

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 FEB 26 PM 6:17

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: March 10, 2009

RE: **An Agency Resolution Authorizing A Contribution of \$ 469,716 From Coliseum Redevelopment Project Funds, West Oakland Redevelopment Project Funds, Central District Redevelopment Project Funds, Oakland Army Base Redevelopment Project Funds And Central City East Redevelopment Project Funds, To The City of Oakland Under The Cooperation Agreement, For Staffing, Build-Out, Operations/Leasing, Equipment, Marketing And Contingencies For The Oakland Business Assistance Center**

**A City Resolution Appropriating And Allocating Up To \$100,000 Of Community Development Block Grant Funds, And Authorizing The City Administrator Or His Designee To Hire Staff And Negotiate And Execute Agreements For Build-Out, Operations/Leasing, Equipment, Marketing And Contingencies For The Oakland Business Assistance Center, And Accepting A Contribution Of \$469,716 For This Purpose From The Oakland Redevelopment Agency Under The Cooperation Agreement**

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**SUMMARY**

The proposed Oakland Business Assistance Center ("BAC") will be a visible, easily accessible, single location for Oakland businesses to obtain support and information on how to navigate the various City of Oakland permitting and licensing processes required to establish, expand or maintain a business in Oakland. Additionally, the BAC will be a clearinghouse for information on City services, including Oakland's local Business Service Organizations ("BSO"), non-profit support network and programs from Alameda County, the U. S. Small Business Administration ("SBA"), Pacific Gas & Electric Co., East Bay Municipal Utility District, and the East Bay Small Business Development Center ("SBDC").

The impetus for the proposed Center originated from a report presented by Council President Brunner at the Community Economic Development Committee meeting on December 16, 2008. This report responds to the Committees request regarding the development of a Business Assistance Center.

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With input from the Office of the Mayor, staff has developed a proposal for operations and staffing of the BAC. Staff proposes that the BAC be staffed by a combination of Business Assistance Center staff and employees assigned to staff the City's Business Retention and Expansion services. Staff from both units will be required to have unique experience or backgrounds in working with businesses and a sound working knowledge of Oakland's business environment.

## FISCAL IMPACT

Staff estimates that the annual cost for build-out, staffing equipment, marketing, supplies, contracts, contingencies and annual operations of the BAC will be approximately \$569,716 in FY 2009-10 and \$484,716 in FY 2010-11. It is possible that the BAC will open prior to July 1, 2009; any cost incurred in FY 2008-09 will be covered with existing FY 2008-09 appropriations.

Annual cost details are provided below:

**Staffing** – Business Assistance Center management and primary oversight would be provided by one current City of Oakland employee and one newly requested position. The recommended existing position classifications of these two positions are: one Urban Economic Analyst (UEA) IV and, one new Urban Economic Analyst II. The Community and Economic Development Agency currently has one vacant UEA IV position in the Economic Development Division. The funding of the UEA II position proposed for support staffing of the BAC will be funded partially from the Business Retention and Expansion consultant funding. These positions will be funded as follows:

- Oakland Redevelopment Agency Projects (ORA) Fund 7780, Business Development ORG. (88559), Central District Planning Project(C008800), Business Creation, Attraction, Retention & Expansion Program SC11 will provide \$153,858;
- Oakland Redevelopment Agency Projects (ORA) Fund 7780, Business Development Org. (88559), Coliseum Project (C82620), Business Creation, Attraction, Retention & Expansion Program (SC11) will provide \$153,858.

In the Oakland Redevelopment Agency, funding is available to provide reimbursement to the City for these costs as follows:

- Central District Operations Fund 9510, Business Development Org.(88559) Central District Planning Project S00800; \$153,858.
- Coliseum Operations Fund (9450), Business Development, Org. (88559) Coliseum Project (S82600); \$153,858.

