

RESOLUTION NO. 107-2009

Adopted October 6, 2009

AUTHORIZING A FIRST AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH RENAISSANCE ENTREPRENEURSHIP CENTER, A CALIFORNIA NONPROFIT CORPORATION, TO EXTEND THE TERM FOR ONE YEAR TO SEPTEMBER 15, 2010, AND INCREASE THE CONTRACT AMOUNT BY \$155,865, FOR A TOTAL AGGREGATE AMOUNT NOT TO EXCEED \$225,865, FOR OUTREACH, COORDINATION, AND SUPPORT SERVICES TO THE BAYVIEW MERCHANTS ASSOCIATION; BAYVIEW HUNTERS POINT REDEVELOPMENT PROJECT AREA

BASIS FOR RESOLUTION

1. On March 7, 2006, the Redevelopment Agency of the City and County of San Francisco ("Agency") approved a proposed redevelopment plan for the Bayview Hunters Point ("BVHP") Redevelopment Project Area ("Project Area").
2. On May 23, 2006, the Board of Supervisors of the City and County of San Francisco approved Ordinance No. 113-06 adopting the Bayview Hunters Point Redevelopment Plan ("Redevelopment Plan").
3. The Redevelopment Plan specifically describes and authorizes small business assistance programs for Project Area B in Section 3.5, Proposed Economic Development Programs.
4. The Community Redevelopment Law requires that Agency funds be used for redevelopment activities, including the alteration, improvement, modernization, reconstruction or rehabilitation of existing structures in a project area and the planning for these activities. Health and Safety Code Sections 33020 and 33021.
5. On July 3, 2008, the Agency received a proposal from the Bayview Merchants Association ("BMA") to partner with the Renaissance Entrepreneurship Center doing business as Bayview Business Resource Center ("Contractor") to conduct merchant outreach, coordination, and support services in order to bolster its membership and build the capacity of BMA to play an active role in the revitalization of the Project Area. BMA solicited the assistance of the Contractor to serve as the prime contractor in this project. The Agency also funds the Contractor to provide business technical assistance and loan packaging services to existing BVHP small businesses and entrepreneurial training services to low- and moderate-income residents of BVHP.
6. On September 16, 2008, by Resolution No. 109-2008, the Agency Commission authorized a one-year personal services contract ("Contract") and operating budget in the amount of \$70,000 with the Contractor to provide support services, outreach, and coordination to BMA.

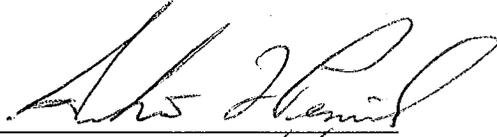
7. BMA has been in existence since 1925 and has been an active participant in the development of the BVHP community. BMA works to increase business opportunities for all members and to promote the commercial interests of the BVHP community. BMA's role has expanded over the last year due to the ever-increasing needs of the merchant community as well as the increasing activities associated with the Agency's various redevelopment and revitalization activities. BMA's goal is to create a safe and thriving commercial corridor for existing businesses and attract new businesses.
8. Based on the substantial benefit related to the Contract, the Agency desires to enter into a First Amendment to the Contract ("First Amendment") to extend the Contract term for one year, which ends September 15, 2010. The First Amendment will increase the Contract amount by \$155,865, for a total aggregate amount not to exceed \$225,865. The increase funding allows for special projects to be completed in collaboration with the Third Street Corridor Project, including approximately 120 to 150 community identification banners to be installed along the Third Street Commercial Corridor, as well as holiday decorations for the same corridor, and an increase in the budgeted amount for promotional materials. The amended budget also allows for a BMA retreat, tax preparation services for self-employed BMA members, and meeting expenses. The core activities of capacity buildings and publicizing Agency and City resources, including the Third Street Façade and Tenant Improvement Program, remain.
9. Given that the source of funds for the Contract is tax increment from the Project Area, the funds must be used for "redevelopment activities" as defined in the Community Redevelopment Law (Sections 33678(b), 33020, and 33021 of the California Health and Safety Code.)
10. The First Amendment extends the term for one year to provide continued funding to the Contractor to provide services to BMA. Many of the services provided to BMA are normal administrative activities of the Agency and would not be projects as defined by the California Environmental Quality Act ("CEQA") Guidelines Section 15378(b)(5). Some of the activities added in the First Amendment including, but not limited to, special projects such as installing community identification banners and holiday decorations along Third Street, are not normal administrative activities; however, such activities would not independently result in a physical change in the environment, and are exempt from 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 execute the First Amendment to the Personal Services Contract with Renaissance Entrepreneurship Center, a California nonprofit corporation, to extend the term for one year to September 15, 2010, and increase the Contract amount by \$155,865, for a total aggregate amount not to exceed

\$225,865, for outreach, coordination, and support services, as well as commercial corridor special projects, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:

A handwritten signature in black ink, appearing to read "James B. Morales", written over a horizontal line.

for James B. Morales 9/2/07
Agency General Counsel