



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

Consent  
October 2, 2007

Honorable Mayor and  
Members of the City Council

**Title:** Contract Amendment for Midtown Sacramento Property and Business Improvement District (PBID)

**Location/Council District:** Midtown Sacramento, Council Districts 1, 3 and 4

**Recommendation:** Adopt a **Resolution** authorizing amendment of existing Consultant and Professional Services Agreement No. 2006-0773 (Agreement) with the Midtown Business Association related to its services in the formation of the Midtown Property and Business Improvement District.

**Contact:** Jim Rinehart, Citywide Division Manager, 808-5054

**Presenters:** Not Applicable

**Department:** Economic Development

**Division:** Economic Development

**Organization No:** Citywide

### Description/Analysis

**Issue:** On August 9, 2007, the City Council conducted a public hearing and subsequently adopted a resolution approving the establishment of the Midtown Property and Business Improvement District (PBID). The PBID formation process was facilitated by services provided by the Midtown Business Association (MBA). MBA was initially retained by the City pursuant to Consultant and Professional Services Agreement No. 2006-0773 fixing its compensation at an amount not exceeding \$75,000. The process of ultimately establishing the PBID, however, went beyond the original scope of the City's Agreement to include such activities as PBID ballot drafting; provision of individual ballot, envelope and mailing labels; provision of database information; and the appearance at governmental hearings to advance the assessment district. The attached resolution thus authorizes an amendment to the Consultant and Professional Services Agreement with MBA to include the additional services



rendered in bringing the PBID formation to a successful conclusion, and to compensate MBA for such additional services in an amount not exceeding \$45,000.

**Policy Considerations:** The actions recommended in this report are consistent with the Council's approval of the Midtown PBID's formation, and Economic Development Strategy.

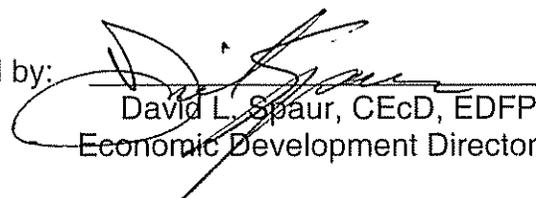
**Environmental Considerations:** The proposed action is not subject to The California Environmental Quality Act (CEQA).

**Rationale for Recommendation:** These actions are consistent with earlier-adopted City planning efforts, including the Economic Development Strategy.

**Financial Considerations:** The total additional fee for services provided under Exhibit B, No. 1 of the Consultant and Professional Services Agreement shall not exceed \$45,000. The total contract amount including this amendment is \$120,000. Funds are available in Economic Development's existing professional services budget from undistributed expenses.

**Emerging Small Business Development (ESBD):** This contract meets the City's ESBD requirements.

Respectfully Submitted by:   
James R. Rinehart  
Citywide Economic Development Manager

Approved by:   
David L. Spaur, CECD, EDFP  
Economic Development Director

Recommendation Approved:

  
Ray Kerridge  
City Manager

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**RESOLUTION NO.**

Adopted by the Sacramento City Council

**CONTRACT AMENDMENT FOR MIDTOWN SACRAMENTO PROPERTY AND  
BUSINESS IMPROVEMENT DISTRICT (PBID)**

October 2, 2007

**BACKGROUND**

- A. On August 9, 2007, the City Council conducted a public hearing and subsequently adopted a resolution approving the establishment of the Midtown Property and Business Improvement District (PBID).
- B. The PBID formation process was facilitated by services provided by the Midtown Business Association (MBA).
- C. MBA was initially retained by the City pursuant to Consultant and Professional Services Agreement No. 2006-0773 (Agreement) fixing its compensation at an amount not exceeding \$75,000.
- D. The process of ultimately establishing the PBID went beyond the original scope of the Agreement.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

- Section 1. Amendment of the Agreement to reflect additional services provided by MBA and to authorize additional payment in an amount not to exceed \$45,000 is hereby approved.
- Section 2. The City Manager is authorized to execute all documents approved by the City Attorney for purposes of amending the Agreement.