

CITY OF OAKLAND
MEMORANDUM

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OFFICE OF THE CITY CLERK
OAKLAND

2003 OCT 15 PM 12:16

TO: Rules & Legislation Committee
ATTN: Assistant to the City Manager
FROM: Name Jeanne Zastera
Phone No. 238-7252
Address/Agency/Dept PWA/Project Delivery
DATE: 10/15/03
SUBJECT: REQUEST TO SCHEDULE AGENDA ITEM

TITLE: Resolution Authorizing The City of Oakland to Enter into a Professional Services Agreement with The Kellogg Organization, Inc., in an Amount Not to Exceed \$200,000 to Conduct a Philanthropic Marketing Study, Campaign Master Plan and Capital Campaign to Raise Funds For the Proposed Oakland Family and Aquatics Sports Complex at Brookfield Park, located at Edes and Jones Avenues

SCHEDULING RECOMMENDATION:

- A. Committee Life Enrichment
(Please specify Committee. Committees meet 2nd & 4th Tuesdays)

 City Council Redevelopment Agency
(Council/Agency meets on 1st, 3rd, and 5th Tuesdays)
- B. Meeting Date: 10/28/03

Is there a statutory, regulatory, financial or grant deadline? Specify:

Is a staff report required/requested?

What is the fiscal impact on the City/Agency? Based on the proposal The Kellogg Organization submitted to the City, the Philanthropic Marketing Study and Campaign Master Plan (Phase I) fee will be \$40,000 and the Campaign Implementation (Phase II) fee will be \$136,000. Including reimbursable expenses, the amount of the agreement is not expected to exceed \$200,000. Funds are available from _____

If the ten-day (Sunshine Ordinance) agenda deadline cannot be met, please indicate reason:

- Item constitutes an "emergency" (Crippling disaster, work stoppage or other activity which severely impacts public health and/or safety)
- It was not reasonably possible to place the proposed item on the two-week agenda AND any of the following exist:
 - Item requires immediate action to avoid a substantial adverse impact if action is deferred to a subsequent special or regular meeting;
 - Item requires immediate action relating to federal or state legislation;
 - Item requires immediate action relating to eligibility for a grant or gift; OR
 - Item is ceremonial

Explain why item could not have been placed on the 10-day agenda: