

RESOLUTION NUMBER R- 313443

DATE OF FINAL PASSAGE FEB 24 2021

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO AUTHORIZING A FIVE-YEAR MARKETING  
PARTNERSHIP AGREEMENT WITH CALIFORNIA COAST  
CREDIT UNION TO BE THE OFFICIAL FINANCIAL  
SERVICES PARTNER OF THE CITY OF SAN DIEGO.

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 September 2020; and

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

WHEREAS, the City's selection panel 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 Services 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-five 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 almost 200,000 members, almost \$3,000,000,000 in assets, is federally insured, and is backed by the National Credit Union Administration; and

WHEREAS, the City has negotiated a Marketing Partnership Agreement with Cal Coast for one five-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-313443, Cal Coast shall pay to the City an annual Marketing Rights Fee of \$175,000 and provide in-kind services that Cal Coast has valued at up to \$495,000 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, \$5,000 will provide support for Human Resources' Youth Development Program, \$5,000 will support Parks and Recreation's Volunteer Program, \$5,000 will provide support for San Diego Fire Rescue's Community Outreach Program, and \$60,000 will support Economic Development's Promise Zone initiatives; and

WHEREAS, Cal Coast shall also provide free financial education workshops and information sessions digitally and at City facilities and provide free 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 enter into a Marketing Partnership Agreement with California Coast Credit Union for a five (5) year term 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- 313443

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 100000, and to appropriate and expend \$100,000, to be received as part of the Marketing Partnership Agreement for unrestricted

purposes, 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, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 10000, Human Resources Department, Business Area 1313, and to appropriate and expend \$5,000, to be received as part of the Marketing Partnership Agreement, for Human Resources' 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.

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 10000, Parks and Recreation Department, Business Area 1714, and to appropriate and expend \$5,000, to be received as part of the Marketing Partnership Agreement, for the Parks and Recreation 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, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 10000, Fire-Rescue Department, Business Area 1912, and to appropriate and expend \$5,000, to be received as part of the Marketing Partnership Agreement, for the San Diego Fire-Rescue's Community Outreach 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, that the Chief Financial Officer is authorized to increase the budget in the General Fund, Fund 10000, Economic Development Department, Business Area 1316, and to appropriate and expend \$60,000, to be received as part of the Marketing Partnership Agreement, for the San Diego Fire-Rescue's Community Outreach 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: MARA W. ELLIOTT, City Attorney

By /s/ Marco A. Verdugo  
Marco A. Verdugo  
Deputy City Attorney

MAV:sc  
02/10/2021  
Or.Dept:Economic Development  
CC No.: N/A  
Doc. No.: 2585920

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 02/23/2021.

ELIZABETH S. MALAND  
City Clerk

By /s/ Stacy D. Ready  
Deputy City Clerk

Approved: 2/24/21  
(date)

  
TODD GLORIA, Mayor

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

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on FEB 29 2021, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<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"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery Steppe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<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"/>
Raul A. Campillo	<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"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage FEB 24 2021.

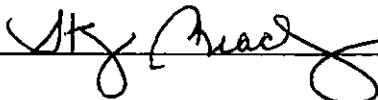
**(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)**

AUTHENTICATED BY:

TODD GLORIA  
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

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