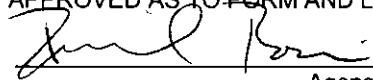


FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 MAY 13 PM 4:12

APPROVED AS TO FORM AND LEGALITY:


Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. 2004-29 C. M. S.

RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT IN AN AMOUNT NOT TO EXCEED \$242,500 WITH THE OAKLAND COMMERCE CORPORATION FOR ONGOING BUSINESS RETENTION AND EXPANSION SERVICES, OPERATION OF A TARGETED RETAIL BUSINESS RETENTION PROGRAM, OPERATION AND MANAGEMENT OF THE BUSINESS ALERT CRIME PREVENTION PROGRAM IN THE COLISEUM AREA, AND AUTHORIZING AN AMOUNT NOT TO EXCEED \$7,500 FOR CONTRACT COMPLIANCE MONITORING COSTS

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, business retention and expansion programs and business alert crime prevention programs serve redevelopment purposes by preventing and eliminating blight caused by the lack of business investment in a project area; and

WHEREAS, the City of Oakland's 2003-2005 budget cites the mission of the Community and Economic Development Agency's Economic Development Division as retaining, expanding, and attracting businesses; and

WHEREAS, the City's Economic Development Strategy prescribes a Business C.A.R.E.S. model to deliver business Creation, Attraction, Retention and Expansion services; and

WHEREAS, the 2003-2005 budget further states that the Redevelopment Agency works with developers, the business community, merchants and the citizens of Oakland to redevelop and revitalize targeted areas of Oakland; and

WHEREAS, the Oakland Commerce Corporation has contracted with the City of Oakland and/or the Redevelopment Agency since 1989 and possesses the experience, reputation and knowledge to provide professional retention and expansion assistance to Oakland businesses; and

WHEREAS, the Redevelopment Agency appropriated \$500,000 in the 2003-2005 budget at its June 30, 2003 meeting for a professional services contract with the Oakland Commerce Corporation to provide ongoing business retention and expansion assistance to local businesses operation of a targeted retail marketing program, and operation and management of the Business Alert Crime Prevention Program in the Coliseum redevelopment project area; and

WHEREAS, the business retention and expansion assistance provided by the Oakland Commerce Corporation, including the targeted retail marketing program, primarily benefits the Central District redevelopment project area because most of the businesses served by these programs are located in or serve the Central District; and

WHEREAS, the Agency finds that this contract is of a professional nature, and that retaining a third party provider may elicit a greater response from the private sector than if such effort 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 or his or her designee is hereby authorized to negotiate and execute a contract with the Oakland Commerce Corporation in an amount not to exceed \$242,500 for FY 2004-2005, to provide ongoing business retention and expansion assistance to local businesses, operation of a targeted retail retention program, and operation and management of the Business Alert Crime Prevention Program in the Coliseum redevelopment project area, and that an additional \$7,500 shall be utilized for Contract Compliance services related to this contract; and be it further

RESOLVED: That the funding for this contract shall from the following sources: \$145,500 from the Coliseum Project (Fund 9450, Project S82600) and \$97,000 from the Central District Project (Fund 9510, Project S00800) and that funding for contract compliance monitoring shall also come from these two sources; and be it

RESOLVED: That all agreements executed pursuant to this Resolution 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 the Redevelopment Agency hereby appoints the Agency Administrator or his or her designee to act as an agent of the Agency to conduct all negotiations, execute and submit all documents including but not limited to applications, agreements, amendments, modifications and related actions which may be necessary to carry out the contract hereby approved; and be it further

RESOLVED: That the contract will require that the Oakland Commerce Corporation provide staff and the members of the City Council with an Annual Report, and that this be done before the expiration of the FY 2004-2005 contract or before the consideration of any additional contract, and that this report will include the following: name and number of businesses contacted, number of jobs attracted or retained as a result of OCC contact, sales increases, and/or the expansion of facilities and a discussion of the methodology of the business survey.

IN AGENCY, OAKLAND, CALIFORNIA, JUN 1 2004, 2004


PASSED BY THE FOLLOWING VOTE:

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

NOES- 0

ABSENT- 0

ABSTENTION- BRUNNER - 1

ATTEST: 
CEDA FLOYD
Secretary of the Redevelopment Agency
of the City of Oakland, California