RESOLUTION NO. 19-2004

Adopted February 17, 2004

APPROVING AN OPERATING BUDGET FOR THE PROMOTIONS OFFICE FOR THE FILLMORE JAZZ PRESERVATION DISTRICT, IN AN AMOUNT NOT TO EXCEED $296,380; WESTERN ADDITION REDEVELOPMENT PROJECT AREA A-2

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 a space located in the District, to coordinate economic development activities, and actively market and promote the District.


4. Cultural ID manages the operating budget under the terms of its PSC, but all expenditures are subject to the Agency's purchasing and equal opportunity policies and Agency staff’s approval.

5. The Promotions Office’s operating budget requires annual approval by the Agency Commission and is subject to the availability of funds.

6. Staff proposes an expansion of the activities of the Promotions Office based on the success of the first year and estimates an increase in the operating budget in an amount not to exceed $296,380 will be required for the additional activities.

7. The funds for the Promotions Office’s annual operating budget are available in the existing Western Addition Redevelopment Project Area A-2 budget.

8. Agency staff recommends approval of the Promotions Office’s 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 $296,380.

APPROVED AS TO FORM:

[Signature]
James B. Morales
Agency General Counsel