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**REDEVELOPMENT AGENCY
AND THE CITY OF OAKLAND
AGENDA REPORT**

TO: Office of the City/Agency Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: December 1, 2009

RE: **A Resolution Authorizing A Professional Services Contract With The Oakland Merchant Leadership Forum (OMLF) In An Amount Not To Exceed \$70,000 For Merchant Organizing, Commercial District Support Services And Program Development To Construct The Eat, Shop, Explore Oakland Grown Website For FY 2009-2010, And Accepting A Contribution Of \$25,000 From The Redevelopment Agency Under The Cooperation Agreement For This Purpose**

An Agency Resolution Authorizing A Contribution Of \$25,000 In Redevelopment Funds To The City Of Oakland Under The Cooperation Agreement For A Professional Services Agreement With The Oakland Merchant Leadership Forum (OMLF) For Merchant Organizing And Commercial District Support Services For FY 2009-2010 In Several Redevelopment Project Areas

SUMMARY

A resolution has been prepared authorizing the City Administrator to negotiate and execute a professional services contract with the Oakland Merchants Leadership Forum (OMLF) in an amount not to exceed \$70,000 for Fiscal Year 2009-2010.

OMLF is the liaison to 27 merchant association groups and 9 Community Benefit Districts within the City's 53 retail nodes. Over the past few years OMLF has provided outreach and technical assistance services to commercial corridor merchants, assisted in the development of the City's Retail Strategy, and assisted with event planning and promotion for various community festivals and activities to promote local business patronage.

Of the proposed \$70,000 contract, \$45,000 will be directed to the following activities: continuation of monthly Merchant Educational Forums; continuation of timely information and referral services for commercial district leaders and merchants; revitalization of merchant associations and assistance with the development of new merchant associations particularly in three redevelopment areas; and participation in

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citywide merchant and commercial district promotion, survey and marketing activities. The remaining balance of \$25,000 will fund OMLF's Oakland Grown marketing committee efforts to implement the Eat, Shop, Explore Oakland Grown Campaign by developing and promoting a portal website. The overall goal is to encourage Oakland residents and visitors to shop at Oakland stores, dine at Oakland restaurants and explore Oakland's myriad attractions. Another \$25,000 will be invested by CEDA's Marketing Division to directly promote the campaign through different media and marketing efforts during the first year.

FISCAL IMPACT

The funding for the \$70,000 proposed contract will come from four main sources: 1) \$35,000 from the General Purpose Fund (1010) for Merchant Organizing Projects; 2) \$2,000 from the HUD-Community Development Block Grant Fund (2108); 3) \$8,000 from existing Oakland Redevelopment Projects Fund (7780) appropriations for a total of \$10,000 to provide New Merchant Association Training Workshop Projects, and; 4) \$25,000 from newly designated Oakland Redevelopment Agency appropriations in various funds for Eat, Shop, Explore Oakland Grown Campaign Project (Fiscal Impact Table details shown below):

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
1010	General Purpose	88559	Business Development	P275310	Merchant Organizing	\$35,000
2108	Community Development Block Grant	88559	Business Development	G00800	Proj Development Del Costs	\$2,000
7780	Oakland Redevelopment Agency	88559	Business Development	C82620	Coliseum	\$4,000
7780	Oakland Redevelopment Agency	88559	Business Development	C00800	Central District Planning	\$1,000
7780	Oakland Redevelopment Agency	88559	Business Development	P235310	OARB Bay Bridge Gateway	\$3,000
9101	Redevelopment Planning Fund West Oakland / Coliseum Admin	88629	Redevelopment	S37600	Redevelopment Plan West Oakland	\$2,500

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
9450	Coliseum Operations	88529	Economic Development	S82600	Coliseum	\$6,250
9450	Coliseum Operations	88629	Redevelopment	S82600	Coliseum	\$4,270
9540	Central City East Operations	88629	Redevelopment	S233310	ORA Central City East Repayment Agreement	\$3,380
9570	OBRA Operations	88629	Redevelopment	S235320	OARB Bay Bridge Gateway ORA	\$2,350
9590	West Oakland Operations	88529	Economic Development	S233510	ORA West Oakland Repayment	\$6,250
Total						\$70,000

BACKGROUND

Founded in 1991, the mission of OMLF is to improve the quality of life for Oakland’s residents and small business owners by strengthening and unifying their neighborhood business districts. By bringing together the efforts of Oakland’s many small business associations to develop policies and strategies that benefit neighborhood business districts, OMLF strives to increase economic development, community pride and civic participation.

The City of Oakland has contracted with OMLF since 2004 to provide merchant organizing and activities that promote Oakland’s neighborhood commercial districts, in particular, promoting the Shop Oakland campaign. The City Council has determined that OMLF is uniquely qualified to coordinate development and capacity building of merchant associations and to coordinate the participation of Oakland merchants in various promotion campaigns.

KEY ISSUES AND IMPACTS

Staff has worked closely with the Board of Directors of OMLF and its staff to enhance the merchant leader assistance effort through monthly forums with topics of interest to increase marketing activities for the commercial districts and to act as a round-table for the Business Improvement Districts (BIDs).

The contract will provide critical outreach services to merchant associations that would not otherwise be provided on a timely basis, accompanied by the formation and reorganization of new merchant associations across the City of Oakland through relevant organizational training workshops.

PROGRAM DESCRIPTION

Proposed 2009-2010 Scope of Work

OMLF shall continue to assist the City of Oakland with the development of Oakland's neighborhood commercial districts with emphasis around retail nodes located within redevelopment project areas by supporting merchant associations through outreach, organizational development, and technical assistance, surveying commercial nodes to make recommendations to CEDA, event promotion and marketing activities. OMLF is responsible for three special activities: providing support services as directed for the Citywide Retail Enhancement Project; providing a forum for Oakland's Community Benefit Districts/Business Improvement Districts (CBDs/BIDs); and providing special outreach and training services to East and West Oakland commercial districts

Given the reduction in funding from the City of Oakland for merchant organizing services, staff is recommending that the following services be provided. A more detailed proposed Scope of Work is included in *Attachment A*.

1. A total of six (6) Forums between November 2009 and June 2010
2. Five (5) Merchant Association Training Workshops to assist in the creation of new merchant associations using the new training handbook "How to Organize a Business Association" created by OMLF under last contract.
3. General communication on issues relating to small businesses and events
4. Maintenance of a working relationship with existing merchant and business associations

Oakland Grown (OG) Committee and Eat, Shop, Explore Oakland Grown Campaign

To continue to encourage support of local businesses by Oakland residents and visitors, OMLF's Oakland Grown Committee and CEDA's Marketing Division will start the Eat, Shop, Explore Oakland Grown Campaign with the following objectives in mind:

- Encourage Oakland residents to shop, dine and explore neighborhoods throughout the city. Provide consumers with a single portal (OaklandGrown.org) and send clear, consistent messages.
- Create buzz by highlighting new/interesting dining, shopping, arts & culture, attractions. Capitalize on the hot dining, arts & culture scene to increase positive exposure for Oakland.

- Increase sales tax by driving consumers to OG businesses, artists, products, venues. Keep the dollars in Oakland by supporting locally owned, independent businesses.
- Capitalize on grassroots OG movement that is spreading across the country (national model) and building civic pride among Oakland residents.
- Support efforts to attract new dining, arts, cultural businesses/amenities that generate sales tax and jobs for Oakland residents.

