

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Community and Economic Development Agency
DATE: April 8, 2008

2008 MAR 27 PM 8:14

RE: **A Resolution Amending Resolution No. 80750 C.M. S. To Authorize An Amendment To A Professional Services Agreement With The Oakland Merchant Leadership Forum (OMLF) For Merchant Organizing And Commercial District Support Services To Increase The Contract Amount By \$40,000 For FY 2007-2008 For A Total Amount Not To Exceed \$112,500**

SUMMARY

A resolution has been prepared authorizing the City Administrator to negotiate and execute an amendment to the professional services contract with the Oakland Merchant Leadership Forum (OMLF) in an amount not to exceed \$40,000 for a total contract amount of \$112,500 for the Fiscal Year 2007-2008.

The \$40,000 contract amendment with OMLF will provide funding for the balance of FY 2007-2008 for the following activities: continuation of monthly Merchant Educational Forums; continuation of timely information and referral services for commercial district leaders and merchants; participation in city wide merchant and commercial district promotion and marketing activities; and the continued involvement in the development of the city-wide retail enhancement strategy. Staff will return to the City Council in July with a revised scope of work for FY 2008-2009.

FISCAL IMPACT

The City Council authorized \$155,000 for Merchant Organizing in FY 2007-09. Funding for the additional \$40,000 contract allocation will come from the FY 2007-08 Business Development as follows: \$40,000 for the OMLF contract amendment and the remaining \$37,500 toward funding the Merchant Association Assistance Program, which assists merchant associations with small grants; the Oakland Merchant Leadership Forum is responsible for assisting staff in this program. In 2008-2009, the remaining \$77,500 will be available for continued Merchant Organizing.

Specifically the funding for the \$40,000 will be allocated from General Purpose Fund (1010), Business Development Org (88559), Merchant Organizing/Shop Oakland (P275310), Miscellaneous Services (53719), Program SC11.

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BACKGROUND

On July 10, 2007, the City Council approved Resolution No. 80750 C.M.S., authorizing the City Administrator to execute a Sole Source Professional Services Contract with OMLF in the amount of \$72,500 for the period of July 1, 2007 – December 31, 2007, to plan and convene monthly educational forums for merchant leaders and coordinate merchant participation in the City of Oakland's Shop Oakland Marketing Campaign. The City Council determined that OMLF was uniquely qualified to coordinate development and capacity building of merchant association and to coordinate the participation of Oakland merchants in various promotion campaigns. The Oakland Merchant Leadership Forum satisfactorily completed its Scope of Work. Additionally, the City Council approved a Program Budget of \$77, 500 for FY 2007-2008 and \$77,500 for FY 2008-2009.

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. (See Attachment A for additional information).

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.

KEY ISSUES AND IMPACTS

Staff has worked closely with the Board of Directors of the Oakland Merchant Leadership Forum to enhance their program in order to provide a wider range of technical assistance services, increase marketing activities for the commercial districts and act as a round-table for the Business Improvement Districts (BIDs). Additionally, staff has worked with OMLF to formalize the Merchant Association Assistance Grant Program (MAAP), a small grant program available to merchant associations.

This contract amendment will provide critical outreach services to merchant associations would not otherwise be provided on a timely basis. Attendance at the monthly forums has increased, due to merchant concerns related to safety, parking and the need for information regarding City services.

As the City Council guides the implementation of the City Wide Retail Enhancement Strategy's recommendations, OMLF will be a critical partner in maintaining contact with and strengthening the capacity of existing merchant associations. If a merchant association does not exist, OMLF will assist staff in organizing an association.

Staff has begun to explore additional technical assistance resources that can also be utilized to support the targeted district retail recruitment activities and overall commercial corridor promotion. The goal is to create a larger, stronger team of staff, contractors/consultants and public/private partners to aggressively support Oakland's commercial corridors. This team will also provide support to Oakland's seven (7) established Business Improvement Districts and the two new districts underway with formation activities.

