

RESOLUTION NO. 88-2009

Adopted August 4, 2009

AUTHORIZING A FIRST AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH TRAINA PUBLIC RELATIONS, A SOLE PROPRIETORSHIP, TO EXTEND THE TERM OF THE CONTRACT BY FIVE MONTHS FROM AUGUST 20, 2009 TO JANUARY 20, 2010; TO AMEND THE SCOPE OF SERVICES TO INCLUDE BRANDING, LOGO DESIGN AND OTHER MARKETING STRATEGIES FOR THE FILLMORE JAZZ PRESERVATION COMMUNITY BENEFITS DISTRICT, AND TO INCREASE THE AMOUNT OF THE CONTRACT BY \$35,000 FOR A TOTAL AGGREGATE AMOUNT NOT TO EXCEED \$84,995.

BASIS FOR RESOLUTION

1. In the early 1990s, the Redevelopment Agency of the City and County of San Francisco (the "Agency") along with the Mayor's Fillmore Western Addition Economic Development Taskforce undertook the commercial revitalization of Lower Fillmore Street by establishing the area as a destination dining and entertainment district, "The Old Fillmore Jazz Preservation District" (the "District").
2. In the mid 1990s, the Agency launched several projects that together led to the creation of the District in the now former Western Addition A-2 Redevelopment Project Area by investing over \$15 million in a combination of small businesses, parking, and initial marketing activities.
3. While these efforts have moved the District forward, the current economic crisis poses a real and credible threat that hampers the District's growth. Due to the downturn in the economy and the lack of sufficient marketing of the District, several businesses which the Agency has made a significant financial investment, requested additional Agency assistance in the form of loan restructuring and additional funding.
4. The Community Business District ("CBD") for the Fillmore Jazz Preservation District has also recognized the need for additional branding and marketing activities to make the District a destination location for both residents and visitors, and to that end, solicited the financial support of the Agency in this endeavor in the amount of \$35,000. The CBD issued a Request for Proposals (RFP), and Traina Public Relations was selected as the successful candidate from the four proposals submitted.

5. On April 20, 2009, the Executive Director entered into a sole source contract with Traina Public Relations to provide marketing services for the four Jazz District Restaurants on Fillmore Street. The marketing services include: advertising on Zvents, SF Convention and Visitors Bureau, on radio, and various travel guides, walking tours, Concierge Association event, graphic design (brochures), among other things for an amount not to exceed \$49,995.
6. In light of the request by the CBD, Agency staff desires to amend the Traina Public Relations contract to include: creating a market strategy for the District, branding and identity, logo, developing a website, media relations, and special events for an additional \$35,000. This strategy is intended to help define the neighborhood as a destination to visit and spend dollars on dining, entertainment, shopping and culture. Agency staff also desires to extend the term from August 20, 2009 to January 20, 2010 to allow time to accomplish these additional tasks.
7. Both the Contract and First Amendment allow for Traina Public Relations to provide technical marketing assistance services. Such services would not independently result in a physical change in the environment, and are exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15061(b)(3).

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 First Amendment to the personal services contract with Traina Public Relations, a sole Proprietorship, to extend the Contract term from August 20, 2009 to January 20, 2010; to amend the Scope of Services to provide strategic plans for Fillmore Jazz Preservation Community Benefits District; and to increase the Contract amount by \$35,000 for a total aggregate amount not to exceed \$84,995.

APPROVED AS TO FORM:



for James B. Morales 7/25/09
Agency General Counsel