The total FY 2009-10 operations and maintenance costs for build-out, equipment, marketing, supplies, contracts and contingencies will total \$ 262,000, which includes \$85,000 for one time costs and \$177,000 for ongoing . These activities will be funded as follows:

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- \$100,000: Housing & Urban Development (HUD) Community Development Block Grant (CDBG) Fund (2108), (88569) Project (GO4600) Neighborhood Commercial Revitalization.
- \$54,000: Coliseum Operations Fund (9450), Coliseum Project (88659)
- \$54,000: West Oakland Operations Fund (9590), West Oakland Base Reuse Organization (88679).
- \$54,000: Central District Fund (9532), Central District Uptown Project (T245610).

Funds for the Business Assistance Center, as specified above, will be included as part of CEDA's 2009-11 budget request.

## **BACKGROUND**

Small businesses are the engine of Oakland's economy. Ninety percent of Oakland businesses employ 20 or fewer employees (according to data from DemographicsNow). The success of small businesses means more job opportunities for Oakland residents. With the anticipated prolonged downturn in the economy it is critical that the City of Oakland focus on assisting new and existing local businesses.

Business owners often have limited time to devote to activities other than growing their business and are often unfamiliar with governmental regulatory processes and requirements. As a result, many become frustrated upon learning that disjointed approval processes for City requirements exist. Businesses also feel somewhat helpless when they run into obstacles, situations with no apparent solution, or delays and lengthy approval processes. Therefore, an advocate to provide support and guidance through the various City of Oakland processes becomes an imperative mechanism to nurture business growth in Oakland.

The idea of a Business Assistance Center originated in mid-2006 during collaboration between the Community and Economic Development Agency's Economic Development Unit, the Oakland Metropolitan Chamber of Commerce and the City's BSO network. Following that collaboration, the Mayor's Small Business Task force adopted the concept for a business assistance center and convened on numerous occasions to discuss the concept and begin to develop program content for implementation.

To assist in expediting the development of the BAC, Council President Jane Brunner initiated discussions with numerous local small business persons, including the leaders of the Mayor's Small Business Task Force, and City staff from the Economic Development Department, the Fire Department, Building Services, Planning Department and the Business License Tax Section, to better determine the actual services that can be provided to the Oakland businesses community through the BAC. Council President Brunner and City staff also visited the Cities of San Jose and San Francisco to research and obtain examples of best practices from the Small Business Center's they operate.

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## Cities Visited

**The San Jose** program features a Small Business Ambassador. There is currently one staff person who acts as the Ambassador and is a Planner within the City's Planning Department. The Building Department's Development Services Unit assists small business owners through the review and permitting process by appointing a single point of contact within the City to assist those not familiar with project review and inspection processes. Business owners engage an ambassador prior to signing a lease or buying a property.

**The San Francisco** Small Business Assistance Center was created in November of 2007. The Center is located in the City's Treasurer's Office, where businesses normally come to pay their business license tax. The San Francisco Center currently has four staff persons and offers assistance in the following areas.

- Business Start-up/Expansion – case managers assist businesses in obtaining necessary licenses and registration, accessing financial resources, and coordinating technical assistance and business advice.
- Permit Assistance – case managers assist businesses in navigating the permitting process at Planning, Building Inspection, etc., trouble-shoot permit related issues, and help coordinate the permit process among multiple agencies.
- Procurement – case manager's help businesses become certified to do business with the City of San Francisco and provide guidance on how to bid on government contracts.
- Compliance with Government Laws and Regulations – case managers provide accurate and detailed information regarding complying with local, state and federal business laws, including the Minimum Wage, Paid Sick Leave and Health Access Program ordinances.
- Resource Referrals – case managers connect businesses to City services, merchant associations and trade organizations, as well as nonprofit and private sector resources.

## Structure

At the December 16th Community and Economic Development Committee meeting Council President Brunner proposed a program that would develop a Business Assistance Center to provide Oakland's business community with specialized and enhanced customer service to ease and expedite the City's various licensing and permitting processes. The proposal presented by the Council President called for the establishment of a Business Assistance Center with its build out and operations jointly funded by the City and the Redevelopment Agency. Council President Brunner's additionally proposed that the Center's staffing be provided by City of Oakland employees. The CED Committee directed staff to review the feasibility of the City Council President's proposal and either provide the Committee with an implementation strategy for that proposal or make recommendations for an alternate strategy that would still deliver an Oakland Business Assistance Center. City/Agency staff supports the Council President's

proposal to establish a Business Assistance Center, and proposes the following implementation strategy to deliver a functional center this fiscal year.

Staff met on several occasions with the Council President's office to strategize the potential development of an ongoing funding source for the Center. Staff's preliminary research has determined that increasing fees for services from such City departments as the Fire Department, Building Services, Planning and Business Tax may cause undue hardship to new and existing businesses. Based on its knowledge of the business community, staff concluded that any increase in taxes or fees may create an impression that Oakland is non-business friendly and a more costly place to do business when compared to other cities in the region.

Staff will establish an On-Call support system for technical assistance for permits or licenses required by the Fire Department, Planning and Zoning, Building Services and the City's Business License Division. Business owners seeking assistance with a review process will be provided guidance from BAC staff through a referral to the appropriate Division, in-Center assistance by Division staff temporarily assigned to the BAC or the client will receive assistance in scheduling an appointment for a face-to-face meeting with appropriate staff. BAC staff will hold regular meetings with staff to troubleshoot and solve difficult business related problems that may arise with business owners. BAC staff will also work with the staff of the various City permitting and licensing Divisions to map the approval processes for each regulatory approval division. It is anticipated that the information received through the BAC will reduce the time that business owners have to spend away from their business, through education regarding our governmental processes and an improved accessibility of information related to approval processes.

A combination of Redevelopment funds and CDBG funding will provide for staffing, build out, operations and materials costs for the Center. The City is committed to financing the build-out of the space for occupancy and to provide funding for furniture and equipment and lease payments. Staff has researched potential costs associated with the Center and has classified those costs as either one-time or on-going costs.

### **Business Assistance One-time Center Costs**

Staff estimates that specific costs related to the build-out, initial materials and supplies, contingencies, and equipment will total approximately \$ 262,000.

Staff is proposing that funding for these costs be split in the following manner, \$162,000 in Agency funds and \$100,000 in CDBG funding. Staff has received estimates from Pivot Office Furniture for the build out of the space previously occupied by the Enviro-Press Print Shop on the ground floor of 250 Frank H. Ogawa Plaza. This space has previously been used as a business and requires reduced improvements to be made ready for the Business Assistance Center.

The Business Assistance Center's on-going costs have been identified as staffing, rents and marketing materials. Staffing for the Center will be split between Business Assistance Center staff and staff from the City's Business Retention and Expansion Unit. The Business Assistance Center will employ two full time equivalent ("FTE") permanent staff members. Those staff positions are proposed to be one Urban Economic Analyst (UEA) IV, who will manage the Center and Urban Economic Analyst II who will assist the UEA IV in day- to- day operations. As staff does not anticipate that two staff people will be adequate to effectively support the Center's volume, any additional staff needs for the Center would be supplied by City staff assigned to the Economic Development Unit's Business Retention and Expansion unit. These additional staff members will support intake and follow up assistance to BAC walk-in and scheduled clients.

### **Client Management**

Businesses seeking assistance at the Center will be tracked by staff utilizing Salesforce.com, a web-based database system, used to manage and track interactions with clients and produce specialized client reports. The City of Oakland recently entered into a contractual relationship with Third Wave Consulting (authorized by Resolution No. 81703 C.M.S) to develop appropriate Salesforce.com client modules and populate those modules with current project client data.

### **KEY ISSUES AND IMPACTS**

The goals of the BAC are to enhance, grow, expand and sustain business in the City of Oakland, thereby revitalizing Oakland's commercial areas and reducing physical and economic blight therein. This is done by providing support services, linking businesses to local service providers and guiding businesses through the appropriate City Departments to enhance their experience and offer a satisfactory outcome. The BAC will seek to:

- Offer and provide a friendly and welcoming atmosphere to businesses seeking information and support from the City of Oakland
- Assist with and expedite City processes
- Establish processes that encourage and facilitate the attraction of businesses to Oakland
- Guide and monitor new or existing businesses through required City processes, including making appointments with appropriate City staff and departments to obtain information on City permitting and licensing procedures
- Serve as an advocate and facilitate inter-departmental solutions for businesses that may encounter difficulties with City policies or processes

The BAC would support the growth and sustainability of business in Oakland by providing the following services:

- Planning and zoning permitting information
- Business License Tax support
- Building and Fire Code support
- Façade & Tenant Improvement grant information
- Referral for location assistance for retail and commercial businesses, using CoStar site database, broker networks and original site research
- Available financial incentives including the Enterprise Zone Tax Credit program
- Green Business information
- Retail/Commercial analysis information
- Redevelopment programs

### **Eligibility For Redevelopment Funding**

The proposed Small Business Assistance Center is eligible for Agency funding under California Redevelopment Law (Ca Health & Safety Code Section 33445), which requires that improvements to community facilities serve a redevelopment purpose. A redevelopment agency may with the consent of the City fund the expansion or rehabilitation of publicly-owned buildings and facilities, where, as with the BAC: (1) the improvements will benefit the redevelopment project area or the immediate neighborhood in which the project is located; (2) no other reasonable means of financing the improvements are available to the city other than redevelopment funding; (3) the improvements will assist in the elimination of blight in the project area; and (4) that the improvements are consistent with the five-year implementation plan for the project area.

Redevelopment law prohibits the use of redevelopment funds to pay for normal maintenance or operations of publicly owned facilities. The BAC will benefit the Central District Redevelopment Area by occupying a space that is currently vacant. It will benefit other redevelopment areas and the City by assisting in the creation of new businesses that can move into blighted and underutilized sites throughout Oakland, and aid in the growth and expansion of existing businesses. It will help in the creation of new job opportunities for residents of the redevelopment areas and the City. The BAC will benefit the redevelopment areas and the City of Oakland by providing an advocate and assistance to businesses requiring inter-departmental solutions to businesses encountering difficulties with the City process. The BAC will work with and refer businesses from the redevelopment areas and the City to local support organizations for specific business support, training, and potential funding opportunities. The proposed BAC will help in the generation of new tax revenue, i.e., business license fees, planning fees, fire inspection fees, and permit fees.

Despite having limited resources, the City will provide a portion of the BAC's financing, to support business creation and growth in non-redevelopment areas. For the balance of funds required to operate the BAC, no other than reasonable means of financing is available other than Agency funding. The project is consistent with the development objectives in the Central District Redevelopment 5-year Implementation Plan, which include 1) strengthening of the Central

District's role as an important office center for administration, financial, business services and government activities, and 2) revitalization and strengthening of the Central District as a major regional retail center.

Establishment of the BAC is also consistent with the goals and development objectives identified in the Redevelopment Area Plan and the City Center East Redevelopment Project Plan, including 1) the attraction of new business and retention of existing businesses in the Project Area, and 2) the revitalization of neighborhood commercial areas through 3) strengthening of retail and other commercial functions in the Project Area.

The proposed BAC will also be consistent with the goals and objectives established in 2006 by the City of Oakland's Economic Development Unit, the Oakland Metropolitan Chamber of Commerce and the City's BSO network. Project Area Committees ("PAC") created pursuant to Redevelopment Law provide recommendations to the Redevelopment Agency regarding expenditure of redevelopment funds in their respective development project areas. The West Oakland Project Committee ("PAC") has considered and recommended acceptance of the proposal to establish the BAC, but the proposal has not yet been presented to the Central City East PAC.

## **PROGRAM DESCRIPTION**

The purpose of the Oakland Business Assistance Center is to create a visible, easily accessible, one-stop center for businesses to obtain the assistance they need to operate their businesses successfully in Oakland. The Center would accomplish this in part, by maintaining staff to effectively guide business owners through necessary City of Oakland regulatory processes. The BAC will serve all types of businesses, but would place emphasis on small businesses. The BAC would utilize "on-call" business counselors or liaisons who would conduct one-on-one consultations with businesses to determine what their needs are and what the best service approach would be for each client.

As proposed by staff, the BAC would be managed by a senior staff person, supported by an additional junior staff person, with referrals to the full array of City services. Staff has developed an "On Call" and "Appointment scheduling" process by which staff from City Department's, would be available to assist businesses without significant disruption of normal activities within said department. This will significantly increase Oakland's current level of customer service, while not creating a need for additional staff in any of the departments that will ultimately provide heightened services to the public.

The Center would also offer basic information and materials about City, County and State business related requirements and resources, and potentially provide collateral materials from other business service organizations.



## **Marketing**

As part of the Center's marketing plan and outreach, a web site would be developed and linked into a Bay Area-wide web site currently under development by One California Bank. One California Bank has volunteered its support and services to assist in the development of the web site and Center. Staff is still exploring the nature of any agreement being proposed by One California.

Marketing would include outreach to non-profits and other support organizations and would include presentations to groups and necessary City staff on the merits of the BAC. Surveys would be developed for in-person and on-line feed back. A newsletter would be developed for e-mail distribution, and a monthly e-mail "blast" on current and future events would be sent to clients. BAC staff would convene a series of quarterly meetings with appropriate City staff and Department directors to provide on-going emphasis on the importance of cooperation and working together, and to keep the goals and objectives of the Center current in the minds of staff.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** The City of Oakland along with the rest of the country is in a recession. To date, there have been over a million jobs lost and thousands of business closures across the nation. Much of 2009 may be the same, and the City must take the necessary steps now to assist and support the small business community. With the appropriate steps taken now, local businesses will be positioned to move forward as the economy strengthens. These businesses are critical to Oakland's employment base and provide major contributions to the overall tax base. It follows that the more we support our business community, the more we benefit as a City.

***Environmental:*** There is no impact on the environment from this program.

***Social Equity:*** The establishment of a Business Assistance Center will offer the business community, residents, and prospective business owners the opportunity to receive information and have access to City Staff and Departments on a consistent basis. By doing so, it helps businesses better understand and undertake the tasks necessary for them to be successful.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The proposed location for the Center at 250 Frank H. Ogawa Plaza has a ground floor entrance and is wheelchair accessible. There is a parking lot directly across the Plaza from the site, and ground transportation and public transit are within one block of the Center

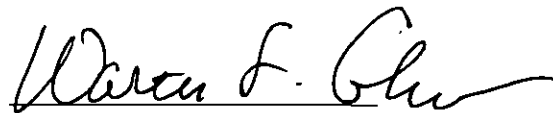
**RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council accept this report and resolutions and authorize staff to move forward with budgetary and operational components for the implementation of a Business Assistance Center.

**ACTION REQUESTED OF THE REDEVELOPMENT AGENCY/CITY COUNCIL**

Staff recommends that the Council adopt the Agency and City resolutions to fund, create, and operate the Oakland Business Assistance Center.

Respectfully submitted,



Walter S. Cohen, Director  
Community and Economic Development Agency

Reviewed by: Gregory Hunter, Deputy Director  
Economic Development and Redevelopment

Prepared by: Michael McPherson  
Urban Economic Analyst

**APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:**



Office of the City/Agency Administrator

Item: \_\_\_\_\_  
CED Committee  
March 10, 2009

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OFFICE OF THE CITY CLERK  
OAKLAND

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Approved as to Form and Legality

  
ORA Agency Counsel

REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND

Resolution No. \_\_\_\_\_ C.M.S.

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**AN AGENCY RESOLUTION AUTHORIZING A CONTRIBUTION OF \$469,716 FROM COLISEUM REDEVELOPMENT PROJECT FUNDS, WEST OAKLAND REDEVELOPMENT PROJECT FUNDS, CENTRAL DISTRICT REDEVELOPMENT PROJECT FUNDS, OAKLAND ARMY BASE REDEVELOPMENT PROJECT FUNDS AND CENTRAL CITY EAST REDEVELOPMENT PROJECT FUNDS, TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT, FOR STAFFING, BUILD-OUT, OPERATIONS/LEASING, EQUIPMENT, MARKETING AND CONTINGENCIES FOR THE OAKLAND BUSINESS ASSISTANCE CENTER**

**WHEREAS**, Redevelopment Plans for the Central District, Central City East and other redevelopment project areas include as objectives the attraction of new businesses and retention of existing businesses, and the revitalization of commercial areas; and

