



City of Oakland

Office of the City Clerk
Oakland City Hall,
1 Frank H. Ogawa Plaza,
Room 201
Oakland, California 94612

Legislation Text

File #: 09-0903, **Version:** 3

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