

1 RESOLUTION NO. RES-20-0077

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3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE A CONTRACT, AND ANY
6 AMENDMENTS THERETO, WITH MASTERCARD
7 INTERNATIONAL INCORPORATED, WITHOUT
8 ADVERTISING FOR BIDS, FOR SUBSCRIPTION TO THE
9 MASTERCARD RETAIL LOCATION INSIGHTS PLATFORM,
10 AT NO COST TO THE CITY, FOR A PERIOD OF THREE
11 MONTHS

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13 WHEREAS, on April 14, 2020, the City Council of the City of Long Beach
14 adopted twenty-five individual actions related to a local Economic Relief Package
15 designed to help working families and small business owners impacted by the COVID-19
16 pandemic; and

17 WHEREAS, Mastercard International Incorporated (Mastercard) has a
18 Retail Location Insights (MRLI) platform that provides anonymized, aggregated
19 Mastercard merchant transaction data so cities can understand spending patterns by
20 sector, neighborhood, and demographic; and

21 WHEREAS, MRLI would provide the City of Long Beach with an integral
22 data source to understand the economic impacts of COVID-19 on small businesses and
23 provide insights for staff to support existing economic relief efforts; and

24 WHEREAS, Mastercard is the sole provider of reliable and timely data to
25 validate, evaluate, and benchmark the sales-based dynamics of cities like Long Beach
26 and it's no charge rate arrangement; as a result, no useful purpose would be served by
27 advertising for bids and to do so would constitute an idle and useless act and an
28 unnecessary expenditure of public funds;

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NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. The above recitals are true and correct and are incorporated herein.

Section 2. The City Manager is hereby authorized to execute all documents, and any amendments thereto, with Mastercard International Incorporated, for subscription to the Mastercard Retail Location Insights platform, at no cost to the City, for a period of three (3) months, unless extended at the discretion of the City Manager.

Section 3. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of July 7, 2020

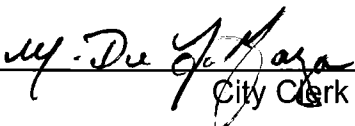
by the following vote:

Ayes: Councilmembers: Zendejas, Pearce, Price, Supernaw,
Andrews, Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: Mungo.

Recusal(s): Councilmembers: None.



City Clerk