

## **RESOLUTION NO. 25-2003**

*Adopted February 25, 2003*

**AUTHORIZING A PERSONAL SERVICES CONTRACT WITH CULTURAL ID, A SOLE PROPRIETOR, FOR ONE YEAR WITH TWO ONE-YEAR OPTIONS, IN AN AMOUNT NOT TO EXCEED \$75,000 FOR THE FIRST YEAR AND WITH A 5% ANNUAL INCREASE FOR EACH SUBSEQUENT YEAR, SUBJECT TO APPROPRIATIONS OF FUNDS, FOR PROMOTIONS OFFICE CONSULTING SERVICES FOR THE FILLMORE JAZZ PRESERVATION DISTRICT; WESTERN ADDITION AREA A-2 REDEVELOPMENT PROJECT AREA**

### **BASIS FOR RESOLUTION**

1. The economic revitalization of the Fillmore Jazz Preservation District ("District") is a significant component of the Redevelopment Agency of the City and County of San Francisco's ("Agency") completion of the Western Addition A-2 Redevelopment Plan ("Plan"). The District is the area generally located along Fillmore Street between Post and McAllister Streets, in the Western Addition Redevelopment Project Area A-2 ("Project Area").
2. On September 30, 2002, the Agency issued a Request for Qualifications ("RFQ") for a Promotions Office consultant to coordinate economic development activities and actively market and promote the District.
3. The Agency received thirteen responses to the RFQ of which seven were complete and responsive. A selection panel, representing a broad cross section of the Fillmore Street community, other key government and industry experts, and Agency staff, interviewed all seven respondents.
4. After an extensive deliberation process, the selection panel determined that Cultural ID, a sole proprietor ("Cultural ID"), is the most qualified respondent.
5. Agency staff and Cultural ID have negotiated a Personal Services Contract ("PSC") for one year, with an Agency option to renew for two additional one-year periods. The contract amount is not to exceed \$75,000 for the first year and not to exceed a 5% annual increase for each subsequent year, subject to appropriation of funds for the optional second and third years.
6. The Executive Director may exercise the option(s) to renew the term provided that Cultural ID is not in default of the PSC and has performed its duties to the satisfaction of the Executive Director.
7. The Agency desires to enter into a Personal Services Contract with Cultural ID.

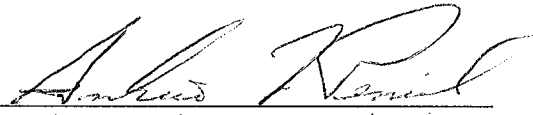
**RESOLUTION**

**ACCORDINGLY, IT IS RESOLVED** by the Redevelopment Agency of the City and County of San Francisco, that the Executive Director is authorized to:

(1) Enter into a Personal Services Contract with Cultural ID, a sole proprietor, for a one-year term in an amount not to exceed \$75,000 for the first year for Promotions Office consulting services for the Fillmore Jazz Preservation District, which Personal Services Contract is substantially in the form lodged with Agency General Counsel and;

(2) Exercise up to two one-year options to renew in an amount not to exceed a 5% annual increase for each subsequent year, subject to appropriation of funds and provided that Cultural ID is not in default of the PSC and has performed its duties to the Executive Director's satisfaction.

**APPROVED AS TO FORM:**

  
Bertha A. Ontiveros      2/20/02  
Agency General Counsel