Staff recommends the approval of the \$40,000 contract amendment to complete the 2007-2008 programs. Staff has begun discussions with OMLF regarding the FY 2008-2009 scope of work. Staff will return to the City Council in July with a new scope of work which will require OMLF to partner with other technical assistance associates to assist in the full implementation of the Citywide Retail Implementation Strategy.

PROJECT DESCRIPTION

OMLF shall continue to assist the City of Oakland with the development of Oakland's neighborhood commercial districts by supporting merchant associations through outreach, organizational development, technical assistance and event promotion and marketing activities. OMLF is responsible for three special activities: provide support services as directed for the City wide Retail Enhancement Project; provide a forum for Oakland's Business Improvement Districts (BIDs); and provide special outreach and training services to East and West Oakland commercial districts. The detailed Scope of Services is included as Attachment B.

ACCOMPLISHMENTS

OMLF has met all of its contract goals. Key accomplishments:

- 5 Educational Forums for Merchant Associations.
 - o City Support for Commercial Districts
 - o City Wide Retail Enhancement Presentation
 - o Shop Oakland and Holiday Marketing
 - o Commercial District Parking
 - o Crime & Safety in Commercial Districts
- Update of Merchant Tool Kit

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- Advisor and organizer for 45 merchant interviews for City Wide Retail Enhancement Strategy
- Provided assistance to 7 BID Managers; OMLF worked with the BID Program to develop special support for BID areas and assist merchant associations to evaluate readiness to form BIDs
- Assisted staff in formalize Merchant Association Assistance Grant Program
- Coordinated Oakland Passport Promotion Campaign – A coupon book of 115 Oakland retailers merchants; 10,000 copies were printed and distributed.
- Coordinated the 2007 Shop Oakland Campaign, including increased distribution of 80, 000 Shop Oakland bags
- Served as an information and referral resource for commercial district leaders; disseminated information from City of Oakland, Council District Offices, Police, Mayor's Office, Recycling and other agencies
- Provided information to individual merchants and merchant associations

SUSTAINABLE OPPORTUNITIES

Economic: Marketing City of Oakland services and programs to neighborhood merchant associations and increasing merchant association participation in the Shop Oakland and the Oakland Passport 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 to provide information about programs, services and opportunities that support Oakland's commercial districts facilities 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.

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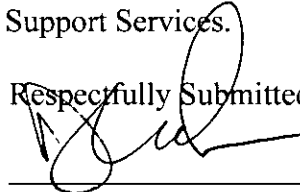
RECOMMENDATION (S) AND RATIONALE

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

ACTION REQUESTED OF THE CITY COUNCIL

It is requested that the City Council approve the Resolution to authorize the City Administrator to negotiate and execute an amendment to the professional services contract with the Oakland Merchant Leadership Forum in an amount not to exceed \$40,000 for a total contract amount of \$112,500 for FY 07-08 to continue Merchant Organizing and Commercial District Support Services.

Respectfully Submitted,



Dan Lindheim, Director
Community and Economic Development Agency

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

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

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE:



Office of the City Administrator

Attachments

Attachment A: Overview of OMLF & Accomplishments
Attachment B: Proposed Scope of Work for Contract Amendment

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Our People

Staff

Shari Godinez
Program Manager
shari@omlf.org
(510) 663-0653

Board

Aziz Khatri
Realtor,
Piedmont Ave.
Co-Chair

Erin Kilmer Neel
Oakland
Unwrapped!
Co-Chair

Helen Wyman
Montclair BID
Secretary

Stu Sweetow
Merchant,
Grand Ave

Sarah Lamb
BID Manager
Rockridge

Chus Ebako
Business Owner
Adams Point

Roberto Costa
Oakland Business
Development Corp.

Jerry Henderson
EBALDC (East Bay
Asian Local
Development Corp)

Bernice Johnson
Business Owner
Laurel District

Ellen Taylor
Business owner
South of Broadway

David Macon
Business owner
Diamond District

ATTACHMENT A

The Oakland Merchants' Leadership Forum
333 Hegenberger Road, Suite 306
Oakland, CA 94621
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fax: (510) 632-2815
info@omlf.org

Our Mission

OMLF's mission 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.

