

RESOLUTION NO. 108-2008

Adopted September 16, 2008

AUTHORIZING A PERSONAL SERVICES CONTRACT WITH RENAISSANCE ENTREPRENEURSHIP CENTER, A CALIFORNIA NONPROFIT CORPORATION, IN AN AMOUNT NOT TO EXCEED \$70,000, FOR OUTREACH, COORDINATION AND SUPPORT SERVICES TO THE BAYVIEW MERCHANTS ASSOCIATION; BAYVIEW HUNTERS POINT REDEVELOPMENT PROJECT (AREA B)

BASIS FOR RESOLUTION

1. On March 7, 2006, the Redevelopment Agency of the City and County of San Francisco ("Agency") approved a proposed redevelopment plan for the Bayview Hunters Point ("BVHP") Redevelopment Project Area ("Project Area").
2. On May 23, 2006, the Board of Supervisors of the City and County of San Francisco approved Ordinance No. 113-06 adopting the Bayview Hunters Point Redevelopment Plan ("Redevelopment Plan").
3. The Redevelopment Plan specifically describes and authorizes small business assistance programs for Project Area B in Section 3.5, Proposed Economic Development Programs.
4. The Community Redevelopment Law requires that Agency funds be used for redevelopment activities, including the alteration, improvement, modernization, reconstruction or rehabilitation of existing structures in a project area and the planning for these activities. Health and Safety Code Sections 33020 and 33021.
5. On July 3, 2008, the Agency received a proposal from the Bayview Merchants Association ("BMA") to partner with Renaissance Entrepreneurship Center, a California nonprofit corporation ("Renaissance"), to conduct merchant outreach, coordination and support services including meeting coordination; merchant recruitment and outreach; event planning; database maintenance; marketing and communication tool development; and other administrative tasks as needed in order to prepare the business community to take advantage of the façade improvement, tenant improvement and other physical improvements that the Agency plans to develop for revitalization of the Project Area.
6. BMA has been in existence since 1925 and has been an active participant in the development of the BVHP community. BMA works to increase business opportunities for all members and to promote the commercial interests of the BVHP community. BMA's role has expanded over the last year due to the ever-increasing needs of the merchant community as well as the increasing activities associated with the Agency's various redevelopment and revitalization activities.

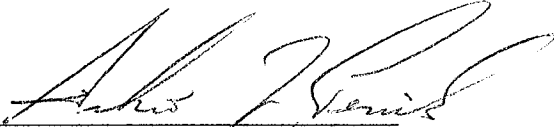
BMA's goal is to create a safe and thriving commercial corridor for existing businesses and attracting new businesses.

7. The personal services contract ("Contract") with Renaissance will allow BMA to provide technical assistance to existing and potential businesses in preparation to take advantage of façade and tenant improvements programs and other physical activities in the Town Center Activity Node as authorized under the Redevelopment Plan.
8. Given that the source of funds for the Contract is tax increment from the Project Area, the funds must be used for "redevelopment activities" as defined in the Community Redevelopment Law (Sections 33678(b), 33020 and 33021 of the California Health and Safety Code.)
9. Accordingly, staff recommends authorizing a personal services contract ("Contract") with Renaissance to provide outreach, coordination and support services to BMA in an amount not to exceed \$70,000, as part of the Agency's efforts to support and expand opportunities for existing and potential businesses along the Third Street Corridor and within the larger Bayview Hunters Point Redevelopment Project Area.
10. Authorization of the Contract with Renaissance is not a Project as defined by the California Environmental Quality Act Guidelines Section 15378(b)(5). Provision of services to BMA is an Agency-related administrative activity that will not independently result in a significant physical effect on the environment.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to execute the Personal Services Contract with Renaissance Entrepreneurship Center, a California nonprofit corporation, in an amount not to exceed \$70,000, for outreach, coordination and support services from September 16, 2008 to September 15, 2009, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:


s. James B. Morales 7/11/08
Agency General Counsel