RESOLUTION NO. 157-2005

As amended, Adopted October 4, 2005

AUTHORIZING THE REALLOCATION OF AN AMOUNT NOT TO EXCEED $290,834 FOR THE PURPOSE OF ISSUING AND FUNDING REQUEST FOR PROPOSALS FOR CERTAIN PROMOTIONAL EVENTS IN 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 ("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. 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.

2. In February 2003, in furtherance of the Agency’s economic revitalization efforts in the Jazz District, the Agency 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 to establish the Promotions Office and coordinate economic development activities and promote 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 to the PSC to make minor modifications to the PSC. At that 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, 2005, authorized a Second Amendment to the PSC to make additional modifications to the PSC. At that time, the Executive Director exercised the second option to renew the PSC’s term for an additional one-year period.

6. On May 17, 2005, the Agency Commission rejected a proposed Third Amendment to the PSC. At the end of May 2005, Cultural ID terminated the PSC effective July 31, 2005. During the two months that preceded the closure, representatives from the Agency and Cultural ID met weekly with the Promotions Office Advisory Committee ("Advisory Committee") to discuss what the community wanted to do
with the Promotions Office’s remaining funds. Among other things, staff worked at the direction and guidance of the Advisory Committee to transition the Saturday Farmers’ Market to the community, establish a process for funding some 2006 events in the Jazz District, and determine an overall plan to spend the remaining unused funds.

7. At the request of the Advisory Committee, and in accordance with the Agency’s Interim Purchasing Policy, a portion of the unused funds ($16,826) was spent on a personal services contract with Pacific Coast Farmers’ Market Association to keep the Saturday Farmers’ Markets operating for a third year. Deducting this $16,826 contract leaves a total of $290,834 in undisbursed funds.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to reallocate an amount not to exceed $290,834 (or in the event that the Agency Commission has previously approved $7,500 to the Black Film Festival, an amount not to exceed $283,334) in undisbursed funds from the third-year operating budget for the Fillmore Jazz Preservation District Promotions Office and the personal services contract with Cultural ID, a California limited liability company, for the purpose of issuing and funding Request for Proposals for certain promotional events, including the events described in the draft Request for Proposals submitted to the Commission at its October 4, 2005 Commission meeting, and also including the Black Film Festival and the Juneteenth Festival in the Fillmore Jazz Preservation District in the Western Addition Redevelopment Project Area A-2.

APPROVED AS TO FORM:

[Signature]

James B. Morales
Agency General Counsel