



## Legislation Details (With Text)

**File #:** 09-0903      **Version:** 3      **Name:** Comprehensive Marketing Campaign Implementation

**Type:** City Resolution      **Status:** In Council

**File created:** 10/13/2009      **In control:** Meeting of the Oakland City Council

**On agenda:** 12/1/2009      **Final action:** 12/8/2009

**Title:** Subject: Comprehensive Marketing Campaign Implementation  
From: Community and Economic Development Agency  
Recommendation: Adopt An Agency Resolution Authorizing The Agency Administrator To Negotiate, Execute And Amend Professional Services Contracts Without Returning To The Agency As Needed To Implement A Comprehensive Economic Development Marketing Program For Redevelopment Project Areas, Including A Marketing Strategy, Brand Identity And New Marketing Materials Needed To Promote Oakland As A Prime Location For Business, Development And Investment, And For The Design And Production Of Quarterly Newsletters, In An Amount Not To Exceed \$100,000 For Fiscal Year 2009-2010

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. View Report.pdf, 2. 2009-0098 CMS.pdf

Date	Ver.	Action By	Action	Result
12/8/2009	3	*Special Concurrent Meeting of the Oakland Redevelopment Agency/City Council		
12/1/2009	3	*Special Concurrent Meeting of the Redevelopment Agency and Council Community & Economic Development Committee		
11/19/2009	2	*Rules & Legislation Committee		
10/29/2009	1	*Rules & Legislation Committee		
10/15/2009	1	*Rules & Legislation Committee	Continued	

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