

OAKLAND REDEVELOPMENT AGENCY
CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CLERK
2006 NOV 16 PM 4:27

TO: Office of the Agency Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE : November 28, 2006

RE: **A Resolution Authorizing a Grant and Allocating \$88,000 to the Unity Council from Central City East (\$29,334) and Coliseum (\$58,666) Redevelopment funds for the Continuation of Services to the Fruitvale Business Improvement Management District for August 1, 2006 through December 31, 2006**

SUMMARY

A resolution has been prepared authorizing a grant and allocating \$88,000 to the Unity Council, \$29,334 from Central City East and \$58,666 from Coliseum, Redevelopment Area funds for the continuation of services to the Fruitvale Business Improvement Management District (BIMD) from August 1, 2006 to December 31, 2006. Funds will be used to provide enhanced services including security, maintenance and marketing/promotional activities to the district. These services are intended to improve the commercial climate within the district and to support the upcoming holiday shopping season.

FISCAL IMPACT

Staff proposes to award a total of \$88,000 to the Unity Council. An allocation of \$29,334 will come from Central City East Operations Fund (9540); Central City East Development Organization (88699), ORA Central City East Repayment Agreement Project (S233310) and \$58,666 will be allocated from Coliseum Operations Fund (9450); Coliseum Redevelopment Organization (88659), Coliseum Staff Project (S82600).

Funding the grant request will enable the Unity Council to continue to provide enhanced services to the Fruitvale BIMD from August 1st to December 31st, 2006. This period includes the 2006 holiday season, a time known for increased sales and business tax revenue for the City of Oakland.

BACKGROUND

The Resolution to establish the Fruitvale BIMD was approved by City Council in January 2001 (Resolution No. 76205 C.M.S.) and it began operating in August 2001. The district encompasses 39 blocks along International Boulevard, Fruitvale Avenue, Foothill Boulevard as well as portions of the Fruitvale Transit Village along East 12th Street, between 33rd and 35th Avenues.

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The Fruitvale BIMD includes approximately 209 properties, 75% of which are in the Coliseum Redevelopment Area and approximately 25% of which are in the Central City East Redevelopment Area. The Unity Council managed the Fruitvale BIMD which had an annual budget of approximately \$224,000 and provided services for a five year term which began in August 2001 and ended in July 2006. Services funded by the Fruitvale BIMD included:

- The Ambassador Program to reduce street disorder and prevent crimes,
- Street maintenance, including trash removal, street and sidewalk cleaning,
- Marketing and promotions activities, e.g. Dia de los Muertos and business directories

On July 18, 2006, City Council adopted Resolution No. 80059 C.M.S. to establish the Fruitvale Property Business Improvement District (PBID) of 2006. Service delivery for the new district will begin in January 1, 2007 and will end December 31, 2011. The estimated annual budget for the Fruitvale PBID is \$325,000. Disbursement of these funds will occur as follows: 50% in January 2007, 40% in April 2007 and 10% in June 2007. The Unity Council's request for \$88,000 is to enable the continuation of services to the Fruitvale BIMD from August 1, 2006 to December 31, 2006, a period not covered by the Fruitvale BIMD established in 2001 and the Fruitvale PBID of 2006.

KEY ISSUES AND IMPACTS

On November 6, 2006, the Central City East Redevelopment Area Project Area Committee voted to approve the Unity Council's request for \$29,334 (approximately 1/3 of the requested amount of \$88,000) to continue to provide security, maintenance, marketing and promotion services to the Fruitvale BIMD. The Coliseum Redevelopment Area does not have a citizen advisory committee.

There is no anticipated adverse impact associated with the award of an \$88,000 Redevelopment Agency grant to the Unity Council for the provision of enhanced services to the Fruitvale BIMD for a five month period from August 1st to December 31st, 2006.

SUSTAINABLE OPPORTUNITIES

Economic: The services provided by the Unity Council to the Fruitvale BIMD are intended to support the eventual increase of property values, sales, and business tax revenues, as well as increased job and economic development opportunities in the Fruitvale commercial district.

Environmental: The services provided by the Unity Council to the Fruitvale BIMD will continue to improve the physical appearance of the existing neighborhood commercial area through enhanced sidewalk cleaning, graffiti abatement and weed removal.

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Social Equity: The Fruitvale BIMD incorporates property owners and local businesses into a productive and proactive entity representing the interests of the community. Administration of the cash flow generated by the District contributes to local entrepreneur self-empowerment.

DISABILITY AND SENIOR ACCESS

Approval of the Resolution has no direct implications for disability and senior access. However, public safety, security and improved maintenance which are services provided by the Fruitvale BIMD make the area safer and more accessible to all visitors, including senior citizens and disabled persons.

