DEPT. 3000012015
NO.: 1414

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: _____ Fund: _____

Purpose: _____

Date: _____ By: _____

COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA									
Doc. Item	Fund	Funded Program	Internal Order	Functional Area	G/L Account	Business Area	Cost Center	WBS	Original 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: _____ \$5,000.00

Vendor: Jolla Art and Wine Festival

Purpose: Advertising Campaign

Date: March 13, 2019 By: _____

COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA									
Doc. Item	Fund	Funded Program	Internal Order	Functional Area	G/L Account	Business Area	Cost Center	WBS	Original Amount
1	200205			OTHR-00000000-CL	512059	1414	1414111212		\$5,000.00
TOTAL AMOUNT									\$5,000.00

FUND OVERRIDE

Passed by the Council of The City of San Diego on APR 23 2019, 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"/>
Jennifer Campbell	<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"/>
Monica Montgomery	<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"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gómez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 25 2019.

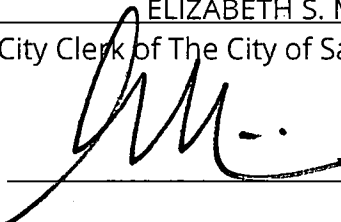
(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

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

(Seal)

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

By , Deputy

Office of the City Clerk, San Diego, California

Resolution Number R- 312394