

## **RESOLUTION 2018-047**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY SAN PABLO AUTHORIZING THE APPROPRIATION OF A PORTION OF FUNDS GENERATED BY THE LEASE OF THE CITY'S BILLBOARD LOCATED AT 2525 SAN PABLO DAM ROAD AS FOLLOWS BEGINNING IN FY 2018/19: 1) 20% OR A MAXIMUM OF \$100,000 PER FISCAL YEAR TO FUND CHILDHOOD OBESITY PREVENTION PROGRAMS AND 2) 10% OR A MAXIMUM OF \$50,000 PER FISCAL YEAR TO FUND WORKFORCE DEVELOPMENT PROGRAMS VIA CONTRACT WITH THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION**

WHEREAS, on December 5, 2016, City Council approved a lease between the City of San Pablo (City) and Outfront Media, LLC (Outfront) for a City-owned property located on 2525 San Pablo Dam Road (Premises) which currently has a static freeway sign (Billboard Lease);

WHEREAS, under the Billboard Lease, the City will reimburse Outfront for the cost of renovating and permitting the static freeway sign into a digital LED sign (Freeway Sign);

WHEREAS, Outfront will also be responsible for managing the content of the Freeway Sign;

WHEREAS, Outfront will pay the City 55% of the Annual Net Revenue generated by the Freeway Sign with a Minimum Annual Guarantee (MAG) of \$225,000 per year for years 1 to 10, \$275,000 per year for years 11 to 20 and \$325,000 for years 21 to 30;

WHEREAS, the proposed resolution authorizes 20% or a maximum of \$100,000 per fiscal year of revenues generated by the Billboard Lease to fund childhood obesity prevention programs and 10% or a maximum of \$50,000 per fiscal year of revenues generated by the Billboard Lease to fund workforce development programs via contract with the San Pablo Economic Development Corporation;

WHEREAS, the proposed resolution also authorizes future appropriations of up to \$150,000 to fund said programs.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN PABLO DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. Recitals. The Recitals set forth above are true and correct and incorporated herein.

Section 2. Approval of Funding. The City Council hereby approves and appropriates in July of each fiscal year beginning in FY 2018/19 and continuing through the duration of the FY 2018-2021 Quadrennial Budget: 1) 20% or a maximum of \$100,000 per fiscal year of projected revenues generated by the Billboard Lease to fund childhood

obesity prevention programs and 2) 10% or a maximum of \$50,000 per fiscal year of projected revenues generated by the Billboard Lease to fund workforce development programs via contract with the San Pablo Economic Development Corporation, which such contract to be brought forward for future City Council approval.

ADOPTED this 2nd day of April, 2018, by the following vote:

AYES:	COUNCILMEMBERS:	Valdez, Kinney, Morris and Calloway
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	Cruz
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:	APPROVED:
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/s/ Elizabeth Pabon-Alvarado  
Elizabeth Pabon-Alvarado, City Clerk

/s/ Genoveva Garcia Calloway  
Genoveva Garcia Calloway, Mayor