Attachment B provides a detailed summary of proposed activities.

Recommended Approach:

- Website to be coordinated through OG Committee - a new, successful member supported program of OMLF. OG/OMLF will hire a professional designer and web developer to design a site that is cool, cutting edge, robust, and stable. OG/OMLF will create partnerships with content providers – media and bloggers.
- City will have two representatives on the OG board/committee. In addition, the Marketing Division Manager will serve as the City of Oakland liaison to OG.
- Marketing campaign to be coordinated through CEDA Marketing, in collaboration with OG.

Marketing Tools:

1. Website (core marketing tool – professional, cool, fresh design)

OaklandGrown.com will serve as a portal to dining, shopping and exploring Oakland. Features to include: current events and happenings; restaurant listings, late night dining; Oakland food and wine producers; urban gardens; shopping districts and stores/products; online shopping; arts & culture listings; sports & recreation amenities and; business resources for merchants, restaurateurs, artists, etc. The website will also feature a newsroom and links to follow Oakland on various social networking sites such as Facebook, You Tube, Twitter, etc. Outreach will also be made to Bay Area bloggers to provide information in the hopes that they will “talk up” Oakland.

2. Marketing Collateral & Publicity:

- Postcard/poster campaign driving people to new dining website/activities.
- Bumper sticker; window decals for member businesses; shopping bags for merchants; Oakland Grown Gear.
- Viral marketing through social media networks: You Tube, Facebook, Yelp, Chow Hound, Twitter, blogs, etc.
- Press releases to pitch editorial coverage

3. Paid Advertising (feature notable Oakland restaurateurs/chefs/business owners)

- Internet advertising (SFgate.com; InsideBayArea.com, theoakbook.com, eastbayexpress.com, social networking sites, etc.)
- Outdoor advertising (billboards, bus benches, bus shelters)

4. Special Promotions/Events (to launch in Phase 2, spring 2010):

Scavenger hunt or other events, games and/or special offers to get people to try other neighborhoods

- Drive consumers to vote for favorite Oakland restaurant, café, store in existing campaigns (e.g.: Oakland Magazine “Best of Oakland;” East Bay Express “Best of the East Bay”)
- Drive consumers to post favorable comments on Oakland favorites on website, blogs, etc.
- Tie-ins with key existing promotions/campaigns to draw foot traffic to restaurants (e.g. Dining Out for Life – held annually in April)

5. Timing:

November 25 - launch campaign in time for holidays (Home for the Holidays – eat, shop, explore Oakland for the holidays.)

Estimated Budget for Eat, Shop, Explore Oakland Grown Campaign:

Year One:

Website - Design	\$25,000 (Redevelopment Funds)
Marketing (Year One)	\$25,000 (CEDA Marketing Funds)

EVALUATION OF PAST PERFORMANCE

As required, staff did an evaluation of OMLF's performance for work conducted under the professional services contract with the City of Oakland for the period of January 15 – September 1 2009. The scope of work was satisfactorily completed. Highlights of OMLF services are presented below. For a detailed summary of all OMLF activities during the previous contract, please see (*Attachment C*).

Merchant Forums

OMLF successfully convened seven monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts including marketing and event planning techniques, customer service, crime prevention, and information on City of Oakland programs and services. Average monthly attendance was 28 individuals.

2009 Forum Topics:

- Marketing Your Business On-line 1/28/09
35+ attendees
- Crime & Safety in Oakland's Commercial District 2/25/09
22+ attendees
- Parking in Oakland's Commercial Districts 3/25/09
35+ attendees
- Oakland Retailer's Resources 4/22/09
29+ attendees
- Retail Recruitment 5/27/09
32+ attendees
- Parking, Zoning & Increasing your bottom line 7/22/09
21+ attendees
- Event Planning in Oakland's Commercial Districts 8/26/09
22+ attendees

Merchant Forum Attendance Increase

There has been a 24% increase in the average number of attendees. Attendees included merchants, Community Benefit District/Business Improvement District (CBD/BID) Managers, volunteer district leaders from all over the City, representing hundreds of district businesses. City staff and representatives from various business service organizations also attend meetings.

Support to Merchant Associations

OMLF successfully created a 52+ page training manual on "How to Organize a Business Association," including easy to use templates. This handbook is customized for the City of Oakland's volunteer commercial district leaders and includes important City resources.

MAAP Funding

OMLF coordinated Merchant Association Assistance Program (MAAP) application distribution, communicated eligibility criteria, discussed projects with applicants and made recommendations to CEDA staff to approve 12 applications for funding. Funding supports the qualified merchant association with organizational development, development of merchant directories, banners, and corridor events to promote shopping districts.

Information Distribution and Referral Resource

OMLF has successfully served as an information and referral resource for commercial district leaders and several departments in the City of Oakland through its membership database and partnership with economic development organizations.

E-mail Database

OMLF has increased its email database by 35% from the last contract period. Over 1,100 of these contacts are business owners, merchant leaders and CBD/BID managers. Information that is received by CBD/BID managers and volunteer district leaders from OMLF is forwarded on to thousands of Oakland merchants (*Attachment D*).

OMLF Website

The OMLF web site is designed to provide resource information for Oakland's small business owners. Between the months of Oct. 2008 - September 2009, OMLF's website received a daily average of 546 hits and a monthly average of 16,500 hits for a total of 198,005 hits in the last 12 months. There has also been an increase of 42% for First Time Visitors, and a 26% increase in Returning Visitors (*Attachment E*).

Merchant Leadership Summit

OMLF organized a Merchant Leadership Summit on July 15, 2009 and there were over 100 attendees. The goal of the summit was to discuss the benefits of communication in the districts, and determine the most effective methods and what barriers, if any, those methods created.

Retail Enhancement Strategy

OMLF's prepared an evaluation of the current merchant associations in all the retail nodes identified in the Retail Enhancement Strategy. The report includes a summary of the results with details about each district's activities, weaknesses, concerns, a calendar of meeting dates and times, and a bar graph of requested technical assistance workshops. This information will assist staff in the Retail Strategy work and will also be shared with the Neighborhood Services Coordinators for their Merchant Watch Program purposes.

Marketing and Promotion

OMLF's Marketing Committee has evolved into the Support Oakland Grown Businesses Campaign Committee, it consists of two board members, volunteer merchants, local press, and community members. The Oakland Grown Committee is committed to the promotion of Oakland's commercial districts, to develop the Oakland Grown campaign; members have marketed the logo to the community through newspaper advertisements, t-shirts, recyclable bags, etc. Moving forward, the City of Oakland will have two representatives on the Oakland Grown Board. OMLF and the City will collaboratively promote the Oakland Grown website and marketing campaign.

Coliseum Redevelopment Project Project Area Outreach

OMLF established its new headquarters within the Coliseum Redevelopment Project Area to allow staff to readily work with commercial districts in the area.

OMLF was able to participate in presentations with the Black Wall Street Business Association, coordinated Shop Oakland campaign, and provided recyclable Oakland Grown bags to distribute to members' clients and materials relevant to City of Oakland programs and services to association members.

The OMLF has been in contact with the International Boulevard Professional Merchants Association which is interested in revitalizing its association.

