



Legislation Details

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	