

RESOLUTION NO. 2022-48

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING THE CITY MANAGER TO EXECUTE, ON BEHALF OF THE CITY, A MEMORANDUM OF UNDERSTANDING WITH THE CITY OF ESCONDIDO AND THE CITIES OF CARLSBAD, OCEANSIDE, SAN MARCOS AND VISTA FOR FUNDING OF A CONSULTANT SERVICES AGREEMENT WITH THE SAN DIEGO NORTH ECONOMIC DEVELOPMENT COUNCIL AND JPW COMMUNICATIONS TO CONTINUE THE "INNOVATE78" COLLABORATIVE ECONOMIC DEVELOPMENT INITIATIVE.

WHEREAS, the cities of Carlsbad, Escondido, Oceanside, San Marcos and Vista ("78 Corridor Cities") have been participating in an economic development collaborative model called "Innovate78" to promote economic development opportunities along the Highway 78 Corridor; and

WHEREAS, to facilitate that goal the Highway 78 Corridor Cities selected the San Diego North County Economic Development Council ("SDNEDC") as the organization best suited to provide the required program services; and

WHEREAS, to continue the work of the "Innovate78" economic development initiative, the Highway 78 Corridor Cities have designated the City of Oceanside to contract with JPW Communications ("JPW") for the required services based on the terms outlined in the Professional Services Agreement which is attached as "Exhibit B", and incorporated by this reference; and

WHEREAS, in turn, each city will contribute an equal financial share for the SDNEDC and JPW work effort (\$40,000 per city), based on the terms outlined in the Memorandum of Understanding ("MOU"), which is attached as "Exhibit A" and incorporated by this reference; and

WHEREAS, this City Council desires at this time and deems it to be in the best public interest to approve the MOU.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California:

1. That the above recitations are true.
2. That the City Manager is authorized to execute, on behalf of the City, the MOU in substantially the same format as Exhibit "A", which is attached hereto and incorporated by this reference, subject to final approval as to form by the City Attorney.