



THE CITY OF SAN DIEGO
MANAGER'S REPORT

DATE ISSUED: June 22, 2005 REPORT NO. 05-146

ATTENTION: Honorable Mayor and City Council
Docket of June 27, 2005

SUBJECT: Partnerships to Fund Regional Fire and Rescue Helicopter Program

REFERENCE: Resolution R-299209, adopted May 11, 2004

SUMMARY

Issues:

- 1) Should the City Council authorize the City Manager to enter into a Marketing Agreement with Sunroad Community Foundation?
- 2) Should the City Auditor and Comptroller authorize the City Manager to accept and expend \$320,417 granted by the Indian Gaming Local Community Benefit Committee (IGLCBC) to the San Diego Fire-Rescue Department in July 2004 to help fund the Regional Fire and Rescue Helicopter Program and to accept and expend \$250,000 granted by the IGLCBC to the San Diego Fire-Rescue Department in June 2005 for the purchase of a fuel service vehicle for the Regional Fire and Rescue Helicopter Program?
- 3) Should the City Council authorize the City Manager to execute an agreement with the Service Authority for freeway Emergencies (SAFE) through June 2009 for the continuation of a countywide fire and rescue helicopter program to be operated, managed and administered by the San Diego Fire-Rescue Department and authorize the City Auditor and Comptroller to accept and expend \$250,000 per year through June 2009 (\$1,000,000 total) to help fund the Regional Fire and Rescue Helicopter Program?

Manager's Recommendations:

- 1) Authorize the City Manager to enter into a Marketing Agreement with Sunroad Community Foundation.
- 2) Authorize the City Auditor and Comptroller to accept and expend \$320,417 granted by the Indian Gaming Local Community Benefit Committee (IGLCBC) to the San Diego Fire-Rescue Department in July 2004 to help fund the Regional Fire and Rescue Helicopter Program and to accept and expend \$250,000 granted by the IGLCBC to the San Diego Fire-Rescue Department in June 2005 for the purchase of a fuel service vehicle for the Regional Fire and Rescue Helicopter Program.
- 3) Authorize the City Manager to execute an agreement with the Service Authority for freeway Emergencies (SAFE) through June 2009 for the continuation of a countywide fire and rescue helicopter program to be operated, managed and administered by the San Diego Fire-Rescue Department and authorize the City Auditor and Comptroller to accept and expend \$250,000 per year through June 2009 (\$1,000,000 total) to help fund the Regional Fire and Rescue Helicopter Program.

Other Recommendation: None

Fiscal Impact: The cash contribution from Sunroad will save the City \$100,000 in 2004 and an additional \$300,000 over a three-year term or \$500,000 over a five-year term (given both parties agree to extend marketing agreement for two additional one-year terms). The in-kind contribution from Sunroad has no fiscal impact to the City.

In Fiscal Year 2005, grant funding from IGLCBC will save the City \$320,417. The grant funding must be used to help fund the regional fire and rescue helicopter (\$170,417) and staffing costs for the Sycuan Golden Eagle Flycrew (\$150,000). In Fiscal Year 2006, grant funding from IGLCBC will save the City \$250,000. The grant funding must be used for the purchase of a fuel service vehicle, including fuel, for the Regional Fire and Rescue Helicopter Program.

The contribution from SAFE will save the City \$250,000 per year through June 2009 (\$1,000,000 total) to help fund the Regional Fire and Rescue Helicopter Program.

BACKGROUND

On June 8, 1999, the City Council unanimously approved a strategic marketing plan for corporate partnerships with the City of San Diego called the Municipal Marketing Partnership Program (MMPP). The MMPP, now called the Corporate Partnership Program (CPP), seeks opportunities for the City to generate resources from partnerships

with the corporate community in order to enhance municipal services and facilities in the City. To date, the CPP has secured approximately \$14 million in new resources for the City through partnerships with companies such as Pepsi, Cardiac Science, General Motors, Scripps Health and McCune Chrysler-Jeep.

Following the devastating wildfires in October 2003, Sunroad Community Foundation, the Indian Gaming Local Community Benefit Committee and the Service Authority for Freeway Emergencies demonstrated an interest in partnering with the City of San Diego to help fund a permanent Regional Fire and Rescue Helicopter Program.

