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APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION NO. 2009 - 0049 C. M. S.

A RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT FOR FY 2008-2009 IN AN AMOUNT NOT TO EXCEED \$50,000 WITH PURPLE LYNX TO CONDUCT BUSINESS SURVEYS

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 2008-2009 budget cites the mission of the Community and Economic Development Agency's Economic Development Division as retaining, expanding, and attracting businesses; and

WHEREAS, Purple Lynx participated in a Request for Proposals Process with the City and was selected to provide commercial industrial survey services among five qualified candidates; and

WHEREAS, Purple Lynx is a locally owned business which 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 may elicit a greater response from the private sector than if such efforts 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 is authorized to negotiate and execute a professional services agreement with Purple Lynx in an amount not to exceed \$50,000, to provide professional survey services; and be it

FURTHER RESOLVED That the agreement 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 Agency funds totaling \$50,000 will be allocated for payment of the Purple Lynx contract as follows:

\$27,500 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)

\$15,000 from West Oakland Redevelopment Operations Fund and Project (Fund 9590, Org. 88679, Project S233510)

\$7,500 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.

IN AGENCY, OAKLAND, CALIFORNIA, APR 21 2009, 2009

PASSED BY THE FOLLOWING VOTE:

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

ABSENT- 0

ABSTENTION- 0

ATTEST:


LATONDA SIMMONS
Secretary, Redevelopment Agency
of the City of Oakland