**WHEREAS**, approximately 90% of Oakland businesses are small businesses, employing fewer than 20 people, and the success of these businesses is crucial to the health of commercial areas in particular, and Oakland's economy in general; and

**WHEREAS**, members of the Oakland business community have expressed frustration in trying to navigate the City's permitting and licensing systems, and such frustration may impede Oakland's ability to successfully attract and retain businesses; and

**WHEREAS**, a number of jurisdictions throughout California have established programs to assist businesses in navigating city permitting processes, and in providing start-up, government compliance, and other information crucial to business operation and success; and

**WHEREAS**, the City of Oakland (the "City") desires to establish a Business Assistance Center ("BAC") to guide and assist businesses to efficiently secure necessary permits and licenses, and identify resources that may enhance business success, in order to expand job opportunities for Oakland residents, revitalize blighted commercial districts, and enhance the tax base; and

**WHEREAS**, many of Oakland's commercial districts are located in redevelopment project areas and therefore, the Redevelopment Agency of the City of Oakland (the "Agency") wishes to facilitate the creation of the BAC by funding costs for design, build-out, equipment, marketing, staffing and operation of the Center, which will address redevelopment project area goals of attracting and retaining businesses; and

**WHEREAS**, the City has requested a contribution from the Agency to fund a portion of the BAC related to assistance to businesses in redevelopment areas; and

**WHEREAS**, alteration of and improvements to public facilities are a redevelopment purpose under Section 33021 of the California Health and Safety Code, and Section 33445 authorizes a redevelopment agency to pay for the construction of publicly-owned facilities and improvements; and

**WHEREAS**, the City and Agency entered into a Cooperation Agreement on July 1, 2004 which governs the provision of assistance and repayment of funds between the two agencies, including Agency financial contributions to the City to support City public improvements and activities related to the Agency's project areas; and

**WHEREAS**, the Agency will contribute Agency funds to reimburse the City's Oakland Redevelopment Agency from Central District Operations Fund (9510), Org.88559 Business Development Central District Planning Project S00800, Coliseum Operations Fund (9450), Org.88559 Business Development, Coliseum Project (S82600); and

**WHEREAS**, The West Oakland Project Area Committee ("PAC") has considered and recommended acceptance of the proposal to establish the BAC, but the proposal has not yet been presented to the Central City East PAC; and

**WHEREAS**, the City Council has consented to the use of Agency funding for the Business Assistance Center; and

**WHEREAS**, the requirements of the California Environmental Quality Act of 1970 ("CEQA"), the CEQA Guidelines as prescribed by the Secretary of Resources, and the provisions of the Environmental Review Regulations of the City of Oakland have been satisfied; now, therefore, be it

**RESOLVED:** That the Agency hereby authorizes a contribution of redevelopment project funds from the Central District, Central City East, West Oakland Base Reuse Project, and other redevelopment project areas with commercial enterprises, to the City of Oakland under the Cooperation Agreement in an amount not to exceed \$469,716 for the Build-out,

Staffing, Operations, Equipment, Marketing, and Contingencies for one (1) year, for the City of Oakland Business Assistance Center; and be it

**FURTHER RESOLVED:** That \$469,716 in Agency funding shall be allocated from

- Central District Operations Fund (9510), Business Development Org.(88559) Central District Planning Project S00800; \$153,858
- Coliseum Operations Fund (9450), Coliseum Redevelopment Organization (88659), Coliseum Project (S82600); \$207,858
- West Oakland Operations Fund (9590), West Oakland Base Reuse Organization (88679), Oakland Redevelopment Agency West Oakland Repayment Project; (S233510); \$54,000
- \$54,000, and Central District Tax Allocation Bond Series 2003 Fund (9532), CIP Economic Development Organization (94800), Uptown Forest City DDA Project (T245610), for this purpose; \$54,000 and be it

**FURTHER RESOLVED:** That the plan for development of the BAC shall be presented to the Central City East PAC, and if it recommends against funding the BAC, this item, with the PAC recommendation, shall be presented to the Agency for reconsideration prior to expenditure of any funds authorized by this Resolution; and be it