DISCUSSION

Sunroad Community Foundation

A Marketing Agreement has been negotiated between the City of San Diego (City) and Sunroad Community Foundation (Sunroad) to promote awareness and support for the Regional Fire and Rescue Helicopter Program. Included, as an Attachment, is the Marketing Agreement between the City and Sunroad. The Agreement is based upon a three-year term with the option to renew two additional one-year terms.

The benefits to the City under this Agreement are as follows:

1. Sunroad will pay the City a marketing rights fee in the form of a cash contribution of \$100,000 and an in-kind contribution of \$50,000 for each year of the Agreement. The cash contribution will be used solely for the Helicopter Program. The in-kind contribution will be in the form of a golf tournament and reception organized to promote and raise additional funds for the Helicopter Program.

Sunroad will be an Official Sponsor of the Helicopter Program and will be afforded specific marketing benefits by the City. The Agreement ensures that the City has the right to approve all logos and promotional activities that represent Sunroad's efforts to publicize the rights and benefits. The specific marketing rights and benefits awarded in the Agreement are:

1. Recognition as an "Official Sponsor of the Helicopter Program" and right to promote the designation.
2. Right to feature corporate sponsorship logo on the helicopter.
3. Right to be presenting sponsor of the annual golf tournament and reception.
4. Right to be official sponsor of the annual Fire-Rescue Service Awards Dinner.

It is recommended that the Marketing Agreement between the City and Sunroad be approved.

Indian Gaming Local Community Benefit Committee

The Indian Gaming Local Community Benefit Committee (IGLCBC) is responsible for facilitating the distribution of appropriations from the Indian Gaming Distribution Fund by selecting those grants from each Individual Tribal or County Tribal Casino account that will be applied toward the support of local government agencies impacted by tribal gaming. In 2004, the City, through the work of the San Diego Fire-Rescue Department and CPP, submitted a grant proposal to IGLCBC to request funding for the Regional Fire and Rescue Helicopter Program. The City was granted \$320,417 to be used to help fund the operations of the Regional Fire and Rescue Helicopter Program (\$170,417) and staffing costs for the Sycuan Golden Eagle Flycrew (\$150,000).

In 2005, the City, through the work of the San Diego Fire-Rescue Department and CPP, submitted a grant proposal to IGLCBC. The City was granted \$250,000 for the purchase of a fuel service vehicle, including fuel, for the Regional Fire and Rescue Helicopter Program.

It is recommended that the IGLCBC funds be accepted and expended on operations of the Regional Fire and Rescue Helicopter Program, staffing costs for the Sycuan Golden Eagle Flycrew and a fuel service vehicle for the Regional Fire and Rescue Helicopter Program.

Service Authority for Freeway Emergencies

On May 11, 2004, the Mayor and City Council adopted Resolution R-299209 which authorized execution of a Memorandum of Understanding (MOU) with Service Authority for Freeway Emergencies (SAFE) to continue the Regional Fire and Rescue Helicopter Program, to be operated, managed, and administered by the San Diego Fire-Rescue Department; and authorized the City Manager to accept and expend funds from SAFE for the Helicopter Program for fiscal year 2004.

On May 18, 2005, the SAFE Board voted unanimously to execute an agreement with the City through June 2009 for the continuation of a Regional Fire and Rescue Helicopter Program to be operated, managed and administered by the San Diego Fire-Rescue Department. The MOU states that SAFE will reimburse the City \$250,000 per year through June 2009 (\$1,000,000 total) to help fund the Regional Fire and Rescue Helicopter Program.

It is recommended that the agreement between the City and SAFE be executed through June 2009 and contributions expended to help fund the Regional Fire and Rescue Helicopter Program.

Respectfully submitted,

Bruce A. Herring
Deputy City Manager

Note: The attachments are not available in electronic format. A copy for review is available in the Office of the City Clerk.

- Attachments:
1. Marketing Agreement – City and Sunroad
 2. 2004 IGLCBC Grant Funding Agreement
 3. 2005 IGLCBC Grant Funding Agreement
 4. Memorandum of Understanding – City and SAFE
 5. SAFE Board Meeting Minutes – June 8, 2005