About OMLF

The Oakland Merchants' Leadership Forum was created in 1991 (17 years ago) to provide a cohesive voice for the now 40+ Neighborhood Business Districts in Oakland. OMLF's Board of Directors is comprised exclusively of volunteers throughout the city's business community, and it promotes neighborhood business districts as a key element of the City's economic development strategy.

By providing a coordinated and consistent voice, OMLF has enjoyed a long history of working with the Mayor, City Council, City Manager and City staff to address issues important to neighborhood business districts. Specifically, OMLF has partnered with the City, Oakland Metropolitan Chamber of Commerce and others to provide leadership in the areas of marketing, business improvement districts, business attraction and retention strategies, promotional events, financing, community partnerships, and developing merchants associations. Although most widely known for co-leading the annual Shop Oakland Holiday Shopping Campaign, OMLF has also secured generous financial support from the City of Oakland to deepen its efforts to strengthen neighborhood business districts.

See www.shopoakland.com for more information on the Shop Oakland Holiday campaign and the expansion of that program beyond the holiday season. See the News section for more information on OMLF's partnership with the City to strengthen neighborhood commercial districts.

Our Accomplishments

Forums

Created over 175 educational forums for merchant leaders to come together to share ideas, voice concerns, and connect with key city officials. The 4th Wednesday of every month is a free open forum with an agenda that is driven by the merchant leaders of districts throughout the city.

2008 Forums

January – Parking concerns in commercial districts. Formed a panel of key city officials from various departments **Francine Larkrith-Thompson**, Parking Administrator; **Wladimir Wlassowsky Wlad**, Division Manager, Transportation Services; **Joe Wang**, Supervising Transportation Engineer; **Alton Jelks**, Mayors Parking Task Force. The results of this forum revitalized a defunked Parking Task Force and added 15 new members to the Task force. The task force has since recruited more key city players and merchants and have met twice the first month and have decided to create a city wide comprehensive parking plan working with the zoning department. OMLF's **accomplishments** have been the connection of the merchants, the transportation department, parking enforcement, and the Mayor's Parking Task Force to communicate and have merchant buy-in on policies, which is often overlooked in a large bureaucratic system. OMLF has also forced the city to reexamine the question of the **purpose of parking meters**.

February - Crime & Safety in the Commercial Districts of Oakland. Formed a panel with the **Oakland Police Department:** Wayne Tucker, Chief of Police; Anthony Toribio, Area 1 Captain; Rick Orozco, Area 2 Captain; Anthony Rachal, Area 3 Captain; Eddie Simlin, Merchant Watch Coordinator and the **Mayor's Office:** Lenore Anderson, Public Safety Director. Conducted a survey of Oakland business owners with 15 questions on crime in commercial districts and received over 100 responses. **Provided the panelists** with the survey results, three pages of questions and comments submitted by the business owners, and two pages of the findings of a dissertation on the impact of the police foot patrol on reducing crime in the Oakland business district, prior to the forum. **Provided the merchants** with a packet of information on crime and safety, including information on the Merchant Watch Program, the NCPCs (Neighborhood Crime Prevention Councils) and contact information for all the NSCs (Neighborhood Services Coordinators) and their beat assignments, a city map with the visual breakdown of all the PSAs (Police Service Areas) and policing beats, an updated master NCPC meeting list with dates, times, locations, and the NSC for each policing beat. **OMLF's accomplishment** has been the connection of the Oakland business owners with the key City departments for issues of crime and safety in Oakland's commercial districts. Best practice solutions were shared, specific crime hot spots were discussed among the area captains and the merchants, and follow up meetings were set up with some commercial districts to address their issues.

Through discussion it was discovered that OMLF and the Oakland Police Departments NSCs have both been researching phone alert systems to be able to alert a targeted group about crimes in an effort to reduce crime. That information has since been shared and efforts are being coordinated to maintain and encourage a larger connection between the NCPs and Oakland's business owners.