**FURTHER RESOLVED:** That the Agency hereby finds and determines as follows:

1. That the funding of the Business Assistance Center will benefit the respective Redevelopment Areas through the creation of new businesses, and the growth and expansion of existing businesses, by provision of advocacy and assistance to businesses requiring inter-departmental solutions to difficulties they have encountered with City processes;
2. That by assisting in the creation of new business and retention of existing businesses, the BAC will help generate re-use of underutilized structures, thereby contributing to the reduction and elimination of blight in commercial portions of the redevelopment project areas;
3. That no other reasonable means of funding creation of the BAC are available; and
4. That creation of the BAC will assist in the development of new job opportunities for Redevelopment Area residents; and be it;

**FURTHER RESOLVED:** That the Agency Administrator or his designee is authorized to solicit bids and select construction contractors for the build out without returning to the Agency; negotiate and execute, amend, modify and extend all agreements, and take all other actions necessary to carry out the intent of this Resolution; and be it

**FURTHER RESOLVED:** That the Agency concurs with the finding and determination of the City Council, which has independently reviewed and considered this environmental determination based on the information in the staff report accompanying this Resolution, that this action complies with CEQA because this Resolution is exempt from

CEQA pursuant to CEQA Guidelines Section 15061 (b)(3) (general rule) and Section 15301(existing facilities); and, be it

**FURTHER RESOLVED:** That the Agency Administrator, or his designee, shall cause to be filed with the County of Alameda a Notice of Exemption and an Environmental Declaration (California Fish and Game Code Section 711.4) for this action; and be it

**FURTHER RESOLVED:** That all agreements shall be approved as to form and legality by the Office of Agency Counsel, and a copy shall be kept on file in the Office of the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES -

ABSENT -

ABSTENTION -

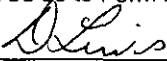
ATTEST:

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 FEB 26 PM 6:18

Approved as to Form and Legality

  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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**A CITY RESOLUTION APPROPRIATING AND ALLOCATING UP TO \$100,000 OF COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS, AND AUTHORIZING THE CITY ADMINISTRATOR OR HIS DESIGNEE TO HIRE STAFF AND NEGOTIATE AND EXECUTE AGREEMENTS FOR BUILD-OUT, OPERATIONS/LEASING, EQUIPMENT, MARKETING AND CONTINGENCIES FOR THE OAKLAND BUSINESS ASSISTANCE CENTER, AND ACCEPTING A CONTRIBUTION OF \$469,716 FOR THIS PURPOSE FROM THE OAKLAND REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT**

**WHEREAS**, approximately 90% of Oakland businesses are small businesses, employing fewer than 20 people, and the success of these businesses is crucial to the health of commercial areas in particular, and Oakland's economy in general; and

**WHEREAS**, members of the Oakland business community have expressed frustration in trying to navigate the City's permitting and licensing systems, and such frustration may impede Oakland's ability to successfully attract and retain businesses; and

**WHEREAS**, a number of jurisdictions throughout California have established programs to assist businesses in navigating city permitting processes, and in providing start-up, government compliance, and other information crucial to business operation and success; and

**WHEREAS**, the City of Oakland (the "City") desires to establish a Business Assistance Center ("BAC") to guide and assist businesses to efficiently secure necessary permits and licenses, and identify resources that may enhance business success, in order to expand job opportunities for Oakland residents, revitalize blighted commercial districts, and enhance the tax base; and

**WHEREAS**, the City finds and determines that improvements to the facility housing the BAC will allow the creation of a center to provide services that will foster greater business success, thereby retaining businesses and attracting new businesses to redevelopment project areas; and

**WHEREAS**, the City finds and determines that the BAC's assistance to businesses will enhance business development and growth, reducing blight through reuse of properties and strengthening of commercial corridors in the City's redevelopment project areas; and

**WHEREAS**, the City has requested a contribution from the Redevelopment Agency of the City of Oakland (the "Agency") to fund a portion of the BAC related to assistance to businesses in redevelopment areas; and

