

## **RESOLUTION NO. 2006-335**

Adopted by the Sacramento City Council

May 16, 2006

### **EXECUTING AN AGREEMENT WITH THE DOWNTOWN SACRAMENTO PARTNERSHIP TO PROVIDE A RETAIL RECRUITMENT PROGRAM IN THE OLD SACRAMENTO HISTORIC DISTRICT**

#### **BACKGROUND**

- A. The momentum to enhance the Old Sacramento Historic District is under way.
- B. In February 2004, Old Sacramento stakeholders completed a strategic plan to build upon the success of the Old Sacramento Historic District.
- C. In January 2005, the retail plan was completed and emphasized the need for a retail recruiter that will focus on the unique aspects and challenges of the Old Sacramento retail environment.
- D. The Old Sacramento retail plan emphasizes the need for a retail recruiter to focus on the unique aspects and challenges of the Old Sacramento retail environment.
- E. The Downtown Sacramento Partnership currently provides various services such as security, marketing, and retail recruitment for the Downtown. Staff proposes the City to contract with Downtown Sacramento Partnership to provide similar services in Old Sacramento.

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

- Section 1. The City Manager, or her designee, is authorized to enter into an Individual Project Agreement regarding the provision of services by the City of Sacramento in the amount of \$185,000.
- Section 2. The City Manager or his designee is authorized to execute an agreement with the Downtown Sacramento Partnership to provide a three-year retail recruitment program for the Old Sacramento Historic District in an amount not to exceed \$185,000.

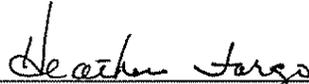
Adopted by the City of Sacramento City Council on May 16, 2006 by the following vote:

Ayes: Councilmembers Cohn, Fong, McCarty, Pannell Sheedy, Tretheway, Waters, and Mayor Fargo.

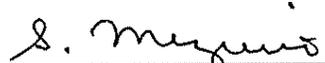
Noes: None.

Abstain: None.

Absent: Hammond.

  
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Mayor, Heather Fargo

Attest:

  
\_\_\_\_\_  
Stephanie Mizuno  
Assistant City Clerk