RESOLUTION NO. 28-2005

Adopted February 15, 2005

AUTHORIZING A SECOND AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH CULTURAL ID, A CALIFORNIA LIMITED LIABILITY COMPANY, TO MODIFY CONTRACT ADMINISTRATION PROVISIONS RELATED TO CONSULTING SERVICES FOR THE FILLMORE JAZZ PRESERVATION DISTRICT; 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. After a public solicitation process and extensive deliberation, the selection panel, which represented a broad cross section of the Fillmore Street community, other key government and industry experts, and Agency staff, determined that Cultural ID ("Cultural ID"), a sole proprietor, was the most qualified respondent.

3. The Agency by Resolution No. 25-2003 dated February 25, 2003, authorized a Personal Services Contract ("PSC") with Cultural ID, for a Promotions Office consultant to coordinate economic development activities, and actively market and promote the District. The term of the PSC was 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.

4. The Agency by Resolution No. 20-2004 dated February 17, 2004, authorized a First Amendment ("First Amendment") to the PSC to make minor modifications to the PSC to correct shortcomings in the contract administration process that were identified during the first year of Promotions Office operations that allowed Cultural ID and staff to work more efficiently.

5. 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.

6. The Agency and Cultural ID have agreed to exercise the option to extend the term for one additional year.
7. The Agency and Cultural ID wish to enter into a Second Amendment to the PSC to make minor modifications to the Contract to modify contract administration provisions. Modifications will include Cultural ID’s ownership structure, insurance coverage requirements, and designated subcontractors.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to enter into a Second Amendment to the Personal Services Contract with Cultural ID, a California limited liability company, to modify Cultural ID’s ownership structure, insurance coverage requirements, and designated subcontractors, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:

[Signature]
James B. Morales
Agency General Counsel