

07/09/00

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APPROVED AS TO FORM AND LEGALITY:

*D. Mullin*  
Agency Counsel

REVISED

REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND

RESOLUTION No. \_\_\_\_\_ C. M. S.

**AGENCY RESOLUTION WAIVING THE COMPETITIVE REQUEST FOR PROPOSALS/QUALIFICATIONS PROCESS AND AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH C.H. JOHNSON CONSULTING, INC. IN AN AMOUNT NOT TO EXCEED FORTY EIGHT THOUSAND DOLLARS (\$48,000) TO PREPARE THE INITIAL PHASE OF A WORLD TRADE CENTER FEASIBILITY ANALYSIS, BUSINESS PLAN AND IMPLEMENTATION STRATEGY**

WHEREAS the City of Oakland historically has considerable investment in advancing an international trade economic development strategy through the creation of the Greater Oakland International Trade Center (GOITC) as part of the intergovernmental BAYTRADE Initiative in 1992; and

WHEREAS the GOITC emerged as the most successful of the six international trade organizations launched by BAYTRADE, primarily due to the support provided by the City and Port of Oakland and its focus on the stimulation of small and medium sized business in an international context; and

WHEREAS, the 2000 merger of the GOITC with the Bay Area World Trade Center (BAWTC), founded in 1980 in San Francisco and now located in Oakland, created a dynamic franchise member of the international World Trade Centers Association; and

WHEREAS, the BAWTC provides professional services and expertise to local and international businesses engaged in export and import of manufactured good

and services and has supported member businesses and public sector organizations representing a wide spectrum of industries and interests; and

WHEREAS, Oakland's historic position as a transportation hub offers a unique opportunity for the East Bay to capture much of the global growth in the logistics and international trade industries; and

WHEREAS, the Oakland Maritime Port is the fourth largest container port in the country, offering significant related benefits to Oakland, including enhancement of the City's image as an international gateway and offering an expanding slate of employment and training opportunities; and

WHEREAS, establishing a World Trade Center ("WTC") in either the Coliseum Redevelopment Project Area, the Oakland Army Base Redevelopment Project Area, or the Central District Redevelopment Project Area could provide huge benefits to the City of Oakland, its citizens and businesses by contributing to the elimination of blight in the project area in that the proposed WTC, once developed: (1) will create permanent jobs for low and moderate income people, including jobs for area residents; (2) will help create a stable business community which will enhance the viability of other commercial and retail businesses in the area; (3) will enhance depreciated and stagnant property values in the surrounding areas, and will encourage efforts to alleviate economic and physical blight conditions in the area, including high business vacancy rates, excessive vacant lots, and abandoned buildings, by enhancing the development potential and overall economic viability of neighboring properties; and

WHEREAS, development of the proposed WTC conforms to the respective Redevelopment Plans, including Implementation Plans of the Coliseum, Oakland Army Base, and the Central District Redevelopment Project Areas; and

WHEREAS, creation of a physical WTC in Oakland could provide huge economic benefits to the City of Oakland, its citizens and businesses through increased business opportunities through access to global markets, increased tourism, expanded job opportunities and increased property and business tax revenues; and

WHEREAS, development of a WTC will advance Mayor Dellums' vision of a Model City, providing an international venue for the promotion of U.S. exports (including biotechnology, venture capital, green technology, energy efficient products, food production, etc.) and invite global cultural exchanges with Oakland, a City where over 100 languages are spoken; and

WHEREAS, development of a WTC Business Plan and Implementation Strategy satisfies the recommendation of the Mayor's Port Task Force that the City "explore the feasibility of a World Trade Showcase Center to promote interaction, trade and commerce with international sellers and buyers, and to retain and growth the Bay Area World Trade Center in Oakland"; and

WHEREAS, the BAWTC is prepared to expand its presence in the Bay Area through the development of a physical WTC; and

WHEREAS, the Agency will help ensure the exclusive near-term commitment of the BAWTC to stay in Oakland through the commission of a WTC Business Plan and Implementation Strategy; and

WHEREAS, C.H. Johnson Consulting, Inc., is a real estate consulting firm that has actively advised clients in the niche area of World Trade Centers for over 10 years, and has assisted in advancing WTC projects in Cleveland, Savannah, San Juan, and Buffalo, in addition to completing two economic impact studies, commissioned by the World Trade Center Association in New York, of ten different WTC's around the world; additionally, the firm has extensive international real estate consulting experience, including consulting on the Hong Kong Convention and Exhibition Center, Singapore's Suntec City, Navy Pier in Chicago, and numerous other convention, trade show, and real estate projects; and

WHEREAS, because of C.H. Johnson Consulting, Inc.'s unique and special expertise in the area of WTC consulting and its partnership with Northern California Real Estate, an Oakland-based LSBE real estate consulting firm, the Agency requests a waiver of the competitive request for proposals/qualifications process to facilitate entering into a professional services agreement with C.H. Johnson Consulting, Inc. to develop a WTC business plan and implementation strategy; and

WHEREAS, there are sufficient Agency funds to pay for this contract; and

WHEREAS, the Agency finds that the services provided pursuant to the agreement with C.H. Johnson Consulting, Inc., are of a professional, scientific or technical nature, and are temporary in nature; and

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

RESOLVED, That the Agency hereby finds and determines that it is in the best interests of the Agency to waive the competitive request for proposals/qualifications process for the agreement between the Agency and C.H. Johnson Consulting, Inc., for consulting services regarding a WTC business and implementation plan; and be it further

FURTHER RESOLVED: That the Agency Administrator is authorized to negotiate and execute a professional services agreement with C.H. Johnson Consulting, Inc. to deliver to the Agency Phase I of a WTC Business Plan and Implementation Strategy, that will at minimum provide a Local and Regional Market Demand Assessment, Economic and Fiscal Impact Analysis, and Preliminary Site Analysis, including the feasibility of a City of Oakland/Redevelopment Agency led project, located in either the Coliseum Redevelopment Project Area, the Oakland Army Base Redevelopment Project Area, or the Central District Redevelopment Project Area, in an amount not to exceed \$48,000; and be it

FURTHER RESOLVED: That Agency funds will be allocated for payment of said Phase I agreement as follows:

- \$15,000 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)
- \$15,000 from Oakland Army Base Redevelopment Area Operations Fund (9570), West Oakland Base Reuse Organization (88679), OARB Bay Bridge Gateway Project (P235310)
- \$18,000 from Central District: Operations Fund (9510), Business Development Organization (88559), Central District Planning Project (S00800); and be it

FURTHER RESOLVED: That the Agency Administrator or his/her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreement except those involving compensation or the allocation of additional funds provided that such amendments or extensions shall be filed with the Agency Secretary; and be it

FURTHER RESOLVED: That the City Attorney shall review and approve said agreement as to form and legality.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2007

**PASSED BY THE FOLLOWING VOTE:**

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS  
Secretary, Redevelopment Agency  
of the City of Oakland