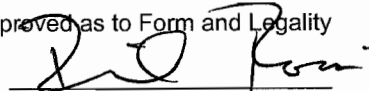


FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 DEC 22 PM 4:18

Approved as to Form and Legality


Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. 2009-0004 C.M.S.

AN AGENCY RESOLUTION AUTHORIZING A CONTRIBUTION OF \$18,989 IN COLISEUM REDEVELOPMENT PROJECT FUNDS TO THE CITY 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 2008-2009 IN THE COLISEUM REDEVELOPMENT PROJECT AREA

WHEREAS, there are many neighborhood commercial districts in Oakland, including in the Coliseum Redevelopment Project Area, 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 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, the Agency finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, including in the Coliseum Redevelopment Project Area, 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 Agency finds and determines that 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 \$60,000 for FY 2008-09 to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns, including merchants in the Coliseum Redevelopment Project Area; 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 in the Coliseum Redevelopment Project Area; and

WHEREAS, OMLF's work will assist the Redevelopment Agency in meeting its redevelopment goals in the Coliseum Redevelopment Project area by (1) disseminating redevelopment information about the Coliseum Project Area, (2) assisting in the formation of Business Improvement Districts that will provide additional funding for physical improvements to the Project Area, and (3) improving the operations of merchant businesses in the Project Area and increasing customer patronage of those business, 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 Coliseum redevelopment project funds in the amount of \$18,989 to the City of Oakland under the Cooperation Agreement to help fund a contract in the total amount of \$60,000 for 2008-09 with the Oakland Merchant Leadership Forum to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns, including merchants in the Coliseum Redevelopment Project Area; and be it

FURTHER RESOLVED: That: \$18,989 shall be allocated from Fund 7780, Oakland Redevelopment Agency, Business Development Organization (88559), Project (C82620), and Program SC11 Coliseum Redevelopment for this purpose.

IN AGENCY, OAKLAND, CALIFORNIA, JAN 20 2009

PASSED BY THE FOLLOWING VOTE:

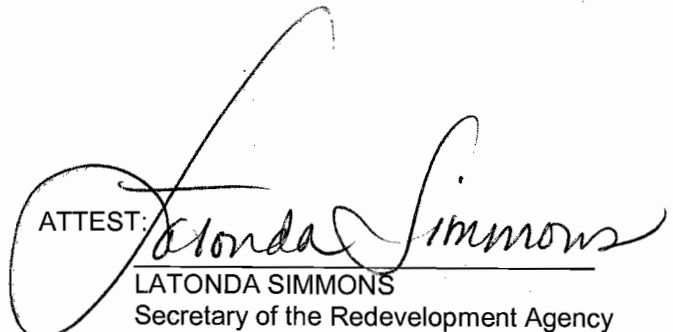
AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, ~~BROOKS~~, ~~REID~~, KAPLAN, AND ~~DE LA FUENTE~~ DE LA FUENTE - 6

NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - Brooks, Reid - 2

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