SUSTAINABLE OPPORTUNITIES

Economic: Marketing City of Oakland services and programs to neighborhood merchant associations and increasing merchant association participation in the Shop Oakland and Oakland Grown campaigns are activities that strengthen merchant associations, support neighborhood retail, expand local and outside shoppers awareness of Oakland's shopping districts and increases City's sales tax revenues. Retail businesses contribute to the vitality of the City by increasing Oakland residents' access to goods and services, employment opportunities, and sales tax contributions.

Environmental: Oakland's merchant associations have effectively organized on a number of issues in their commercial districts including landscaping and identity markers, cleanliness, safety, and sustainable business practices to increase the attractiveness and desirability of their shopping areas.

Social Equity: Performing outreach to merchant associations citywide with particular attention to merchants in redevelopment project areas to provide information about programs, services and opportunities that support Oakland's commercial districts facilitates capacity building and empowerment. Building the capacity of merchant associations throughout Oakland, to address a range of issues which affects the viability and vitality of a commercial district, is accomplished through experienced technical assistance and the sharing and mentoring of merchant associations by other associations.

DISABILITY AND SENIOR CITIZEN ACCESS

Approval of the resolution has no direct implication for disability and senior access.

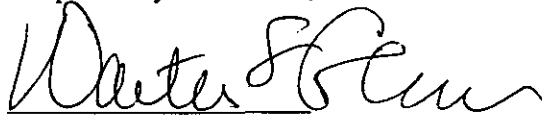
RECOMMENDATIONS AND RATIONALE

Approval of the resolution will enable OMLF to continue the monthly educational forums for merchant associations and CBDs, serve as an information and referral resource for merchant association leaders, disseminate information, maintain their website, continue the development of the Merchant Association 101 Toolkit, collaborate with CEDA Business Development Services Team and the City's Marketing Division on the Shop Oakland campaigns, and continue to participate in the development and implementation of the Citywide Retail Enhancement Strategy.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends the approval of the \$70,000 contract extension to continue to provide support to existing Merchant associations and CBDs on behalf of the City of Oakland during the 2009-2010 FY. It is requested that the City Council approve the Resolution to authorize the City Administrator to negotiate and execute a professional services contract with the Oakland Merchant Leadership Forum in an amount not to exceed \$70,000 for FY 09-10 in order to continue Merchant Organizing and Commercial District Support Services for businesses in Oakland.

Respectfully Submitted,

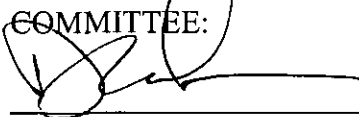


Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed By:
Gregory D. Hunter
Deputy Director, Economic Development and Redevelopment

Prepared By:
Aliza Gallo, Coordinator
Business Development Services
Economic Development Division

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE:



Office of the City/Agency Administrator

Attachments

- Attachment A: Proposed Scope of Work for 2009-2010 Contract
- Attachment B: Eat, Shop, Explore Oakland Grown Summary
- Attachment C: Overview of OMLF Activities & Accomplishments
- Attachment D: 2008-2009 OMLF Website Summary of Activity
- Attachment E: 2009 Constant Contact E-Mail Counts

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ATTACHMENT A

2009-2010 SCOPE OF SERVICES: OAKLAND MERCHANTS LEADERSHIP FORUM “CONTRACTOR”

Purpose:

The proposed contract amount is \$70,000 for the contract term of November 1st, 2009 to June 30th, 2009. The contract is between the CEDA – Business Development Services and the OMLF. The City of Oakland Project Manager is – Aliza Gallo.

- The Oakland Merchant Leadership Forum (OMLF) (“Contractor”) shall assist the City and Redevelopment Agency of Oakland with the retention and expansion of Oakland’s neighborhood commercial districts by supporting merchant associations through outreach, organizational activities, and event promotion for Oakland wide marketing efforts with special focus on retail nodes located within Redevelopment Project Areas. OMLF is responsible for providing special outreach and training services to identified commercial districts to support the formation or organizational capacity of merchant associations.
- Contractor is responsible for the following key activities: provide implementation support services as directed for the City wide Retail Enhancement Project; continue to provide educational/informational forums for Oakland merchants associations and Community Benefit/Business Improvement Districts (BIDs); coordinate and promote the Oakland Grown website and collaborate with the City of Oakland – CEDA Marketing on marketing and promotion of Oakland Grown and other campaigns for Oakland’s small businesses;

Technical Assistance, Communications and Outreach

- Convene six (6) monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts.
- Provide five (5) Merchant Association Training Workshops to assist in the creation of new merchant associations using the new Merchant Association 101 Tool Kit created by OMLF under last contract. Contractor will be responsible for outreach, training and follow up activities. Contractor shall coordinate with CEDA Economic and Redevelopment staff to plan workshops. Attendance goal is 25 merchants per session and the creation of three new merchant associations.

Marketing Funds (projects under marketing)

- Create & maintain new Oakland Grown website (Shop, Eat, Explore Oakland Grown)
- Collaborate with CEDA Marketing to promote the Oakland Grown website and marketing campaign
- Recruit OG membership
- Attend Merchant Association district meetings and present OMLF and Oakland Grown campaign.

Eat, Shop, Explore Oakland Grown Campaign



Attachment B

Objective:

Encourage Oakland residents to shop, dine and explore neighborhoods throughout the city (venture outside own neighborhood). Provide consumers with a single portal (website) and clear, consistent messages.

Create buzz by highlighting new/interesting dining, shopping, arts & culture, attractions. Capitalize on hot dining, arts & culture scene; increase positive exposure for Oakland.

Increase sales tax by driving consumers to Oakland grown businesses, artists, products, venues. Keep dollars in Oakland by supporting locally owned, independent businesses.

Capitalize on grassroots Oakland grown movement that is spreading across the country (national model) and building civic pride among Oakland residents.

Support efforts to attract new dining, arts, cultural businesses/amenities that generate sales tax and jobs for Oakland residents.

Recommended Approach:

Website to be coordinated through Oakland Grown - a new, successful member supported program of OMLF. OG/OMLF would hire a professional designer and web developer to design a site that is cool, cutting edge, robust, and stable. OG/OMLF will create partnerships with content providers – media and bloggers. City to have two representatives on the OG committee. In addition, Marketing Division Director to serve as City liaison to OG and marketing campaign to be coordinated through CEDA Marketing in collaboration with Oakland Grown.

