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SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY
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April 7, 1987

Budget & Finance Committee of
the City Council
Sacramento, CA

Honorable Members in Session:

SUBJECT: Continuation of Existing Stockton Boulevard Commercial
Revitalization Coordinator Contract

SUMMARY

The attached report is submitted to you for review and recommendation prior to consideration by the Redevelopment Agency of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution authorizing extension of the contract.

Respectfully submitted,


WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COMMITTEE:


JACK R. CRIST
Deputy City Manager

Attachment



SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



April 6, 1987

City Council and
Redevelopment Agency of
the City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: Continuation of Existing Oak Park Broadway and
Stockton Boulevard Commercial Revitalization
Coordinator Contracts

SUMMARY

This report requests authorization to extend the existing Oak Park and Stockton Boulevard Revitalization Coordinators Contracts through December 1987.

BACKGROUND

In the Spring of 1986 the Agency contracted with Roberts and Associates and Small Business Improvement Network to act as commercial revitalization coordinators along the Broadway and Stockton Boulevard Commercial areas respectively. Maps of the Oak Park and Stockton Boulevard commercial revitalization areas are indicated in Exhibit A.

Both Roberts and Associates and the Small Business Improvement Network were selected through a thorough Request for Proposal (RFP) process. Their proposals were reviewed and recommended by Selection Committees including representatives of the Sacramento Housing and Redevelopment Commission, Agency staff and the business communities to be served by each contract. Roberts and Associates one year contract with the Agency will terminate April 28, 1987 and Small Business Improvement Network's contract terminates April 30, 1987.

Under each 12 month contract the coordinator is paid \$25,000 or \$2,083/month for services rendered as specified in an Agency authorized work plan. This amount is standard for all of the Agency's existing revitalization coordinator contracts.

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During the last few months various members of the two business associations involved, the Oak Park Business Association and the Stockton Merchants and Property Owners Association, have discussed the possibility of redefining their boundaries to include the portion of Stockton Boulevard from Broadway to 14th Avenue in the area served by the Oak Park Business Association and the Oak Park Revitalization Coordinator. If this readjustment were made, all commercial revitalization target areas located within the Oak Park Redevelopment Project Area would be handled by one coordinator.

In order to maintain the continuity of service to businesses located on each of the two commercial strips until this issue is resolved, Agency staff recommends each contract be extended for eight months at the current rate of \$2,083/month or \$16,664 for the contract extension period. This extension should be contingent on receipt and Agency approval of a work plan for the remainder of the contract period within thirty (30) days of execution of the contract extension. The major activity that will be forthcoming during this time period is the adoption of the commercial revitalization plans for both areas. Staff further recommends that if a joint request is received by October 1987 from the Oak Park Business Association and the Stockton Merchant's and Property Owner's Association to combine the commercial target areas as described above, the Agency consider issuing an RFP for coordinator services for the combined Oak Park commercial area. At that time staff would also present a recommendation on whether or not to continue to contract coordinator services for the remaining portion of Stockton Boulevard.

FINANCIAL DATA

The cost to extend both contracts through December 1987 will be \$16,664 for each area. This amount is consistent with the monthly rate of \$2,083 paid to all contractors currently under contract to the Agency.

Funds for the Oak Park Coordinator Contract are available from Oak Park tax increment funds in the Commercial Revitalization Account (A00735). Funds for the Stockton Commercial Revitalization Coordinator Contract are available jointly from City and County Community Development Block Grant (CDBG) funds in the General City and County Economic Developments accounts (B04318) and (A08331) respectively.

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ENVIRONMENTAL REVIEW

Environmental Review is not required for this action.

POLICY IMPLICATION

The recommended resolution is consistent with previously approved policy and no new policies are recommended at this time.

PROJECT AREA COMMITTEE (PAC) AND BUSINESS ASSOCIATION RECOMMENDATION

At their April 1, 1987 general meeting the Oak Park Project Area Committee will consider the attached resolution regarding the Oak Park Commercial Coordinator. Council will be informed of their recommendation.

The Stockton Boulevard Merchants and Property Owner's Association has approved staff's recommendation regarding the Stockton Coordinator contract at their March 11, 1987 Board meeting.

At their March 24, 1987 general membership meeting the Oak Park Business Association indicated that they were in favor of the extension of the Broadway coordinator contract.

VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of April 6, 1987, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES:

NOES:

ABSENT:

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RECOMMENDATION

The staff recommends adoption of the attached resolution: 1) authorizing the Executive Director to extend the existing Oak Park Commercial Revitalization Coordinator Contract and the Stockton Commercial Revitalization Coordinator contract for eight (8) months, and 2) requiring each coordinator to submit for staff approval a work plan for the extension period within thirty (30) days of execution of the contract extension. If the Oak Park Business Association and Stockton Merchants and Property Owners Association jointly request any changes in the boundaries of areas served under the subject coordinator contracts within the contract extension period, staff will return to the Agency with recommendations concerning the Request for Proposal (RFP) for future coordinator contracts or related commercial revitalization activities in these target areas.

Respectfully submitted


WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COUNCIL:

WALTER J. SLIPE
City Manager

Contact Person: John Molloy

2943K

RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF

AUTHORIZING EXTENSIONS OF THE OAK PARK AND STOCKTON BOULEVARD COMMERCIAL REVITALIZATION COORDINATOR CONTACTS

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY
OF SACRAMENTO:

Section 1: The Executive Director is hereby authorized
to extend the following contracts until December 31, 1987:

- (a) The Oak Park Commercial Revitalization
Coordinator Contract dated _____
with Roberts and Associates
(the "Contractor"). The total amount of
additional compensation to the Contractor
shall not exceed \$16,664.
- (b) The Stockton Boulevard Commercial
Revitalization Coordinator Contract dated May
1, 1986 with Small Business Improvement
Network (the "Contractor"). The total amount
of additional compensation to the Contractor
shall not exceed \$16,664; provided, however,
that the additional compensation shall be
shared equally by the Agency and Redevelopment
Agency of the County of Sacramento with the
Agency's portion not exceeding \$ 8,332.

