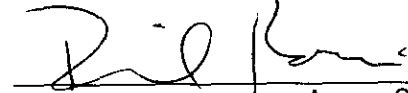


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REVISED JANUARY 23, 2007

APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

**REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND**

2007-0006

RESOLUTION No. _____ C. M. S.

**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES
AGREEMENT WITH CONLEY CONSULTING GROUP TO DEVELOP A
CITYWIDE RETAIL RECRUITMENT STRATEGY AND IMPLEMENTATION
PLAN IN AN AMOUNT NOT TO EXCEED \$436,720**

WHEREAS, a renaissance is underway in Oakland, resulting in significant development, fueled by a pro-business City government and aggressive marketing efforts, and Oakland has generated an unprecedented level of private commercial and residential investment; and

WHEREAS, Oakland lacks adequate retail facilities in key categories; experiences a significant degree of retail leakage; community retailing desires are not met; and national retailers are significantly underrepresented in Oakland; and

WHEREAS, these conditions exist despite the fact that Oakland is well-positioned to attract retail both geographically and from a standpoint of overall household income; and

WHEREAS, Oakland currently captures only 24% of the trade area's retail sales for comparison goods, compared to other cities, such as San Leandro, Berkeley, and Alameda which capture about 48% of their potential retail sales, indicating that Oakland has the potential to capture millions of dollars of sales tax revenue currently leaking out to neighboring cities and a portion of those that leak outside the trade area; and

WHEREAS, using a formal Request for Proposals recruitment process, Community and Economic Development Agency staff conducted a search for a consultant to conduct a comprehensive study of retail opportunities and create a prioritized plan for capitalizing on these opportunities; and

WHEREAS, based on the proposals received, staff selected Oakland-based Conley Consulting Group to coordinate this effort because of its comprehensive, well-reasoned, action-oriented scope, timeline and budget, optimal combination of analysis, strategy, creativity, industry know-how, and local knowledge; and

WHEREAS, the Agency finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

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

WHEREAS, the Agency finds that this contract 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 Administrator is authorized to negotiate and execute a professional services agreement with Conley Consulting Group to develop a Citywide Retail Recruitment Plan and Implementation Strategy, in an amount not to exceed \$436,720; and be it

FURTHER RESOLVED: That Agency funds will be allocated as follows:

- \$24,262 from Broadway/MacArthur/San Pablo Operations Fund (9529), Redevelopment Project Organization (88669), Broadway/MacArthur/San Pablo Redevelopment Project (P187510);
- \$72,787 from Unrestricted Land Sales Proceeds Fund (9553), Capital Improvement Project/Economic Development Organization (94800), Downtown Capital Project (P130610);
- \$78,852 from Central City East Operations Fund (9540), Central City East Development Organization (88699), ORA-Central City East Repayment Agreement Project (S233310);
- \$72,787 from Oakland Army Base Redevelopment Area Operations Fund (9570), West Oakland Base Reuse Organization (88679), ORAB Bay Bridge Gateway Project (P235310);
- \$24,262 from West Oakland Operations Fund (9590), West Oakland Base Reuse Organization (88679), ORA West Oakland Repayment Project (S233510); and
- \$48,524 from Unrestricted Land Sales Proceeds Fund (9553), NCR and SDS Organization (88569), NCR-Lower Hills District Four Project (P130850); and
- \$115,246 from Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Coliseum-Staff Project (S82600); and be it

FURTHER RESOLVED: That the agreement require that the consultant complete the Broadway Auto Row portion of the study first; 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, FEB 6 2007, 2007

PASSED BY THE FOLLOWING VOTE:

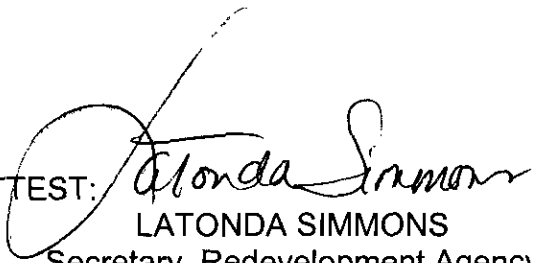
AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, ~~REID~~, AND
CHAIRPERSON DE LA FUENTE - 7

NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused- Reid - 1

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