Marketing Tools:

1. Website (core marketing tool – professional, cool, fresh design)

OaklandGrown.com to serve as portal to dining, shopping and exploring Oakland. Most of the website elements listed below will be featured when the website launches in November 2009, however some (i.e. Made in Oakland, Urban Gardens, Business Resources) will be developed over time during the year-one roll out:

Eat Oakland

Events/Happenings
Restaurant Directory (links)
Late Night Eats
Reviews (links, excerpts*)
Blogs (link, excerpts*)
Made in Oakland
(food-related businesses)
Urban Gardens
Facebook, Twitter
Newsroom (articles, etc.)
Business Resources
(BAC, Restaurant Assoc, etc)

Shop Oakland

Events/Happenings
Neighborhoods
Stores
Category (clothing, etc.)
Made in Oakland
(products, artists, artisans)
Online Shopping
(OaklandUnwrapped.org)
Facebook, Twitter
Newsroom (articles, etc.)
Business Resources
(BAC, OMLF, CBDs, Chamber, BALLE, CAFF, AMIBA, others)

Explore Oakland

Events/Happenings
Attractions
(OaklandCVB.com)
Arts & Culture
(Oaklandarts.com;OCVB)
Sports & Recreation
(Oakland CVB.com;
Parks & Rec, others)
Facebook, Twitter
Newsroom (articles, etc.)
Business Resources

***Excerpts from key media/marketing partners – Oakland Magazine, OakBook, Express, OCVB, etc.**

2. Marketing & Publicity

Implement with November 2009 launch:

Postcard/poster campaign driving people to new dining website/activities

Radio and television spots featuring Oakland celebrities

Bus shelter, billboard advertising

Viral marketing through social media networks: You Tube, Facebook, Yelp, Chow Hound, Twitter, blogs, etc.

Press releases to pitch editorial coverage

Roll out in year-one:

Bumper sticker; Oakland Grown Gear, window decals for member businesses; new shopping bags for consumers distributed by merchants

Internet advertising

Advertising in select newspapers and magazines

Additional outdoor advertising (billboards, bus benches, bus shelters)

Additional television and radio spots featuring Oakland celebrities, notable restaurateurs, chefs, business owners

4. Special Promotions/Events

Roll-out in year one:

Scavenger hunt or other event, game and/or special offers to get people to try other neighborhoods (Promoted on website. Could be hosted by Council members/districts)

Drive consumers to vote for favorite Oakland restaurant, café, store in existing campaigns (e.g.: Oakland Magazine "Best of Oakland;" East Bay Express "Best of the East Bay"); Perhaps host our own contest on website.

Drive consumers to post favorable reviews of Oakland favorites on Yelp, Chow Hound, other review/locator/event sites.

Tie-ins with key existing promotions/campaigns to draw foot traffic to restaurants (e.g. Restaurant Bootcamp – spring 2010; Dining Out for Life – held annually in April).

Timing:

Week of November 23, 2009 - launch campaign in time for holidays shopping season. (Home for the Holidays – eat, shop, explore Oakland for the holidays).

Estimated Budget:

Year One:

Website - Design	\$25,000 (District 1 Pay-Go)
Marketing (Year One)	\$25,000 (CEDA Marketing Funds)

Year Two and Beyond:

Marketing (Will seek funding from OCVB)	\$25,000/year
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Oakland Restaurant Association

Established restaurateurs in the City of Oakland are interested in forming an Oakland Restaurant Association possibly through the Oakland Metropolitan Chamber of Commerce. The Association would promote dining in Oakland and perhaps raise funds for the restaurant portion of Oakland Grown.

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Oakland Merchants' Leadership Forum 2009 Activities Report

Attachment C

Written by: Shari Godinez, Program Manager
Email: shari@omlf.org
829 27th Avenue, Oakland, CA 94601 (510) 663-0653

Background

City Council authorized A Resolution To Authorize A Professional Services Agreement With The Oakland Merchant Leadership Forum (OMLF) For Merchant Organizing And Commercial District Support Services For FY 2008-2009 For A Total Amount Not To Exceed \$60,000 for professional services to be provided between the January 15th 2008 and September 1st 2009.

This Report summarizes all activities and services that Oakland Merchants' Leadership Forum (OMLF) has provided for the period of time of January 1, 2009 thru September 1, 2009.

Forum

Under the terms of the contract OMLF successfully convened seven "monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses and neighborhood commercial districts, including customer service, crime prevention, marketing, information on City of Oakland programs and services, etc." OMLF has been a key partner in providing "direct merchant-to-city leaders contact and commercial district-to-commercial district networking and communication opportunities." Beginning in January 2008 OMLF began recording the forums and linking the audio on the OMLF website in order to allow more merchants access to the information discussed in the forums.

Forum Attendance

There has been a 24% increase in the average number of attendees from 24 to 28 since the last contract period. Many of the attendees are BID managers and volunteer district leaders from all over the City and they are there representing hundreds of businesses. The information they receive is then taken back and distributed to the merchants in their district meetings or by email. Other attendees include city staff and OPD and other Business Service Organizations. The forums that received the highest attendance during this contract period were, "Parking in Oakland's Commercial District" (3/25/09) with over 35 attendees and "Marketing Your Business on-line" (1/28/09) with over 35 attendees.

Forum Topics:

- Marketing Your Business On-line 1/28/09
35+ attendees
- Crime & Safety in Oakland's Commercial District 2/25/09
22+ attendees
- Parking in Oakland's Commercial Districts 3/25/09
35+ attendees
- Oakland Retailer's Resources 4/22/09
29+ attendees
- Retail Recruitment 5/27/09
32+ attendees

- Parking, Zoning & Increasing your bottom line 7/22/09
21+ attendees
- Event Planning in Oakland's Commercial Districts 8/26/09
22+ attendees

Average of 28+ attendees

Information and Referral Resource

OMLF has successfully served as an information and referral resource for commercial district leaders and several departments in the City of Oakland including the Mayor's office. OMLF has maintained a log of inquiries and responses or actions taken from July 12, 2007 to present. OMLF has provided CEDA with a log for the period of January 1, 2009-September 1, 2009¹. In this period OMLF has had nearly 100 requests from a variety of sources including district leaders, individual business owners, business service organizations, OCCUR, various types of media, various departments in the City of Oakland including Marketing, Zoning & Planning, Oakland Recycle, Equal Access office, Litter Enforcement, Strategic Planning Department, NCPC groups, City Council, City council staff, Office of the Mayor, Neighborhood Services Coordinators, Merchant Watch Captains, and the City Attorney's office and other non-profit organizations.

Formation Support to Merchant Associations and BID's

- **Merchant Association Tool-kit 101**

OMLF has successfully created a 56 page handbook on "How to Organize A Business Association" including easy to use templates. This handbook is customized for the City of Oakland's volunteer commercial district leaders and includes important city resources.

OMLF has also created a Power Point presentation from this handbook and has successfully presented a workshop for the District 6 merchants association on August 12, 2009 at the request of OCCUR, and provided them with 10 handbooks. This presentation was well received and there was a lot of interest from the audience. Upon follow up with the district leader, I was told the Heartland merchants are already on step 8 of this 10-step process.

Prior to the creation of this handbook, the consultants did research for other examples of books on the formation of merchant associations and were not able to locate a single document. There are books on the formation of community organizations, but nothing specific to merchant associations. Upon mention of this to OCCUR manager, Kevin Best, he concluded that he had also done research for documents on the formation of a merchant association and could not find anything.

Merchant Association Assistance Program (MAAP) Funding

In collaboration with CEDA, OMLF successfully distributed and reviewed grant application forms to be used for Merchant Association Assistance Program (MAAP)

¹ Attachment B, Request Log Jan. 1, 2009 – Sept. 1, 2009

funding. OMLF coordinated requests for missing documents, discussed projects with applicants and made recommendations to CEDA staff regarding funding. 20 entries were received and 12 approved for funding.

Information and Distribution

OMLF has been successful in disseminating information through its website, emails, mailings, telephone, and through the assistance of BID and volunteer district managers and other business service organization partners about current topics of importance to commercial districts and small business owners such as upcoming City Council agenda items, workshops, events and opportunities.