Section 2: Within thirty (30) days of the execution of
the contract extensions, both Roberts and Associates and the
Small Business Improvement Network shall submit to Agency staff,
for approval, a detailed workplan for their respective contract
extension periods.

CHAIR

ATTEST:

SECRETARY

RESOLUTION No.

Adopted by The Sacramento City Council on date of

**AMENDING THE COMMUNITY DEVELOPMENT
BLOCK GRANT BUDGET FOR THE STOCKTON
BOULEVARD COMMERCIAL REVITALIZATION COORDINATOR**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
SACRAMENTO:**

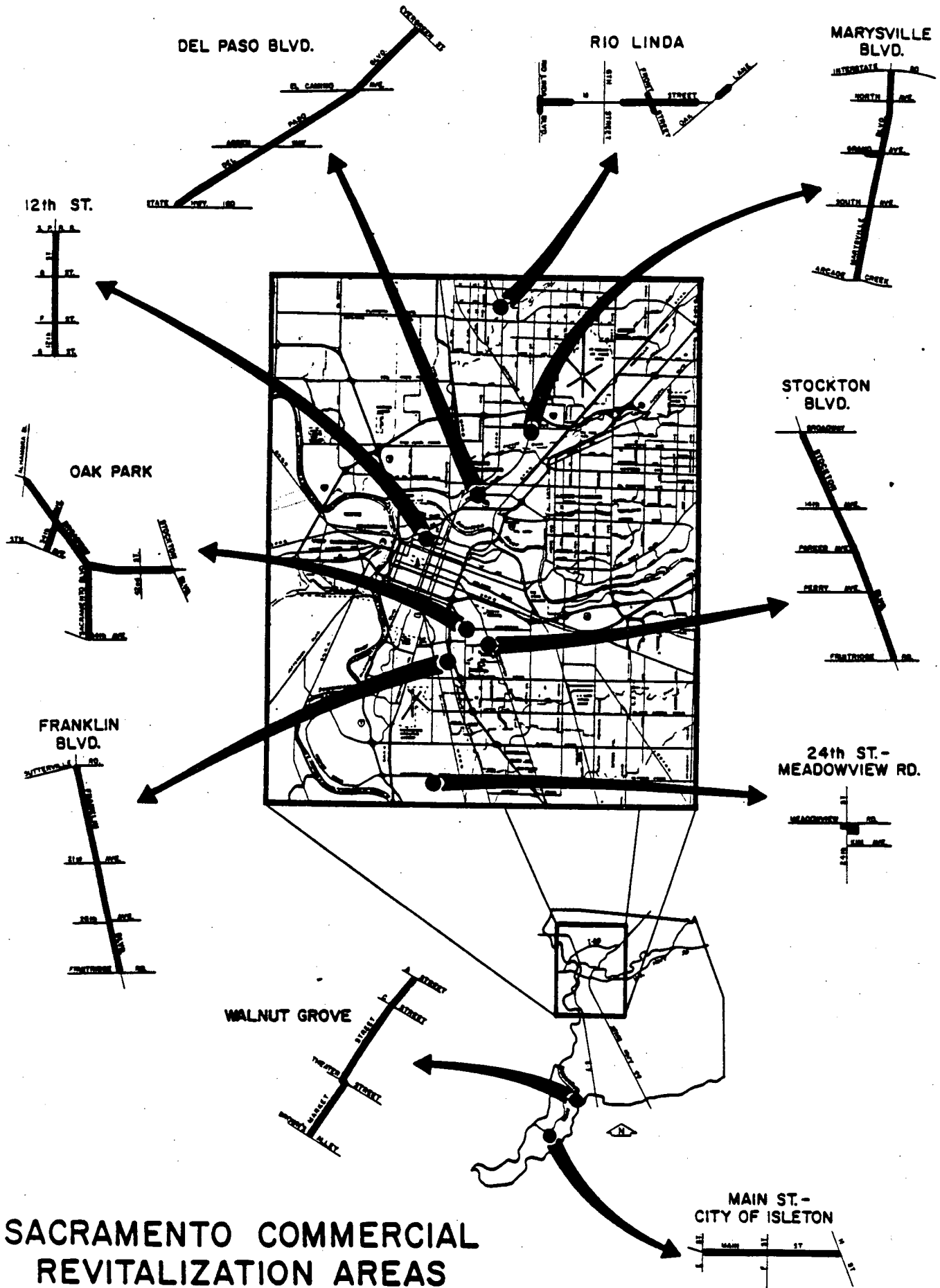
Section 1: The City Council does hereby amend the Community Development Block Grant Budget by transferring \$8,332 in CDBG Economic Development Funds (Cost Center B04318) to the 1987 budget line item entitled "Stockton Boulevard Commercial Revitalization Coordinator" (Cost Center J04320).

MAYOR

ATTEST:

CLERK

0817L



SACRAMENTO COMMERCIAL REVITALIZATION AREAS

NOTE: FOR FURTHER CLARIFICATION, DETAILED MAPS CAN BE OBTAINED FROM THE REDEVELOPMENT AGENCY.