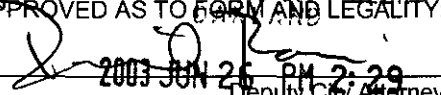


FILED
OFFICE OF THE CITY CLERK
APPROVED AS TO FORM AND LEGALITY:

2003 JUN 26 PM 2:29
Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. 77942 C. M. S.

A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES CONTRACT WITH THE SUSTAINABLE BUSINESS ALLIANCE IN AN AMOUNT NOT TO EXCEED \$80,000, FOR "ECONOMIC GARDENING" SERVICES TO OAKLAND BUSINESSES TO INCREASE SALES AND ENHANCE SUSTAINABILITY OF THEIR OPERATIONS

WHEREAS, the City Council has identified the retention and expansion of businesses in support of the City's long range economic development plan as one of its key goals; and

WHEREAS, "Economic Gardening" is an innovative and highly specialized approach to business retention and expansion which offers participating companies access to advanced customer databases, web marketing analysis and support, and other customized marketing expertise designed to increase sales, employment, and associated tax revenue; and

WHEREAS, the Oakland/Berkeley Recycling Market Development Zone (RMDZ), which is headquartered in the Economic Development Division of CEDA, allocated \$80,000 of its FY 2002-03 budget for an Economic Gardening project (coding block 1710-88559-54919-P236710) to be spent during FY 2003-05; and

WHEREAS, the Sustainable Business Alliance has offered Economic Gardening services to businesses in Berkeley and Oakland since the latter part of 2001, and is the only known practitioner with the necessary experience, reputation, accessibility and knowledge that constitutes the full range of services required; and

WHEREAS, consistent with the City of Oakland's Sustainability Initiative (passed by the Council on 12/1/98), the proposed project shall also offer resource conservation assistance and will, as a secondary goal of the project, test and evaluate a draft sustainability screen for participating businesses; and

WHEREAS, the Council finds that this contract is of a professional nature, and that retaining a third party provider may elicit a greater response from the private sector than if such effort were undertaken by City staff; and

WHEREAS, the Council finds that this contract will not result in a loss of employment or salary by any person having a permanent status in the competitive service; now therefore be it

RESOLVED: That the City Manager or his or her designee is hereby authorized to negotiate and execute a contract for FY 2003-2005 with the Sustainable Business Alliance, in an amount not to exceed \$80,000, to provide Economic Gardening services and sustainability measures to approximately 100 small- and medium-sized Oakland businesses; and be it further

RESOLVED: That all agreements executed pursuant to this Resolution shall be approved as to form and legality by the City Attorney's office prior to its execution, and copies of executed agreements shall be on file with the City Clerk; and be it further

RESOLVED: That the City Council hereby appoints the City Manager or his or her designee to act as an agent of the Council to conduct all negotiations, execute and submit all documents including but not limited to applications, agreements, amendments, modifications and related actions which may be necessary to carry out the contract hereby approved.

IN COUNCIL, OAKLAND, CALIFORNIA, JUL 15 2003, 2003

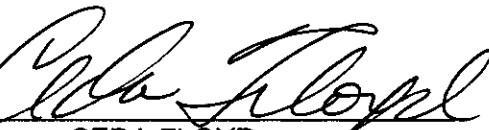
PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND P RESIDENT DE LA FUENTE -8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST: 
CEDA FLOYD
City Clerk of the City of Oakland, California