Marketing:

Shop Oakland

OMLF is the creator of the "Shop Oakland Program." OMLF collaborates with the City's Marketing Department to advertise the program to the public through the newspaper subsidizing, AC Transit bus side ads, bus stop ads, and recently the commercials that are aired on public television and in Oakland movie theatres. OMLF promotes and distributes information to the small business owners about co-op advertising opportunities through forums, database, merchant leaders, a website, and direct phone calls.

Media Launch Event

Each year OMLF launches the "Shop Oakland Program" with a media kick-off event that includes a breakfast or dinner, a fashion show with many of Oakland's politicians, music, prizes, sponsor information tables, and is attended and hosted by major media corporations and is also well attended by Oakland merchants from across the city. OMLF's 2007 event was a huge success with over 150 attendees.

Shopping Bag Program

Each year OMLF has successfully solicited for and received an average of \$19,000.00 per year in Shop Oakland sponsorship donations. This money has allowed OMLF to provide merchants throughout the City of Oakland with 80,000 shopping bags every holiday season for over 14 years to drive home the message to consumers to Shop Oakland, to explore the 40+ districts that Oakland has to offer and to say thank you to the small business owners. We have always funded the shopping bag program through sponsorships. OMLF provided CEDA with a distribution list for the 80,000 shopping bags in 2007.

Shop Oakland Website

OMLF has collaborated with the city's Marketing department in the creation and ongoing promotion of the Shop Oakland Website (www.shoopakland.com).

Passport Marketing Program

OMLF created a city-wide marketing idea to promote shopping, proposed it to the city of Oakland's Marketing Department, and have successfully collaborated with them to implement the plan, which produced 100,000 coupon books featuring 115 retail businesses throughout Oakland, and gives consumers a chance to explore Oakland and win prizes. This program is currently being implemented and if successful may become an annual program. OMLF was successful in obtaining participation from 16 commercial

districts from geographically diverse parts of Oakland. A quote from one participant stated, "A big thank you for opening my eyes to the other wonderful neighborhoods in my city of Oakland. Without your "Passport" I never would have experienced these great areas and I have lived here 6 years so far now. You have opened up my world."

District Promotion

Participated in many City sponsored events such as Art & Soul, Small Businesses Symposium, BALLE Conference, The Mayor's Economic Summit, the Franchise event etc. to promote Oakland's Small businesses and distributed Oakland businesses district directories.

Database

Created and maintain an up-to-date database of commercial district leaders throughout the City of Oakland that allows us to act as the communication hub between the business owners throughout Oakland and the City of Oakland and other organizations who want to get information to Oakland merchants. Recently merged our database with individual commercial district databases to create a master email database of over 1,000 Oakland merchants and community leaders and implemented the use of a internet site with software that allows for the creation of professional email campaigns and an organized system of tracking email data.

Resource/Communication Hub

Acted as a hub or resource center for business districts throughout the City. OMLF is the **only** umbrella organization in the city of Oakland that represents all business districts throughout the City and acts as a liaison between the City and the commercial district leaders or individual merchants. Have guided many business owners to their needed resources.

Served as an information and referral resource for commercial district leaders on topics related to merchant organizing, district marketing, promotional event planning, etc. Maintained a call and email log of inquires made and responses provided.

Disseminated hundreds of notices for other organizations, City Council members, and the Mayor's Office about their events or workshops for Oakland's business owners.

Provided Oakland's Recycling Department with contact information of all the District leaders to assist in their small business recycle efforts.

Assisted council members' staff in following up with inquires from merchants.

CEDA

Provide support services as directed for the Citywide Retail Enhancement Project. Scheduled interviews with over 20 business owners, BID managers, and district leaders with the Denise Conley Group.

Participated in the evaluation of the Business Improvement Districts in Oakland by P.U.M.A. (Progressive Urban Management Associates) a consulting group.

Coordinated and will participate in the formation of a BID council to meet on a regular basis and become a sub committee of OMLF.

