

**REDEVELOPMENT AGENCY
AND THE CITY OF OAKLAND**
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2009 DEC -3 PM 6:21

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: December 8, 2009

RE: **A Supplemental Report Regarding City and Agency Resolutions
Authorizing A Professional Services Contract With The Oakland
Merchant Leadership Forum (OMLF) In An Amount Not To Exceed
\$70,000**

SUMMARY

This report is in response to a request by the Community and Economic Development Committee on December 1, 2009, for further elaboration and documentation of the 2008-2009 Oakland Merchant Leadership Forum (OMLF) Contract performance.

The Oakland Merchant Leadership Forum (OMLF) has assisted the City of Oakland with merchant organizing, technical assistance and district marketing activities to promote Oakland's neighborhood commercial districts since 2004. These activities are consistent with the City's adopted Citywide Retail Enhancement Strategy and its Redevelopment Program to strengthen neighborhoods, encourage investment in redevelopment areas, and increase resident access to quality goods and services and support local businesses.

KEY ISSUES AND IMPACTS

The 2008-2009 OMLF Contract focused on assisting the City in identifying ways to support the formation or the organizational development of existing merchant associations and to assist in focused merchant support efforts in the Coliseum and West Oakland Redevelopment Areas. A copy of the formal CEDA contract evaluation of OMLF's performance in FY 2008-2009 was included in the December 1st report.

Attachment A to this supplemental report presents the evaluation of the 2008-2009 OMLF Program Contract in a different format, summarizing each of the contracted performance measures with the outcomes produced by OMLF. The contract had nine performance measures, including merchant association outreach, training and educational forums, merchant association technical assistance services, and marketing and event activities to support Oakland's neighborhood commercial corridors. OMLF was also responsible for assisting the City with implementing its Citywide Retail Enhancement

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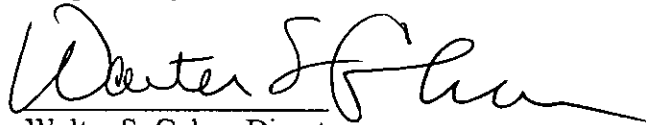
Strategy. In staff's judgement, OMLF performed satisfactorily in each performance measure and their work was beneficial to the City's retail and small business development efforts. More specific evaluation detail is included in *Attachment A*.

The proposed 2009-2010 Professional Service Contract will focus on hosting five (5) Merchant Association training workshops to assist in the creation and revitalization of merchant associations, particularly in the Coliseum, West Oakland and Central Business District Redevelopment Areas. The goal is to assist the City with merchant outreach, retail recruitment and retention efforts. OMLF will be responsible for hosting six (6) merchant forums and collaborating with CEDA Marketing to promote the Oakland Grown website and marketing campaign.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve the City and Agency resolutions authorizing the 2009-10 contract with the Oakland Merchants Leadership Forum

Respectfully Submitted,

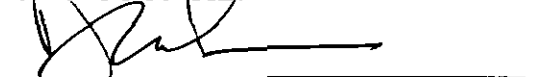


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Prepared By:
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APPROVED AND FORWARDED TO THE
CITY COUNCIL



Office of the City/Agency Administrator

Attachments

Attachment A: Matrix of 2008-2009 OMLF Evaluation of Scope of Work

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**Attachment A:
Matrix of 2008-2009 Oakland Merchant Leadership Forum (OMLF) Evaluation of Scope of Work**

