

RESOLUTION NO. 27-2003

Adopted February 25, 2003

APPROVING AN OPERATING BUDGET FOR THE PROMOTIONS OFFICE FOR THE FILLMORE JAZZ PRESERVATION DISTRICT, IN AN AMOUNT NOT TO EXCEED \$148,000; WESTERN ADDITION AREA A-2 REDEVELOPMENT PROJECT AREA

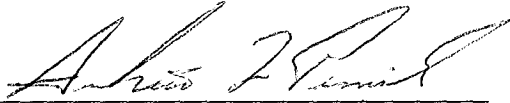
BASIS FOR RESOLUTION

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. The Agency by Resolution No. 25-2003 dated February 25, 2003 authorized a Personal Services Contract ("PSC") with Cultural ID, a sole proprietor ("Cultural ID"), for a Promotions Office consultant, who will operate in space located in the District, to coordinate economic development activities, and actively market and promote the District.
3. Agency staff has researched and prepared a \$148,000 annual operating budget for the Promotions Office.
4. Cultural ID will manage the operating budget, but all expenditures will be subject to the Agency's purchasing and equal opportunity policies and Agency staff's prior written approval.
5. Funds for the Promotions Office operating budget are available in the current Western Addition Redevelopment Project Area A-2 budget.
6. The Promotions Office operating budget will require annual approval by the Agency Commission and will be subject to the availability of funds.
7. Agency staff recommends approval of the Promotions Office operating budget.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco, that the operating budget for the Promotions Office for the Fillmore Jazz Preservation District is hereby approved in an amount not to exceed \$148,000.

APPROVED AS TO FORM:



See

Bertha A. Ontiveros 2/20/03
Agency General Counsel