Email Database

OMLF currently has an email database of **1,717 active contacts**. This is **over a 35% increase** from the last contract period. Over 1,100 of these contacts are Oakland merchants, merchant leaders and BID managers. Each BID manager and district leader represents hundreds of merchants. Information that is sent to the BID managers and volunteer district leaders from OMLF is forwarded on to thousands of Oakland merchants. Contacts have an option to opt out from receiving emails if they choose. OMLF has seen a steady net growth in email contacts since tracking started in November 2007. (See Attachment C)

OMLF has sent out over 100 merchant related announcements through Constant Contact that either we created or other organizations or city departments requested that we forward information to our merchant database.

OMLF Website maintenance

The OMLF web site is designed to provide resource information for Oakland's small business owners. It provides resources and links to City services, retail vacancy services, the OMLF merchant toolkit and links to Shop Oakland, Oakland Visitors Convention Bureau, Zoning information and blight codes, City hiring programs, City's new Business Assistance Center, and audio archives of OMLF forums since January 2008 and much more.

Between Oct. 2008- September 2009 OMLF's website has received a daily average of 546 hits and a monthly average of 16,500 hits for a total of 198,005 hits in the last 12 months. In comparing the number of page loads from Statcounter.com for the period of March 17, 2008 – September 17, 2008 to October 2008 – September 2009 there is an increase of over 30% from an average of 596 to 776 loads per month. There has also been an increase in Unique Visitors of 39% a 42% increase in First Time Visitors, and a 26% increase in Returning Visitors. The OMLF web site has shown a steep growth in traffic since we started tracking in March 2008.

Leadership Summit

In an effort to improve communication between Oakland merchants, OMLF, and City leaders OMLF organized a Leadership Summit on July 15, 2009. The goal of the summit was to inform merchants about the latest forms of electronic communication, discuss the benefits of communication, and determine their current form of communication what barriers they face in their districts regarding communication and what they have found to be most effective. This information was gathered through an interactive discussion and hand tally as well as a paper survey.

There were over 100 attendees at this summit. Many forms of communication was discussed such as Facebook, Twitter, Yahoo Groups and Google Groups, phone trees, and door to door. Experts in the field of electronic media made presentations and district leaders were given open question time.

OMLF plans to do follow up with the information gathered from the summit and to create a Yahoo or Google group for the volunteer merchants leaders similar to the Oakland BID Council yahoo group that was created by OMLF over 6 months ago and has proved as a successful forum for BID/CBD managers to ask questions and share knowledge and concerns with each other.

Communication with CBD/BID Managers

OMLF has assisted the City's efforts to facilitate better communication with the existing Community Benefit District and Business Improvement District Managers through the creation of a Oakland BID Council Yahoo Group and through the coordination of setting up meeting times and venues. OMLF coordinated a BID/CBD meeting on July 15, 2009 and August 12, 2009. The next meeting will be on September 30, 2009.

Retail Enhancement Strategy

OMLF's role in the implementation of the Retail Enhancement Strategy was to prepare an evaluation of the current merchant associations in each of the 53 retail nodes identified in the Strategy. OMLF provided CEDA with a one hundred page comprehensive survey and evaluation report on Oakland's volunteer commercial district merchant associations. This report includes a summary of the results, as well as details of each district association's appreciation, (activities, weaknesses, and concerns etc.), a calendar of meeting dates and times, bar graph of requested technical assistance workshops, a master matrix of all the data, and a contact directory of all volunteer district leaders as well as all current BID/CBD managers.

Coliseum Project Area Outreach

OMLF established its new headquarters within the Coliseum area to allow staff to readily work with commercial districts in the area. OMLF was able to participate in presentations with the Black Wall Street Business Association, coordinated Shop Oakland campaign, and provided recyclable Oakland Grown bags to distribute to

members' clients and materials relevant to City of Oakland programs and services to association members.

OMLF has been in contact with the International Boulevard Merchants Association which is interested in revitalizing its association.

Marketing and Promotion

Marketing Committee

The marketing committee includes several very active members outside of the OMLF board, including merchants, local press, and community members. The OMLF marketing committee has **extremely high enthusiasm and commitment for promotion of Oakland's commercial districts**, putting in countless volunteer hours helping to develop the Oakland Grown campaign, spreading the word to the community, and negotiating trades and sponsorships in support of these efforts.

Oakland Grown Campaign

6 members

New website and collateral material

Volunteer Hours

The funds that CEDA invests in the Oakland Merchants' Leadership Forum can significantly multiply in value due to the generation of quality volunteer hours spent on projects. The Board of Directors consists of all business professional volunteers who have a passion and dedication towards the betterment of Oakland's retail districts citywide and have a variety of talents and skills. OMLF has a conservative operating budget with one paid staff at $\frac{3}{4}$ time and one assistant at $\frac{1}{4}$ time. OMLF was able to generate 3,536.5 volunteer hours with an estimated dollar value of \$176,825 per year.

Attachment D

OMLF Constant Contact Email Database

Report 9/28/09

	Prior	Apr	May	Jun	Jul	Aug	Sep	Overall
New Contacts	2158	18	23	134	32	38	19	2422
Removed Contacts	25	0	7	49	1	413	0	495
Do Not Mail List	134	13	9	13	27	9	5	210
Growth	1999	5	7	72	4	-384*	14	1717
Total Contacts	1999	2004	2011	2083	2087	1703	1717	1717

Key

- Prior** Total of the months not shown.
- Overall** Totals since using Constant Contact.
- New Contacts** Contacts added to your mailing list.
- Removed Contacts** Contacts removed by yourself.
- Do Not Mail List** Contacts moved to your Do Not Mail List.
- Growth** Net contact growth.
- Total Contacts** Total number of your contacts at the end of that period.

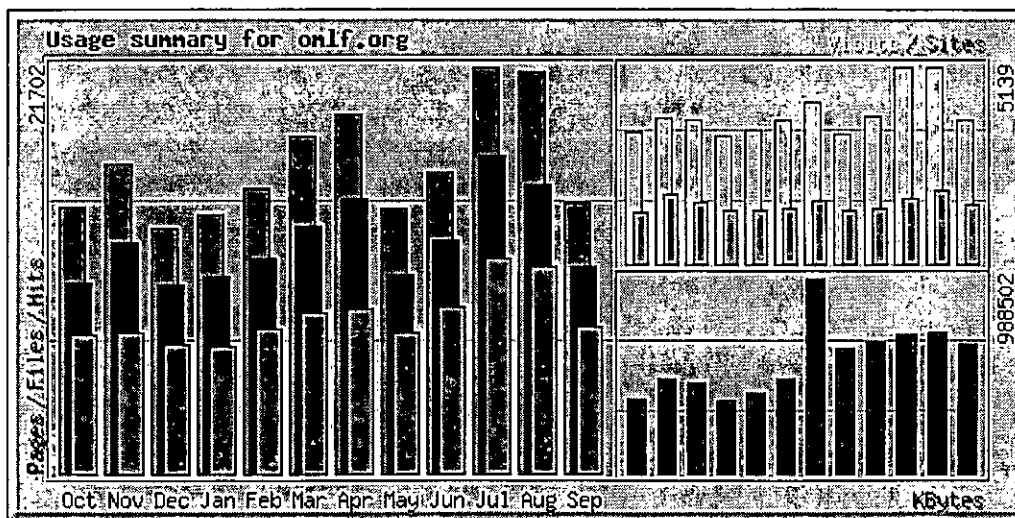
*In August I removed all the emails that bounced in order to maintain an accurate email database count of active emails.

