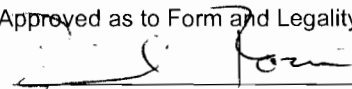


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Approved as to Form and Legality



Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. 2009 - 0098 C.M.S.

AN AGENCY RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE, EXECUTE AND AMEND PROFESSIONAL SERVICES CONTRACTS WITHOUT RETURNING TO THE AGENCY AS NEEDED TO IMPLEMENT A COMPREHENSIVE ECONOMIC DEVELOPMENT MARKETING PROGRAM FOR REDEVELOPMENT PROJECT AREAS, INCLUDING A MARKETING STRATEGY, BRAND IDENTITY AND NEW MARKETING MATERIALS NEEDED TO PROMOTE OAKLAND AS A PRIME LOCATION FOR BUSINESS, DEVELOPMENT AND INVESTMENT, AND FOR THE DESIGN AND PRODUCTION OF QUARTERLY NEWSLETTERS, IN AN AMOUNT NOT TO EXCEED \$100,000 FOR FISCAL YEAR 2009 - 2010

WHEREAS, the Redevelopment Agency of the City of Oakland coordinates and manages redevelopment activities throughout Oakland's ten Redevelopment Project Areas; and

WHEREAS, Redevelopment Plans include as objectives the attraction of new business and development of opportunity sites; and

WHEREAS, a number of jurisdictions throughout California have established marketing programs to promote their jurisdiction as a prime location for business, development and investment; and

WHEREAS, the Agency desires to implement a comprehensive economic development marketing program for Redevelopment Project Areas, including a marketing strategy, brand identity and production of new marketing materials; and

WHEREAS, the Redevelopment Agency launched an economic development newsletter to highlight the advantages of doing business in Oakland, share trends, promote investment opportunities and other pertinent information of interest to developers, site selectors, investors, brokers and business owners; and

WHEREAS, the Redevelopment Agency desires to continue to produce the quarterly economic development newsletter for fiscal year 2009 – 2010; and

WHEREAS, Resolution No. 2008-0068 C.M.S. authorized the Agency Administrator to negotiate, execute and amend professional services contracts as needed without returning to the Agency for the design, development and production of a quarterly newsletter for the Redevelopment Agency in an amount not to exceed \$60,000 for fiscal year 2008-2009; and

WHEREAS, the Redevelopment Agency entered into contracts for graphic design, writing and photography services and produced three issues of an economic development newsletter and three issues of the redevelopment newsletter; and

WHEREAS, the Redevelopment Agency wishes to continue to produce quarterly newsletters for fiscal year 2009-10; and

WHEREAS, a request for qualifications was conducted to solicit qualified graphic design, writing and photography firms resulting in a total of eleven responses; and

WHEREAS, the design, writing and photography services needed for the production of quarterly newsletters will not exceed \$50,000 for fiscal year 2009 – 2010; and

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

WHEREAS, the Agency finds that the agreements(s) shall not result in the 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 hereby authorized to negotiate, execute and amend professional services contracts without returning to the Agency as needed to implement a comprehensive economic development marketing program for redevelopment project areas and to produce quarterly newsletters highlighting economic development and redevelopment projects, programs and initiatives in an amount not to exceed \$100,000 for fiscal year 2009 - 2010; and be it

FURTHER RESOLVED: That the \$50,000 for implementation of a comprehensive economic development marketing program for redevelopment project areas shall be allocated as follows:

Project Area	Amount	Fund	Org	Project
Central District	\$20,000	9553	94800	P130610
Broadway/MacArthur/San Pablo	\$5,000	9529	88669	P187510
West Oakland	\$5,000	9101	88679	P37650
Central City East	\$5,000	9546	88699	S315110
Coliseum	\$15,000	9450	88559	S82600

and be it

FURTHER RESOLVED: That the \$50,000 for production of the economic development and redevelopment newsletters shall be allocated as follows:

Project Area	Amount	Fund	Org	Project
Broadway/MacArthur/San Pablo	\$8,500	9529	88669	P187510
West Oakland	\$8,500	9101	88679	P37650
Central City East	\$16,500	9546	88699	S315110
Coliseum	\$16,500	9450	88559	S82600

and be it

FURTHER RESOLVED: That all documents related to these contracts shall be reviewed and approved by the Agency Counsel prior to execution and copies will be placed on file with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, DEC 8 2009

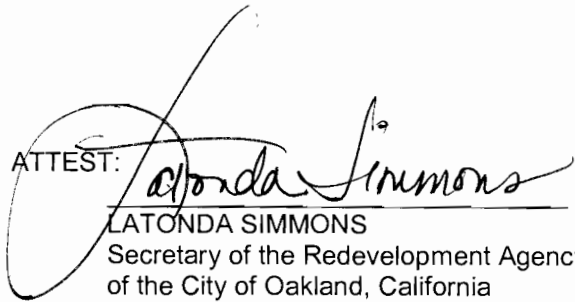
PASSED BY THE FOLLOWING VOTE:

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

NOES - 0

ABSENT - 0

ABSTENTION - 0

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