**WHEREAS**, many of Oakland's commercial districts are located in redevelopment project areas and therefore, the Agency wishes to facilitate the creation of the BAC and will fund a portion of the City's costs for design, build-out, equipment, marketing, staffing and operation of the Center, in order to attract and retain businesses; and

**WHEREAS**, the Redevelopment Agency is authorizing a contribution not to exceed \$469,716 to the City for the BAC; and

**WHEREAS**, the City and Agency entered into a Cooperation Agreement, on July 1, 2004, which generally governs the provision of assistance and repayment of funds between the two agencies, including Agency financial contributions to the City to support City public improvements and activities related to the Agency's project areas; and

**WHEREAS**, the City shall contribute \$100,000 in Community Development Block Grant ("CDBG") funds for the City's costs for design, build-out, equipment, marketing, staffing and operation of the BAC, in order to attract and retain businesses in CDBG-eligible areas; and

**WHEREAS**, the City Council consents to the use of Agency funds for the BAC; and

**WHEREAS**, the requirements of the California Environmental Quality Act of 1970 ("CEQA"), the CEQA Guidelines as prescribed by the Secretary of Resources, the provisions of the Environmental Review Regulations of the City of Oakland, and the National Environmental Protection Act ("NEPA") have been satisfied; now, therefore, be it

**RESOLVED:** That the City Council hereby authorizes the creation of a Business Assistance Center to provide services to businesses in an effort to retain existing business and attract new businesses, and expenditure of up to \$569,716 of City and Redevelopment Agency funds to establish the Center and operate it for the first year; and, be it

**FURTHER RESOLVED:** That the City Council hereby appropriates and allocates \$100,000 of CDBG funds from Housing & Urban Development (HUD) Community Development Block Grant (CDBG) Fund (2108), Neighborhood Commercial Revitalization SDS Organization (88569), Neighborhood Commercial Revitalization Public Improvement Project (G04600) for build-out, staffing, operations, equipment, marketing, contracts, and contingencies for the City of Oakland Business Assistance Center; and, be it



**FURTHER RESOLVED:** That the City Council hereby accepts a contribution of funds from the Redevelopment Agency in the amount of \$469,716 under the Cooperation Agreement to help establish the BAC; and, be it

**FURTHER RESOLVED:** That the Agency hereby finds and determines as follows:

1. That the funding of the Business Assistance Center will benefit the respective Redevelopment Project Areas in particular, and the City of Oakland, in general, by provision of advocacy and assistance to businesses requiring inter-departmental solutions to difficulties they have encountered with City processes, yielding creation of new businesses, the growth and expansion of existing businesses.
2. That by assisting in the creation of new businesses and retention of existing businesses, the BAC will help generate re-use of underutilized structures, thereby contributing to the reduction and elimination of blight in redevelopment project areas.
3. That the BAC will assist in the development of new job opportunities for Redevelopment Area residents;
4. That the BAC will help in the generation of new tax revenue through increased business license fees, planning fees, fire inspection fees and permits fees.
5. That no other reasonable means of funding creation of the BAC are available; and be it

**FURTHER RESOLVED:** That the City Administrator or his designee is authorized to solicit bids and select construction contractors for the build out without returning to the Council; negotiate and execute, amend, modify and extend all agreements, and take all other actions necessary to carry out the intent of this Resolution; and, be it

**FURTHER RESOLVED:** That the City Council has independently reviewed and considered this environmental determination based on the information in the staff report accompanying this Resolution, and finds and determines that this action complies with CEQA because this Resolution is exempt from CEQA pursuant to CEQA Guidelines Section 15061 (b) (3) (general rule) and Section 15301 (existing facilities), and this action is exempt from NEPA pursuant to 24 CFR 58.35(b) (3); and, be it

**FURTHER RESOLVED:** That the City Administrator, or his designee, shall cause to be filed with the County of Alameda a Notice of Exemption and an Environmental Declaration (California Fish and Game Code Section 711.4) for this action; and, be it

**FURTHER RESOLVED:** That all agreements shall be approved as to form and legality by the Office of City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES –

ABSENT –

ABSTENTION –

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California