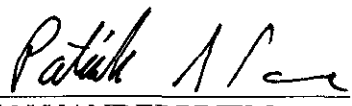
RECOMMENDATION AND RATIONALE

Approval of the attached resolution will enable the Unity Council to continue to provide enhanced services to the Fruitvale BIMD from August 1, 2006 to December 31, 2006. Services include security, maintenance, marketing and promotional activities. These services are intended to improve the conditions and image of the district and stimulate economic revitalization. The BID initiative presents a positive model for commercial district revitalization.

ACTION REQUESTED OF THE AGENCY


It is requested that the Redevelopment Agency approve the Resolution to authorize a grant and allocating \$88,000 (\$29,334 from Central City East and \$58,666 from Coliseum) Redevelopment Agency funds to the Unity Council for the continuation of services to the Fruitvale Business Improvement Management District from August 1, 2006, to December 31, 2006.

Respectfully submitted,


for DAN VANDERPRIEM
Director of Redevelopment, Economic
Development and Housing

Prepared by
Stephanie Floyd-Johnson, Manager
Neighborhood Commercial Revitalization

APPROVED AND FORWARDED TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:

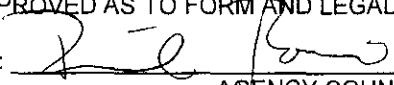

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APPROVED AS TO FORM AND LEGALITY:

BY: 
AGENCY COUNSEL

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING A GRANT AND ALLOCATING \$88,000 TO THE UNITY COUNCIL FROM CENTRAL CITY EAST (\$29,334) AND COLISEUM (\$58,666) REDEVELOPMENT FUNDS FOR THE CONTINUATION OF SERVICES TO THE FRUITVALE BUSINESS IMPROVEMENT MANAGEMENT DISTRICT FOR AUGUST 1, 2006 THROUGH DECEMBER 31, 2006

WHEREAS, on January 9, 2001, pursuant to Resolution No. 76205 C.M.S., the City Council approved the establishment of the Fruitvale Business Improvement Management District (BIMD) and began operation in August 2001 for a five year period; and

WHEREAS, the Fruitvale BIMD encompasses properties along Fruitvale Avenue from E. 12th Street to Foothill Boulevard, on Foothill Boulevard from Fruitvale Avenue to 34th Avenue, on International Boulevard from 29th to 42nd Avenues and on E.12th Street from 33rd to 35th Avenues, one-third of which is located in the Central City East Redevelopment Area and two-thirds is located in the Coliseum Redevelopment Area; and

WHEREAS, the Fruitvale BIMD contracted with the Unity Council to manage the district and to coordinate service delivery as per the Management Plan ("Plan") including the provision of security/crime prevention, sidewalk maintenance, marketing/promotion for the five year term of the District; and

WHEREAS, the Fruitvale BIMD ended its operations on July 31, 2006, and

WHEREAS, on July 18, 2006, pursuant to Resolution No. 80059 C.M.S., the City Council approved the establishment of the Fruitvale Property Business Improvement District of 2006 for a five year period beginning with operations beginning in January 1, 2007 and ending December 31, 2011; and

WHEREAS, the Unity Council is desirous of continuing to provide enhanced services to the District for the period of August 1, 2006 to December 31, 2006, a period not covered by the Fruitvale BIMD or the Fruitvale PBID of 2006 at a cost not to exceed \$88,000; and

WHEREAS, funding for the \$88,000 is available in the Central City East and Coliseum Redevelopment Area budgets; and

WHEREAS, on November 6, 2006, the Central City East Redevelopment Project Area Committee recommended approval of the Unity Council's request for \$29,334 from Central City East funds under the general category of Retail Tenant Improvement and Commercial Recruitment Program; now, therefore, be it

RESOLVED: That the Redevelopment Agency hereby authorizes the Agency Administrator or his or her designee to provide a grant in an amount not to exceed \$88,000 to the Unity Council to be used for the continuation of services to the Fruitvale BIMD beginning August 1, 2006 to December 31, 2006; and be it

FURTHER RESOLVED: That the Agency hereby allocates \$29,334 from Central City East Fund (9540), Central City East Development Organization (88699), ORA Central City East Repayment Agreement Project (\$233310) and \$58,666 from Coliseum Operations Fund (9450); Coliseum Redevelopment Organization (88659), Coliseum Staff Project (\$82600); and be it

FURTHER RESOLVED: That all grant documents shall be reviewed and approved by Agency Counsel for form and legality prior to execution; and be it

FURTHER RESOLVED: That the Agency hereby appoints the Agency Administrator or his or her designee, as the agent of the Agency to conduct negotiations, execute documents, administer the grant, and take any other action with respect to the grant and the project consistent with this Resolution and its basic purpose.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2006

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 of the Redevelopment Agency
of the City of Oakland