Provided CEDA with an updated (September 2007) database of Oakland's 30 merchant association district leaders. The list included the name of the association, leader, address, telephone, address and email address.

OMLF assisted the City in the formalization of the MAAP funding program, created an application with guidelines and requirements and notified all merchant associations of the new guidelines and assisted CEDA and Marketing Staff in the process of advertising the program and selecting recipients of the MAAP funds.

Website

Created an OMLF website www.omlf.org that is a resource tool for merchants and consumers with links to the City's "Shop Oakland" website, and to the individual districts websites. This site is updated with district events, workshops for merchants, resources and a forum for feedback. Recently uploaded a recording of our January 2008 forum with a link from the OMLF website to allow a more widespread participation of business owners who may not be able to attend meetings.

Recommendation Paper

Created a recommendation paper for the city of Oakland's Community & Economic Development agency, the Mayor, and the city council members working in collaboration with commercial district leaders, merchants, Business Improvement District directors, the Mayors Small Business Task Force, and the City of Oakland's Business Service Organizations retail committee.

Tool-kit

Researched and compiled useful information for merchants into a binder ready handbook or tool-kit printed and distributed over 1,000 kits to merchant leaders and merchants in a format that can be updated. This kit included forms and templates that can be photocopied and used, marketing tips, including press contacts, public safety tips, including police beat maps and phone numbers, event planning ideas, information on working with the city of Oakland and their resources for doing business in Oakland and much more useful information. Recently uploaded the tool-kit to the OMLF website to create more accessibility and allow for easy updates.

Recognition of Outstanding Business Owners

Successfully solicited merchants and received nominations for a fellow merchant or community leader and awarded a public service award of excellence for outstanding

contributions in improving the quality of life for Oakland's residents and small business owners through his/her leadership, valuing people, innovation, and service delivery.

Technical Assistance (2005-2006)

Provided hands on technical assistance for two districts (Grand Ave & International Blvd) by mobilizing stakeholders and providing training and technical assistance in the areas of meeting planning and facilitation, organization and leadership development and commercial district revitalization based on the Main Street approach.

Assisted stakeholders in developing goals for the organizations, and in the election process of officers/steering committee members. Also assisted the organizations in completing the 501 © (3) forms, By-Laws, Articles of Incorporation, list of members, maintaining regular meeting schedules, creation of forms for inclusion on List of Neighborhood Organizations, creation of the organization's mailing addresses, setting up the organization's bank accounts and the submission of applications for funding.

Beautification

Worked with Grand Ave merchants and successfully created, "*A Tuesday Clean Sweep and Swap Campaign*" designed to bring the merchants onto the street at 10:00 a.m. on Tuesdays to sweep in front of their storefronts, and the "*Light Up Grand*" Campaign dedicated to creating an identity for the corridor and increase security through environment design.

Hosted a meeting of property owners to share merchant vision and to provide resources for façade improvement in the International Blvd. District.

Facilitated the *exploration of obtaining a city-owned sidewalk steamer* for use and storage within the International Blvd. corridor. Submitted the request to Larry Reid's office for review.

Conducted a survey of the current and needed litter cans for International Blvd. and submitted to Larry Reid's office for review.

Promotions

Produced *The Proud Parent Grand Stroll*, a Mothers Day event, dedicated to celebrating the changing families in the Grand Avenue neighborhoods.

Produced the *Grand Stroll and Twirl* event, an event celebrating the national night out initiative. Scores of merchants stayed open late and with musicians and dancing.

Produced a Grand Avenue Business directory and printed 10,000 copies.

Secured a vendor to produce three *new business directory signs* to be placed at each end of the corridor and at the Grand avenue parking lot entrance.

Provided oversight for the development of a *database of merchants and property owners* for future merchant directory and signage, and for future communications with property owners in the International Blvd district.

Communication / Safety

Assisted in the production of two newsletters for the Grand Ave. Merchants Association.

Increased communication across the Grand Avenue corridor 80% and increased participation by merchants on the Action teams by 60% percent.

