


OFFICE OF THE CITY CLERK  
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APPROVED AS TO FORM AND LEGALITY:  
  
Agency Counsel

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND**  
2003-49  
RESOLUTION No. \_\_\_\_\_ C. M. S.

**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT IN AN AMOUNT NOT TO EXCEED \$242,500 WITH THE OAKLAND COMMERCE CORPORATION FOR ONGOING BUSINESS RETENTION AND EXPANSION SERVICES TO BUSINESSES IN THE COLISEUM AREA, DEVELOPMENT OF A TARGETED RETAIL BUSINESS RETENTION PROGRAM, AND OPERATION AND MANAGEMENT OF THE BUSINESS ALERT CRIME PREVENTION PROGRAM IN THE COLISEUM AREA, AND AUTHORIZING AN AMOUNT NOT TO EXCEED \$7,500 FOR CONTRACT COMPLIANCE MONITORING COSTS**

WHEREAS, the Redevelopment Agency has identified the attraction, retention, and expansion of businesses in support of the City's long range economic development plan as one of its key goals; and

WHEREAS, the City of Oakland's 2003-2005 budget cites the mission of the Community and Economic Development Agency's Economic Development Division as retaining, expanding, and attracting businesses; and

WHEREAS, the City's revised Economic Development Strategy-2003 prescribes a Business C.A.R.E.S. model to deliver business creation, attraction, retention and expansion services; and

WHEREAS, the 2003-2005 budget further states that the Redevelopment Agency works with developers, the business community, merchants and the citizens of Oakland to redevelop and revitalize targeted areas of Oakland; and

WHEREAS, the Oakland Commerce Corporation has contracted with the City of Oakland and/or the Redevelopment Agency since 1989 and possesses the experience, reputation and knowledge to provide professional retention and expansion assistance to Oakland businesses; and

WHEREAS, the Agency finds that this contract is of a professional nature, and that retaining a third party provider may elicit a greater response from the private sector than if such effort were undertaken by City staff; and

WHEREAS, the Agency finds that this contract will not result in a loss of employment or salary by any person having a permanent status in the competitive service; now therefore be it

RESOLVED: That the Agency Administrator or his or her designee is hereby authorized to negotiate and execute a contract with the Oakland Commerce Corporation in an amount not to exceed \$242,500 for FY 2003-2004, to provide ongoing business retention and expansion assistance to local businesses, development of a targeted retail marketing program, and operation and management of the Business Alert Crime Prevention Program in the Coliseum redevelopment project area, and that a total of \$7,500 will be utilized for Contract Compliance services; and be it further

RESOLVED: That all agreements executed pursuant to this Resolution shall be approved as to form and legality by Agency Counsel prior to its execution, and copies of executed agreements shall be on file with the Agency Secretary; and be it further

RESOLVED: That the Redevelopment Agency hereby appoints the Agency Administrator or his or her designee to act as an agent of the Agency to conduct all negotiations, execute and submit all documents including but not limited to applications, agreements, amendments, modifications and related actions which may be necessary to carry out the contract hereby approved; and be it further

RESOLVED: That the contract will require that the Oakland Commerce Corporation provide staff and the members of the City Council with an Annual Report, and that this be done before the expiration of the FY 03-04 contract or before the consideration of any additional contract. This report will include the following: name and number of businesses contacted, the type of assistance offered to each business contacted, number of jobs attracted or retained as a result of OCC contact, the number of jobs, sales, and/or the expansion of facilities and a discussion of the methodology of the business survey.

JUL 1 5 2003

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2003

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND CHAIRPERSON DE LA FUENTE -8

NOES- 0  
ABSENT- 0  
ABSTENTION- 0

ATTEST:



CEDA FLOYD

Secretary of the Redevelopment Agency  
of the City of Oakland, California