Stats for OMLF Website October 2008-September 2009 Attachment E

The OMLF's web site is designed to provide resource information for Oakland's small business owners. It provides resources and links to City services, retail vacancy services, the OMLF merchant toolkit and links to Shop Oakland, Oakland Visitors Convention Bureau, Zoning information and blight codes, City hiring programs, City's new Business Assistance Center, and audio archives of OMLF forums since January 2008 and much more.

Between Oct. 2008- September 2009 OMLF's website has received a daily average of 546 hits and a monthly average of 16,500 hits for a total of 198,005 hits in the last 12 months. In comparing the number of page loads from Statcounter.com for the period of March 17, 2008 – September 17, 2008 to October 2008 – September 2009 there is an increase of over 30% from an average of 596 to 776 loads per month. There has also been an increase in Unique Visitors of 39% a 42% increase in First Time Visitors, and a 26% increase in Returning Visitors. This site has shown a steep growth since we started tracking in March 2008.

Data from www.modwest.com



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	Kbytes	Visits	Pages	Files	Hits
Sep 2009	534	410	292	139	1524	650880	3771	7903	11071	14440

Aug 2009	692	498	357	165	1889	708280	5139	11086	15442	21472
Jul 2009	700	545	371	165	1701	704005	5121	11505	16902	21702
Jun 2009	535	414	296	127	1464	663157	3832	8902	12441	16053
May 2009	457	342	241	108	1386	627353	3375	7499	10620	14191
Apr 2009	641	489	294	140	1634	988502	4204	8834	14671	19237
Mar 2009	580	425	276	120	1443	477722	3748	8579	13196	17980
Feb 2009	543	411	277	123	1409	411789	3471	7776	11513	15206
Jan 2009	445	338	219	106	1415	367121	3306	6814	10488	13800
Dec 2008	423	324	223	120	1611	454811	3749	6919	10056	13138
Nov 2008	552	410	249	126	1811	477966	3803	7496	12310	16563
Oct 2008	458	330	239	110	1327	379062	3421	7434	10252	14223
Totals						6910648	46940	100747	148962	198005

Glossary of Webalizer's Terms (www.modwest.com/help/kb17-229.html)

Hits represent the total number of requests made to the server during the given time period (month, day, hour etc..).

Files represent the total number of hits (requests) that actually resulted in something being sent back to the user. Not all hits will send data, such as 404-Not Found requests and requests for pages that are already in the browsers cache.

Tip: By looking at the difference between hits and files, you can get a rough indication of repeat visitors, as the greater the difference between the two, the more people are requesting pages they already have cached (have viewed already).

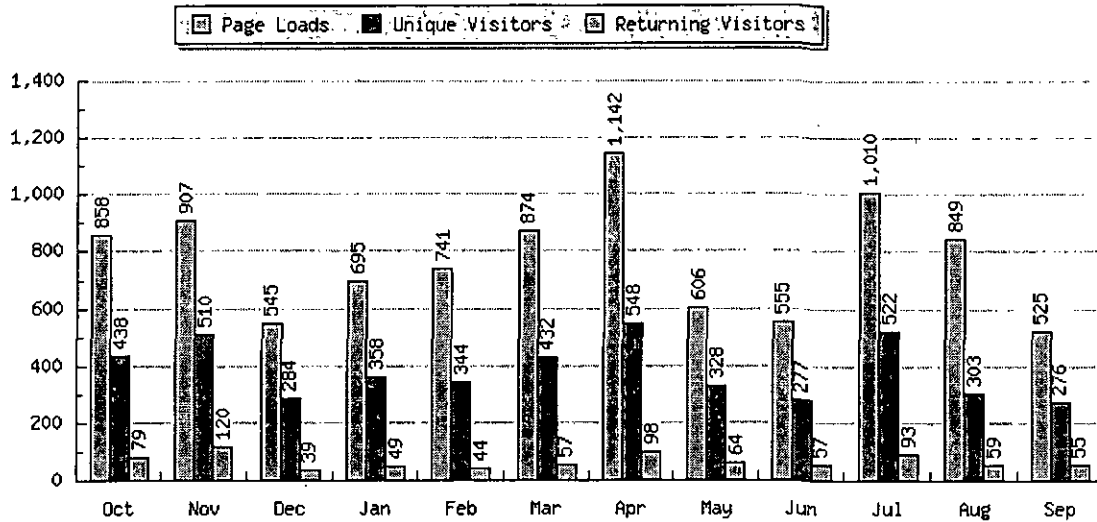
Sites is the number of unique IP addresses/hostnames that made requests to the server. Care should be taken when using this metric for anything other than that. Many users can appear to come from a single IP address/site, and the same visitor can also appear to come from many IP addresses so it should be used simply as a rough gauge as to the number of visitors to your server.

Visits occur when some remote site makes a request for a *page* on your server for the first time. As long as the same site keeps making requests within a given timeout period, they will all be considered part of the same **Visit**. If the site makes a request to your server, and the length of time since the last request is greater than the specified timeout period (*default is 30 minutes*), a new **Visit** is counted, and the sequence repeats. Since only *pages* will trigger a visit, remotes sites that link to graphic and other non-page URLs will not be counted in the visit totals, reducing the number of *false* visits.

Pages are those URLs that would be considered the actual page being requested, and not all of the individual items that make it up (such as graphics and audio clips). Some people call this metric *page views* or *page impressions*, and defaults to any URL that has an extension of **.htm**, **.html** or **.cgi**.

Data from Statcounter.com

Monthly



Month	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Oct-08	858	438	359	79
Nov-08	907	510	390	120
Dec-08	545	284	245	39
Jan-09	695	358	309	49
Feb-09	741	344	300	44
Mar-09	874	432	375	57
Apr-09	1,142	548	450	98
May-09	606	328	264	64
Jun-09	555	277	220	57
Jul-09	1,010	522	429	93
Aug-09	849	303	244	59
Sep-09	524	275	220	55

	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
Total	9,307	4,620	3,806	814
Average	776	385	317	68

Returning Visitors - Based purely on a cookie, if this person is returning to your website for another visit an hour or more later

First Time Visitors - Based purely on a cookie, if this person has no cookie then this is considered their first time at your website.

Unique Visitor - Based purely on a cookie, this is the total of the returning visitors and first time visitors - all your visitors.

Page Load - The number of times your page has been visited.

ECONOMIC DEVELOPMENT & REDEVELOPMENT DIVISION
CONTRACTOR PERFORMANCE EVALUATION

Print-Friendly Version - Instruction only

Introduction

All staff responsible for administering and/or managing Professional Services contracts of \$5,000 or more must evaluate contractor performance on a regular basis using the Contract Evaluation System.

- THIS IS A MANDATORY PROCESS.
- Contractor Performance Evaluations are required for all active and new contracts as of **August 1, 2008**.
- Contractor Performance Evaluation must be completed within 30 calendar days of remitting Final Payment to Contractor.

