TTEM # 104
TUESDAY, April 23, 2019
(R-2019-578)

RESOLUTION NUMBER R- 312394

DATE OF FINAL PASSAGE APR 2 5 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

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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

Deputy City Attorney

CCM:jvg

April 9, 2019

Or.Dept: Council District 1 CC No. 3000012015

Doc. No.: 1978109

meeting of APR 2 3 2	ion was passed by the Council of the City of San Diego, at the
	ELIZABETH S. MALAND City Clerk
	By Deputy City Clerk
Approved: 4 25 19	_ This lab
(date)	KEVIN L. FAULCONER, Mayor
Vetoed: (date)	KEVIN L. FAULCONER, Mayor

The City of San Diego COMPTROLLER'S CERTIFICATE

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assed by the Council of The Cit	y of San Diego	on <u>A</u> F	PR 2 3 2019	_, by the following vote
Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<u>Z</u>			
Jennifer Campbell				
Chris Ward	\mathbb{Z}			
Monica Montgomery				
Mark Kersey	\mathbb{Z}			
Chris Cate	\mathbf{Z}			
Scott Sherman	\mathbb{Z}			
Vivian Moreno	abla			
Georgette Gómez				
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