| Performance Measurement | Contract Goal | Actual Outcome | Success Rate | Comments |
|---|----------------------|---|---------------------|--|
| Provide implementation support to the City Retail Program; Collaborate with the City marketing and promotion campaigns for small businesses; provide outreach and training services | No Quantitative Goal | OMLF 2009 Report of Activities | Satisfactory | Overall, OMLF has successfully served as an information and referral resource for Oakland's commercial corridor businesses, small retailers and restaurants. OMLF assisted the City with outreach services and technical assistance services to individual merchants, merchant associations and Business Improvement Districts. As an agent of the City, OMLF has established communications with over 40 business districts to assist with event marketing, resource and referral services on behalf of the City. These services are complementary to the City's Retail Enhancement Strategy and Redevelopment Program. The promotion and marketing activities of OMLF have assisted the City to showcase its commercial corridors through the Shop Oakland campaign, Shop Oakland bags, and the previous Oakland Passport campaigns. The Oakland Grown Campaign will continue efforts to promote Oakland's locally-owned, independent restaurants, shops and cultural amenities. |
| Organize and Host 7 Monthly Merchant Forums | 7 Forums | 7 | 100% | OMLF Forum Topics: Marketing Your Business; Crime & Safety in Oakland's Commercial Districts; Parking Issues; Oakland Retailer Resources; Retail Recruitment; Zoning Update; Event Planning in Oakland's Commercial Districts. 24% increase in the average number of attendees which included merchants, BID Managers, merchant leaders, business service providers and city staff. Average attendance was 28 individuals. |
| Website Announcements on local merchant and district events | Weekly updates | A minimum of 28 weekly updates provided or over 100 constant contacts were sent by OMLF | 100% | OMLF increased its email database by 35% from the 2007-08 contract period; the OMLF database contains over 1,717 contacts, many of these contacts then assist by emailing OMLF information to their constituents. OMLF website now links to city services, retail vacancy services and OMLF Merchant Tool Kit, OCVB information, and links to the Oakland Business Assistance Center. OMLF has recorded 98,005 hits in the last 12 months to its website. |
| Marketing and Promotion Activities | No quantitative goal | OMLF Marketing Committee | 100% | OMLF Marketing Committee joined efforts with City Marketing Division to support holiday promotions and district events. |

Attachment A:

Matrix of 2008-2009 Oakland Merchant Leadership Forum (OMLF) Evaluation of Scope of Work

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|--|---|--|------|---|
| Host a Merchant Leadership Summit | Develop Merchant Association Leadership | 100 attendees | 100% | Goal of summit was to inform merchants' leaders about various forms of communication to share ideas, events, and strategies. Experts in the field of electronic media made presentations. Overall event was a success; OMLF plans to continue to host other Merchant Leaders summits in the future. Collaboration with the City on future trainings. |
| Support CBD/BID Managers Support Services | Assist City in formation of CBD/BID Managers Council | 2 Meetings | 100% | The CBD/BID Managers Council has been formed; the Districts are an important part of the City's Retail Enhancement Strategy, the Council will provide a forum for CBD/ID Managers to coordinate district activities with the City. Managers also to assist City in formation of additional CBDs – 6 potential districts have been identified. |
| Conduct an Evaluation of Merchant Associations within the 53 identified retail nodes, per the Citywide Retail Enhancement Strategy | Evaluation of existing merchant associations within identified retail nodes to assist City in identifying "BID ready" districts and those associations that need technical assistance | A comprehensive study involving on-site interviews, meetings and presentations to 27 merchant associations and 9 BIDs in the 53 retail nodes | 100% | The report provides staff a current summary of Merchant Association contacts; a current overview of the strengths and need for assistance. This information will assist City staff in tailoring workshops, retail development and marketing support for the commercial corridors. The study identified 5 additional retail corridors; 50% of merchant associations self ranked themselves as moderate in their abilities and 25% stated they were weak 25% were strong. Safety concerns and high vacancy rates were the highest concerns. |
| Assist the CEDA Economic Development with the Merchant Association Assistance (MAAP) Grant Program | Responsible for outreach, grant application review/ recommendations to CEDA | 20 applications were submitted and 12 Merchant Associations received MAAP grants | 100% | MAAP grants are used to assist Merchant Associations with organizational development, development merchant directories, banners and district promotion activities. 2009 MAAP grant recipients were: Adams Point, Old Oakland, Chinatown, Dimond, Heartlands, Airport Area Business Association, Brete Harte, Grand Avenue, Lake Merritt Business, Piedmont Avenue, South of Broadway, Village Bottoms Cultural District. |
| Conduct Merchant Association and BID District Technical Assistance Workshops | 2 | 2 | 100% | OMLF developed the Merchant 101 Tool Kit: How to Organize a Business Association to assist in the development of new merchant associations and efforts to revitalize associations. The two workshops were well attended. |