All contracts subject for renewal consideration must be thoroughly evaluated using the new System prior to preparation of any staff report and Resolution. Senior management will ensure that completed Contract Evaluations accompany staff reports and Resolutions submitted to the Deputy Director.

Instructions

CONTRACTOR PERFORMANCE EVALUATION

Assessment Guidelines

Outstanding	Performance exceeds contractual requirements.
Satisfactory	Performance meets contractual requirements.
Needs Improvement	Performance meets contractual requirements only after extensive corrective action was taken.
Unsatisfactory	Performance does not meet contractual requirements. The contractual performance being assessed reflects serious problems for which corrective actions were ineffective.

Section 1: General Evaluation

Contractor Oakland Merchants Leadership Forum (OMLF)

Contractor Type Business Retention and Expansion

If Other

Contract Amount (Amount must be \$5,000 or more) \$60,000

Date of Notice to Proceed 1/15/2009

Date of Projected Completion 9/30/2009

Date of Final Completion 9/30/2009

Evaluator Name Aliza Gallo

Evaluator Title Economic Development Manager

Type of Contract Original Contract

If Other

Amend Amount YES NO

Amend Time YES NO

SCOPE OF WORK AND PERFORMANCE		Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
1	How would you describe the overall quality of the Contractor's performance based upon the contract's scope of work?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
1a	Was there a need to take corrective actions? ☞ If "Yes", please specify date(s) and reason(s) for the correction(s) and proceed to 1B. If "No", Skip to Question 2 <input type="text"/>			<input type="radio"/> YES	<input checked="" type="radio"/> NO
1b	If corrective actions were required, how would you rate the quality of the Contractor's corrections?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	How would you rate the organization, presentation, clarity and conciseness of the work/reports prepared by the Contractor? Please use Section 2: Contract-Specific Criteria to provide more detailed information.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
3	How would you rate the expertise and skills of the personnel assigned by the Contractor to satisfactorily perform the work required under the contract?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
4	How would you rate the coordination of the Contractor with sub-contractors and others involved in the project? If N/A, Skip to Question 5 Please use Section 2: Contract-Specific Criteria to provide more detailed information.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
5	Were there other issues related to "Work Performance"? ☞ If "Yes", please explain. <input type="text"/>		<input type="radio"/> YES, Major Issues	<input type="radio"/> YES, Minor Issues	<input checked="" type="radio"/> NO
6	Would you select this firm again for this type of project or program? ☞ If "No", please explain. <input type="text"/>			<input checked="" type="radio"/> YES	<input type="radio"/> NO

TIMELINESS		Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
7	How would you rate the Contractor's performance in completing the work/services within the time required by the contract?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
8	How would you rate the timeliness of any Contractor requests for amendments extending the time of the contract? If N/A, Skip to Question 9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Were there other issues related to timeliness? ☞ If "Yes", please explain: <input type="text"/>		<input type="radio"/> YES, Major Issues	<input type="radio"/> YES, Minor Issues	<input checked="" type="radio"/> NO

FINANCIAL ADMINISTRATION		Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
10	How would you rate the accuracy and completeness of the Contractor's billings?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
11	Did the contractor request any increase to the contract amount based on the <u>original</u> scope of work? ☞ If "Yes", please list the requested increase in contract amount Number of Requests <input type="text"/> Total Requested Amounts <input type="text"/> Total Settlement Amount: <input type="text"/>		<input type="radio"/> YES, Major Requests	<input type="radio"/> YES, Minor Requests	<input checked="" type="radio"/> NO
12	How would you rate the reasonableness of the Contractor's price quotes for changed or additional work? If N/A, Skip to Question 13	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Were there any billing disputes? ☞ If "Yes", please explain. <input type="text"/>		<input type="radio"/> YES Major Disputes	<input type="radio"/> YES Minor Disputes	<input checked="" type="radio"/> NO
14	Were there any other financial issues? ☞ If "Yes", please explain. Fund disbursement to contractor took longer than expected. Contractor had to work without funds for one week.		<input type="radio"/> YES, Major Issues	<input checked="" type="radio"/> YES, Minor Issues	<input type="radio"/> NO

	COMMUNICATION	Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
15	How would you rate the Contractor's responsiveness to the Project Manager's questions, requests, changes, etc.?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
16	Please rate whether the Contractor communicated with the <u>Project Manager</u> in a timely manner regarding the following items:				
	16a. Notification of any significant issues that arose? If N/A, Skip to Question 16b	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	16b. Critical staffing issues (changes, replacements, additions, etc.)? If N/A, Skip to Question 16c	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	16c. Periodic progress reports if required by the contract (both verbal and written)? If N/A, Skip to Question 17	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
17	How would you rate the Contractor's interaction, courtesy and helpfulness in dealing with: <ul style="list-style-type: none"> • City/ ORA Staff • General public • Partners/ Stakeholders • Other public agencies 	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
18	Please rate the quality of the contractor's public presentation(s). If N/A, Skip to Question 19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
19	Were there any other issues related to communication issues? ☛If "Yes", please explain. _____		<input type="radio"/> YES, Major Issues	<input type="radio"/> YES, Minor Issues	<input checked="" type="radio"/> NO

Based on the weighting factors below, the Contractor's overall score has been calculated from the four categories above.

RATING - SECTION 1	Possible Score	Actual Score
1. Score for Scope of Work and Performance	35	31
2. Score for Timeliness	10	9
3. Score for Financial Administration	20	17
4. Score for Communication	35	32


TOTAL SCORE	100	89
PERCENTAGE	89	

Outstanding: 100% to 90%
Satisfactory: 89% to 70%
Needs Improvement: 69% to 60%
Unsatisfactory: 59% or less


Section 2: Contract-Specific Criteria

Use this section to highlight contract-specific information and any other performance criteria not covered in Section 1.


- Click the 'File Attachment' icon to attach applicable documentation (scope of work, evaluation matrices, deliverable tracking templates, etc.).



ATTACHMENT B OMLF 2009
Scope of Services (1132009 CED
Report)final.doc
Microsoft Word Document
32.5 KB



Attachment C_OMLF 2009
Report 11052009.doc
Microsoft Word Document
52.5 KB

 File Attachment

- Enter comments summarizing/explaining your attachments in the blank field provided.

Attachment B contains specific scope of work to be delivered to City of Oakland, Report to CED document is staff recommendation to approve contract resolution from City Council.

- Rate the Contractor based on the information and comments submitted.

RATING - SECTION 2	Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
Rate your Contractor's overall performance in relation to information provided in Section 2.	☐	☐	☑	☐

Section 3: Sub-contractors Evaluation

Use this optional section to highlight Sub-contractor performance.

Sub contractor's name:

Sub contractor's type:

- Click the 'File Attachment' icon to attach applicable documentation (scope of work, evaluation matrices, deliverable tracking templates, etc.).

 File Attachment

 File Attachment

 File Attachment

- Enter comments summarizing/explaining your attachments in the blank field provided.

- Rate the Sub-contractor based on the information and comments submitted.

RATING - SECTION 3	Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
Rate your Sub-contractor's overall performance in relation to information provided in Section 3.	☺	☺	☺	☺

Overall Rating

RATING - FINAL	Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
Rate overall Contractor's performance	C	C	C	C

- (1) Submit evaluation to Unit Supervisor for review.
- (2) Save Evaluation Form to shared drive: \Library2\redvelopment\ScheduleL2\Completed Evaluation Forms.

