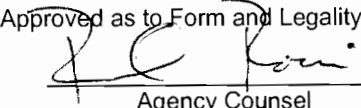


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Approved as to Form and Legality:

Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. 2009-0102 C.M.S.

A RESOLUTION AUTHORIZING A CONTRIBUTION OF \$25,000 IN REDEVELOPMENT FUNDS TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT FOR A PROFESSIONAL SERVICES AGREEMENT WITH THE OAKLAND MERCHANTS LEADERSHIP FORUM (OMLF) FOR MERCHANT ORGANIZING AND COMMERCIAL DISTRICT SUPPORT SERVICES FOR FY 2009-2010 IN SEVERAL REDEVELOPMENT PROJECT AREAS

WHEREAS, there are many neighborhood commercial districts in Oakland, including redevelopment project areas, that range from thriving and viable to struggling and economically challenged; and

WHEREAS, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City; and

WHEREAS, the City has few resources to nurture and build merchant organizations and to market all neighborhood commercial districts; and

WHEREAS, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

WHEREAS, informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, including Oakland's redevelopment project areas, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts; and

WHEREAS, the Oakland Merchant Leadership Forum ("OMLF") continues to be uniquely qualified to coordinate development and capacity building of

merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing; and

WHEREAS, the City of Oakland desires to enter into a professional services agreement with OMLF in the total amount of \$70,000 for FY 2009-2010 to plan and convene six (6) monthly educational forums for merchant leaders, provide five (5) training workshops to assist in the creation of new merchant associations and coordinate launching of the Eat, Shop, Explore Oakland Grown Campaign, and to include merchants located within redevelopment project areas; and

WHEREAS, the City has requested a contribution from the Agency to fund a portion of the agreement related to OMLF's redevelopment-related activities within redevelopment project areas; and

WHEREAS, OMLF's work will assist the Redevelopment Agency in meeting its redevelopment goals in redevelopment project areas by focusing in the formation of new merchant associations that will eventually lead to the establishment of Community Benefit Districts (CBD) that will provide additional funding for physical improvements to the project areas and to increase customer patronage of businesses located in those areas, thus keeping them in business and preventing economic blight; and

WHEREAS, the Agency and the City entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies, including Agency contributions to the City to support redevelopment activities in the Agency's project areas; and

WHEREAS, staff will conduct an evaluation of the OMLF's performance at the end of the contract term; now, therefore, be it

RESOLVED: That the Agency hereby authorizes a contribution of redevelopment project funds in the amount of \$25,000 to the City of Oakland under the Cooperation Agreement to help fund a contract in the total amount of \$70,000 for 2009-10 with the Oakland Merchants Leadership Forum to provide merchant organizing, commercial district support services and program development to construct the Eat, Shop, Explore Oakland Grown website; and be it

FURTHER RESOLVED: That \$25,000 shall be allocated from

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
9101	Redevelopment Planning Fund West Oakland / Coliseum Admin	88629	Redevelopment Director	S37600	Redevelopment Plan West Oakland	\$2,500
9450	Coliseum Operations	88529	Economic Development Director	S82600	Coliseum	\$6,250
9450	Coliseum Operations	88629	Redevelopment Director	S82600	Coliseum	\$4,270
9540	Central City East Operations	88629	Redevelopment Director	S233310	ORA Central City East Repayment Agreement	\$3,380
9570	OBRA Operations	88629	Redevelopment Director	S235320	OARB Baybridge Gateway ORA	\$2,350
9590	West Oakland Operations	88529	Economic Development Director	S233510	ORA West Oakland Repayment	\$6,250
						\$25,000

IN AGENCY, OAKLAND, CALIFORNIA, DEC 8 2009

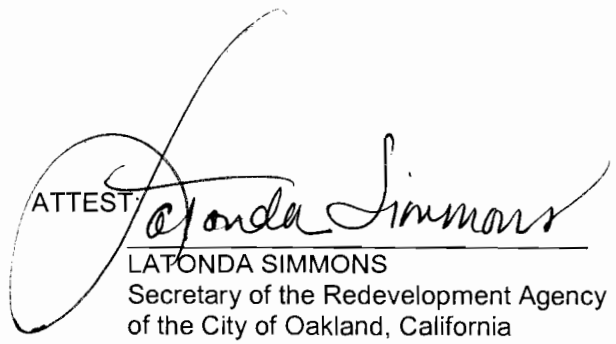
PASSED BY THE FOLLOWING VOTE:

AYES - DE LA FUENTE, KERNIGHAN, NADEL, QUAN, BROOKS, REID, KAPLAN, AND CHAIRPERSON BRUNNER — 8

NOES — 0

ABSENT — 0

ABSTENTION — 0

ATTEST 
 LATONDA SIMMONS
 Secretary of the Redevelopment Agency
 of the City of Oakland, California