RESOLUTION NO. 79-2005

Rejected May 17, 2005

AUTHORIZING A THIRD AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH CULTURAL ID, A CALIFORNIA LIMITED LIABILITY COMPANY, TO INCREASE THE THIRD YEAR OF CULTURAL ID’S CONTRACT BY $64,313 FOR AN AGGREGATE THREE YEAR TOTAL AMOUNT OF $300,750, AND TO MODIFY THE SCOPE OF SERVICES, SCHEDULE OF PERFORMANCE, AND CONTRACT ADMINISTRATION PROVISIONS RELATED TO CONSULTING SERVICES FOR THE FILLMORE JAZZ PRESERVATION DISTRICT PROMOTIONS OFFICE; WESTERN ADDITION REDEVELOPMENT PROJECT AREA A-2

BASIS FOR RESOLUTION

1. The economic revitalization of the Fillmore Jazz Preservation District (“Jazz 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 Jazz 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. In February 2003, in furtherance of the Agency’s economic revitalization efforts in the Jazz District, the Commission authorized the creation of the Fillmore Jazz Preservation District Promotions Office (“Promotions Office”).

3. The Agency, by Resolution No. 25-2003 dated February 25, 2003, authorized a Personal Services Contract (“PSC”) with Cultural ID for Promotions Office consulting services aimed at coordinating economic development activities, and actively marketing and promoting the Jazz District. The term of the PSC was for one year, with an Agency option to renew for two additional one-year periods. The PSC amount was 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. At this time, the Executive Director exercised the first option to renew the PSC’s term for one additional one-year period.

5. The Agency, by Resolution No. 28-2005 dated February 15, 2004, authorized a Second Amendment (“Second Amendment”) to the PSC, which modified Cultural ID’s ownership structure, insurance coverage requirements, and designated
subcontractors. At this time, the Executive Director exercised the second option to renew the PSC’s term for the last additional one-year period.

6. The Agency and Cultural ID wish to enter into a Third Amendment ("Third Amendment") to the PSC to increase the third year of the contract by $64,313 for an aggregate total amount of $300,750, and to modify the scope of services, schedule of performance, and certain contract administration provisions.

7. The $64,313 increase in the Third Amendment was previously slated to be paid from the Promotions Office Third Year Operating Budget ("Third Year Budget"), which was established by Resolution No. 29-2005 dated March 15, 2005. The Third Year Budget authorized an annual operating budget of $292,127 for the Promotions Office covering the period of February 25, 2005 to February 24, 2006. The increase in the PSC amount will not reduce the Third Year Operating Budget for program events and activities. In fact, the $64,313 remaining in the Third Year Operating Budget will be available to augment the current $170,414 events budget line item.

8. The Third Amendment also delegates authority to the Agency’s Executive Director to make modifications and/or refinements to the PSC’s scope of services under the following circumstances: 1) such modifications are necessary or proper to achieve the purposes and objectives of the PSC; 2) no increase in funding is required for either the PSC or the Promotions Office’s Third Year Operating Budget; 3) the modifications and/or refinements only involve changes in Agency-approved activities and/or events funded by the Third Year Operating Budget; and 4) Cultural ID and the Promotions Office Advisory Committee recommend such modifications.

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 Third Amendment to the Personal Services Contract with Cultural ID, a California limited liability company, to increase the third year of its contract by $64,313 for an aggregate three year total amount not to exceed $300,750, and to modify the scope of services, schedule of performance, and certain contract administration provisions, substantially in the form lodged with the Agency General Counsel and 2) to reprogram, if appropriate, $64,313 of the Third Year Operating Budget to the events budget line item.

APPROVED AS TO FORM:

[Signature]
James B. Morales
Agency General Counsel