Project Manager **Print Name** **Date**

Supervisor **Print Name** **Date**

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2009 NOV 19 PM 7:29

Approved as to Form and Legality:

Deputy City Attorney

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES CONTRACT WITH THE OAKLAND MERCHANTS LEADERSHIP FORUM (OMLF) IN AN AMOUNT NOT TO EXCEED \$70,000 FOR MERCHANT ORGANIZING, COMMERCIAL DISTRICT SUPPORT SERVICES AND PROGRAM DEVELOPMENT TO CONSTRUCT THE EAT, SHOP, EXPLORE OAKLAND GROWN WEBSITE FOR FY 2009-2010, AND ACCEPTING A CONTRIBUTION OF \$25,000 FROM THE REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT FOR THIS PURPOSE

WHEREAS, there are many neighborhood commercial districts in Oakland, including redevelopment project areas, that range from thriving and viable to struggling and economically challenged; and

WHEREAS, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City; and

WHEREAS, the City has few resources to nurture and build merchant organizations and to market all neighborhood commercial districts; and

WHEREAS, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

WHEREAS, informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, including all of Oakland's redevelopment project areas, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts; and

WHEREAS, the Oakland Merchant Leadership Forum ("OMLF") continues to be uniquely qualified to coordinate development and capacity building of merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood

commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing; and

WHEREAS, the City of Oakland desires to enter into a professional services agreement with OMLF in the total amount of \$70,000 for FY 2009-2010 to plan and convene six (6) monthly educational forums for merchant leaders, provide five (5) training workshops to assist in the creation of new merchant associations and coordinate launching of the Eat, Shop, Explore Oakland Grown Campaign; and

WHEREAS, the City has requested a contribution from the Agency to fund a portion of the agreement related to OMLF's redevelopment-related activities within redevelopment project areas; and

WHEREAS, the Redevelopment Agency and the City entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies, including Agency contributions to the City to support redevelopment activities in the Agency's project areas; and

WHEREAS, staff will conduct an evaluation of the OMLF's performance at the end of the contract term; and

WHEREAS, the City Council 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, the City Council 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 City Administrator is hereby authorize to negotiate and execute a contract in the total amount of \$70,000 for FY 2009-10 with the Oakland Merchants Leadership Forum to provide merchant organizing, commercial district support services and program development to construct the Eat, Shop, Explore Oakland Grown website; and be it

FURTHER RESOLVED: That the City Council hereby accepts a \$25,000 contribution from the Oakland Redevelopment Agency under the Cooperation Agreement for this purpose; and be it

FURTHER RESOLVED: That \$45,000 in funds shall be allocated from:

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
1010	General Purpose	88559	Business Development	P275310	Merchant Organizing	\$35,000
2108	Community Development Block Grant	88559	Business Development	G00800	Proj Development Del Costs	\$2,000
7780	Oakland Redevelopment Agency	88559	Business Development	C82620	Coliseum	\$4,000
7780	Oakland Redevelopment Agency	88559	Business Development	C00800	Central District Planning	\$1,000
7780	Oakland Redevelopment Agency	88559	Business Development	P235310	OARB Bay Bridge Gateway	\$3,000
	Total					\$45,000

and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to take action with respect to the contract consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

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

NOES -

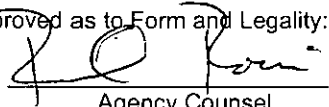
ABSENT -

ABSTENTION -

ATTEST:

 LATONDA SIMMONS
 City Clerk and Clerk of the Council, City of
 Oakland

2009 NOV 19 PM 7:29

Approved as to Form and Legality:

Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. _____ C.M.S.

A RESOLUTION AUTHORIZING A CONTRIBUTION OF \$25,000 IN REDEVELOPMENT FUNDS TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT FOR A PROFESSIONAL SERVICES AGREEMENT WITH THE OAKLAND MERCHANTS LEADERSHIP FORUM (OMLF) FOR MERCHANT ORGANIZING AND COMMERCIAL DISTRICT SUPPORT SERVICES FOR FY 2009-2010 IN SEVERAL REDEVELOPMENT PROJECT AREAS

WHEREAS, there are many neighborhood commercial districts in Oakland, including redevelopment project areas, that range from thriving and viable to struggling and economically challenged; and

WHEREAS, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City; and

WHEREAS, the City has few resources to nurture and build merchant organizations and to market all neighborhood commercial districts; and

WHEREAS, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

WHEREAS, informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, including Oakland's redevelopment project areas, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts; and

WHEREAS, the Oakland Merchant Leadership Forum ("OMLF") continues to be uniquely qualified to coordinate development and capacity building of

merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing; and

WHEREAS, the City of Oakland desires to enter into a professional services agreement with OMLF in the total amount of \$70,000 for FY 2009-2010 to plan and convene six (6) monthly educational forums for merchant leaders, provide five (5) training workshops to assist in the creation of new merchant associations and coordinate launching of the Eat, Shop, Explore Oakland Grown Campaign, and to include merchants located within redevelopment project areas; and

WHEREAS, the City has requested a contribution from the Agency to fund a portion of the agreement related to OMLF's redevelopment-related activities within redevelopment project areas; and

WHEREAS, OMLF's work will assist the Redevelopment Agency in meeting its redevelopment goals in redevelopment project areas by focusing in the formation of new merchant associations that will eventually lead to the establishment of Community Benefit Districts (CBD) that will provide additional funding for physical improvements to the project areas and to increase customer patronage of businesses located in those areas, thus keeping them in business and preventing economic blight; and

WHEREAS, the Agency and the City entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies, including Agency contributions to the City to support redevelopment activities in the Agency's project areas; and

WHEREAS, staff will conduct an evaluation of the OMLF's performance at the end of the contract term; now, therefore, be it

RESOLVED: That the Agency hereby authorizes a contribution of redevelopment project funds in the amount of \$25,000 to the City of Oakland under the Cooperation Agreement to help fund a contract in the total amount of \$70,000 for 2009-10 with the Oakland Merchants Leadership Forum to provide merchant organizing, commercial district support services and program development to construct the Eat, Shop, Explore Oakland Grown website; and be it

FURTHER RESOLVED: That \$25,000 shall be allocated from

Fund	Fund Description	Org	Organization Description	Project	Project Description	Amount
9101	Redevelopment Planning Fund West Oakland / Coliseum Admin	88629	Redevelopment Director	S37600	Redevelopment Plan West Oakland	\$2,500
9450	Coliseum Operations	88529	Economic Development Director	S82600	Coliseum	\$6,250
9450	Coliseum Operations	88629	Redevelopment Director	S82600	Coliseum	\$4,270
9540	Central City East Operations	88629	Redevelopment Director	S233310	ORA Central City East Repayment Agreement	\$3,380
9570	OBRA Operations	88629	Redevelopment Director	S235320	OARB Baybridge Gateway ORA	\$2,350
9590	West Oakland Operations	88529	Economic Development Director	S233510	ORA West Oakland Repayment	\$6,250
						\$25,000

IN AGENCY, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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