Created a merchant/neighborhood Yahoo group and designed a "*pod system*" dedicated to the distribution of news and communications throughout the merchant community.

Developed a *Crime Reporting system* for International Blvd. Merchants Association designed to increase the documentation of crime in the corridor with hope that higher documentation would lead to increased patrols and police time in corridor.

Created a merchant phone tree directory to facilitate information being passed quickly up or down the corridor.

Served as the *liaison* to Councilman Larry Reid's office regarding the installation of street-based cameras in the IBMA district.

Developed *database and picture book of all property* in the International Blvd. corridor

Provided *oversight over a proposal to Councilman Larry Reid's office* for funds to purchase block-based security cameras, increased lighting, and moveable mural boards for placement in front of blighted property.

Co-hosted a community meeting with OCO to serve as a venue for the Chief and District police leaders to hear from merchants and residents about the crime response needs of the corridor.

Conducted a survey of current and needed lighting for International Blvd. and submitted to Larry Reid's office for review.

Attempted to serve as *liaisons between corridor and the Permits and Zoning departments* of the City to increase response time to unsafe, crime-breeding, blighted property in the International Blvd. corridor.

ATTACHMENT B
2007-2008
SCOPE OF SERVICES:
OAKLAND MERCHANTS LEADERSHIP FORUM
“CONTRACTOR”

Purpose:

The Contractor shall assist the City of Oakland with the development of Oakland’s neighborhood commercial districts by supporting merchant associations through outreach, organizational development, technical assistance and event promotion and marketing activities. Additionally OMLF shall specifically spearhead the Shop Oakland Holiday Shopping Campaign and the Oakland Passport Shoppers Program.

Under the terms and conditions of this contract, the Contractor is responsible for three special activities: provide support services as directed for the City wide Retail Enhancement Project; provide a forum for Oakland’s Business Improvement Districts (BIDs); and provide special outreach and training services to East and West Oakland commercial districts (contingent as described below).

The proposed contract amount is \$72,500 for the contract term of July 1, 2007 to December 31, 2007; if performance is satisfactory and all contracts objectives are achieved, the intention of both parties is to renew the agreement. It is CEDA’s intention to amend this Agreement to recommend increasing the contract amount to \$112,500. One item in this scope of work shall only be completed by the Contractor if the amount is increased to at least \$112,500; it is marked as “contingent.”

The contract is between the CEDA – Business Development Services and the OMLF. The City of Oakland Project Manager is – Aliza Gallo.

Technical Assistance, Communications and Outreach

- Convene 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. Provide direct merchant-to-city leaders contact and commercial district-to-commercial district networking and communication opportunities.

- This deliverable is CONTINGENT on the increase in the contract amount as described above. OMLF will be responsible for organizing two technical assistance efforts for neighborhood commercial districts in East and West Oakland. In East Oakland, OMLF will organize a workshop. The workshop will be designed to provide the necessary information and resources for the district to strengthen their district associations and will include high quality professional trainer(s), useful handouts, and refreshments. In West Oakland, OMLF will assist the City in identifying merchant leaders and host a meeting to define a technical assistance program. CEDA and OMLF will work together to publicize these events. Additionally OMLF will assist merchants in both of these districts with implementing a web-based “affinity group” network

provided by Business Commons, Inc. (the \$500 cost per district shall be paid by CEDA). This effort will be conducted in partnership with CEDA staff.

- Serve as an information and referral resource for commercial district leaders on topics related to merchant organizing, district marketing, promotional event planning, etc. Maintain a call and email log of inquires made and responses provided. Contractor will be responsible for submitting the log with each invoice to City of Oakland.
- Update and distribute Merchant Association Tool Kit by the end of November 2007 on line as well as hard copy distribution to commercial district leaders and other individuals or agencies, as requested by Project Manager. Coordinate with various City agencies to include current and correct information on City services and programs aimed at small businesses, particularly merchants. OMLF will work expeditiously with CEDA to assist CEDA staff in securing translation of the Tool Kit from the City of Oakland Equal Access Office into other languages.
- Disseminate information through OMLF website, mailings, telephone, etc., about current topics of importance to commercial districts and small businesses such as upcoming City Council agenda items, conferences, events and opportunities.
- Create and maintain a database of merchant associations including name of association leader and contact information. OMLF will provide an updated merchant association listing to Project Manager no later than September 9, 2007. The list should include the name of the association, leader, address, telephone, address and email address.
- Assist the City's Business Division with the Citywide Retail Enhancement Project by contacting Oakland merchants with the goal of arranging fifty (50) interviews of Bid Managers, Merchant Organization leaders and merchants for interviews for the Project.
- Provide assistance to the Oakland Business Improvement Districts (BIDs) by hosting meetings with City representatives, staffing an OMLF subcommittee and advising City on BID issues. Overall, OMLF will provide a forum for BID Managers

Marketing and Promotion

- Maintain OMLF website to include up-to-date information about coming events hosted by Oakland's neighborhood commercial districts.
- Collaborate with the City's Marketing Division on the Shop Oakland campaign, including alerting businesses and district leaders to cooperative advertising opportunities. OMLF will document districts contacted and participating in the Shop Oakland Campaign. The overall goal is to increase the number of businesses participating in the Program and identify ways to involve a diversity of businesses and neighborhood commercial districts.
- OMLF will assist City in the formalization of the MAAP funding program. The Program guidelines will be developed by September 1, 2007. OMLF will be responsible for notifying all

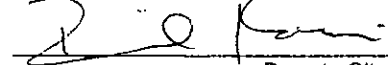
merchant associations of the new guidelines and assist the City CEDA and Marketing Staff in the process of selecting recipients of the MAAP funds.

- Collaborate with the City's Marketing Division to recruit merchants to participate in the Oakland Passport Program and to produce the Passport for publication in fall 0. The Oakland Passport Program is a book of special offers from Oakland merchants to promote shopping in local neighborhood commercial districts.

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2008 MAR 27 PM 8:13

APPROVED AS TO FORM AND LEGALITY:


Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AMENDING RESOLUTION NO. 80750 C.M.S. TO AUTHORIZE AN AMENDMENT TO A PROFESSIONAL SERVICES AGREEMENT WITH THE OAKLAND MERCHANT LEADERSHIP FORUM (OMLF) FOR MERCHANT ORGANIZING AND COMMERCIAL DISTRICT SUPPORT SERVICES TO INCREASE THE CONTRACT AMOUNT BY \$40,000 FOR FY 2007-2008 FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$112,500

WHEREAS, there are many neighborhood commercial districts in Oakland 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 City finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, 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 City Council approved Resolution No. 80750 C.M.S., dated July 10, 2007, which authorized a professional services contract with the Oakland Merchant Leadership Forum in the amount of \$72,500 to provide organizational development assistance to merchant groups; and

WHEREAS, the Oakland Merchant Leadership Forum performed the tasks included in the contract scope of services and despite a slow start-up, the overall evaluation of their performance was rated satisfactory; and

WHEREAS, the City finds and determines that the Oakland Merchant Leadership Forum 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 campaign; and

WHEREAS, staff will conduct an evaluation of the Oakland Merchant Leadership Forum's performance at the end of the contract term approved by Resolution 80750 C.M.S.; now therefore be it

RESOLVED: That Resolution No. 80750 C.M.S is hereby amended to authorize an increase to the contract amount by \$40,000 for a total of \$112,500 for FY 2007-08 for the contract 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, and the City Administrator is authorized to negotiate and execute a contract amendment to increase the contract amount and revise the scope of services as appropriate; and be it

FURTHUR RESOLVED: That funding for this contract amendment will be allocated from General Purpose Fund (1010), Business Development Org (88559), Merchant Organizing/Shop Oakland (P275310), Miscellaneous Contract Services (53719), Program SC11; and be it

FURTHUR RESOLVED: That the contract amendment shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2008

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City Of Oakland, California