

PLACER COUNTY
REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Rich Colwell, Chief Assistant CEO–Redevelopment Director *R. S. Colwell*
James LoBue, Deputy Director
DATE: June 10, 2008
SUBJECT: Approve an Amendment to the Services Agreement between the Redevelopment Agency and the Tahoe City Downtown Association in the Amount of \$5,000 for a Total Contract Amount of \$70,000 and Authorize the Procurement Manager or Designee to Execute the Contract Amendment.

ACTION REQUESTED: Approve an amendment to the services agreement between the Redevelopment Agency (Agency) and the Tahoe City Downtown Association (TCDA) in the amount of \$5,000 for a total contract amount of \$70,000 and authorize the Procurement Manager or designee to execute the contract amendment.

BACKGROUND: The TCDA was originally established to provide support for local business marketing. However, the Agency, residents, and businesses encouraged the association to expand its role and work closely with the County in support of the Tahoe City Business Expansion/Attraction Strategy. As the business strategy has gained momentum, the TCDA has taken on a larger role in motivating the community to participate in the creation of a Main Street Program and support the regional expansion of visitor services. In the past year, the association has expanded its activities in organizing and assisting special events, such as a Classic Car Show, multiple community concerts at Commons Beach, a harvest festival, and an ongoing farmers market. The organization completed a community needs assessment survey and sponsored multiple public forums on key local community revitalization projects and issues. They also produced a local walking map and launched a shop local gift card campaign.

TCDA has supported the efforts by L.L. Consulting for the establishment of a local business improvement district. The additional \$5,000 in funds will cover costs incurred by TCDA to support this effort.

On October 23, 2007, your Board approved a services agreement with TCDA in the amount of \$65,000. As TCDA continues pursuing its goals and expanding its activities, the Agency proposes to increase its grant to \$70,000 to cover costs incurred as a result of the efforts to establish a local property based improvement district (PBID). A copy of the 2008 services agreement amendment is attached.

FISCAL IMPACT: The Agency has sufficient North Lake Tahoe Tax Increment Funds budgeted for this action. There will be no impact on the County's General Fund.

ENVIRONMENTAL STATUS: The proposed action is an administrative action exempt from environmental review under California Environmental Quality Act per Guidelines Section 15330.

RECOMMENDATION: Approve an amendment to the services agreement between the Agency and TCDA in the amount of \$5,000 for a total contract amount of \$70,000 and authorize the Procurement Manager or designee to execute the contract amendment.

Attachment: Resolution
Services Agreement Amendment

cc: Karin Schwab, Agency Counsel

**Before the Placer County
Redevelopment Agency Board of Directors
County of Placer, State of California**

In the matter of:

Approve an amendment to the Services Agreement between the Redevelopment Agency and the Tahoe City Downtown Association in the amount of \$5,000 for a total contract amount of \$70,000 and authorize the Procurement Manager or designee to execute the contract amendment.

Resol. No:.....

Ord. No:.....

First Reading:

The following Resolution was duly passed by the Redevelopment Agency Board of the County of Placer at a regular meeting held _____,

by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

**Attest:
Clerk of said Board**

Chair, Agency Board

WHEREAS, the Placer County Redevelopment Agency (Agency) has adopted Redevelopment Project Areas in North Lake Tahoe, North Auburn, and the Sunset Industrial area (Project Areas); and

WHEREAS, the Agency is responsible for administering the Project Areas to effectuate redevelopment efforts within the Project Area; and

WHEREAS, the Agency entered into a contract with the Tahoe City Downtown Association on November 1, 2007 to manage a Main Street Program; and

WHEREAS, sufficient Redevelopment funds have been budgeted by the Agency to cover the contract amendment; and

WHEREAS, the proposed action is an administrative action exempt from environmental review under California Environmental Quality Act per Guidelines Section 15330.

NOW, THEREFORE, BE IT RESOLVED that the Agency Board approves an amendment in the amount of \$5,000 to the contract with the Tahoe City Downtown Association to manage a Main Street Program in a not to exceed amount of \$70,000 and authorize the Procurement Manager or designee to execute the contract amendment.

Project: Tahoe City Downtown Association
Administering Agency: Placer County Redevelopment Agency
Contract Number: KN020820
Amendment No: 1
Contract Description: Amendment to the Service Agreement by and between the Placer County Redevelopment Agency and the Tahoe City Downtown Association to manage a Main Street Program

AMENDMENT NO. 1

WHEREAS, the Placer County Redevelopment Agency ("Agency") and the Tahoe City Downtown Association ("Association") entered into Service Agreement No. KN020820 ("Agreement") on November 1, 2007; and

WHEREAS, the scope of the Association's services includes the expansion of the Main Street Program and efforts to increase community awareness of various commercial business programs; and

WHEREAS, in the last year the Association has expanded its activities to include organizing and assisting special events and has sponsored multiple public forums on key local community revitalization projects and issues; and

WHEREAS, the Association's efforts have recently included support of the efforts of L.L. Consulting to establish a local business improvement district; and

WHEREAS, the Agency wishes to increase the original Agreement funds to cover these support efforts.

NOW, THEREFORE, the Agency and the Association hereby mutually agree as follows:

1. Paragraph 2, "Payment" is hereby amended in its entirety to state the following language:

Agency shall pay Association for services rendered pursuant to this Agreement at the time and in the amounts set forth in Exhibit A, up to a maximum of **SEVENTY THOUSAND DOLLARS (\$70,000)**. In no event shall the total amount of this Agreement exceed Seventy Thousand Dollars (\$70,000). Association shall submit invoices for those services outlined in Exhibit A in the manner and in the amounts set forth in Exhibit A.

2. Exhibit A, "Scope of Services and Payment Schedule", Item 11 is hereby amended in its entirety to state the following language:

11. For the months of June, July, August, September, and October 2008, the TCDA will submit monthly invoices in the amount of \$6,416, with a monthly report of contacts / meetings with area business and property owners, and

progress on Main Street projects and programs as appropriate. The aforementioned will be implemented at a not to exceed total contract amount of \$70,000 including expenses and incidental costs. Upon expiration of subject agreement on October 31, 2008, the Association will have thirty (30) days to submit its final report and invoice.

3. Except as specifically modified herein, all other terms and conditions contained in Service Agreement No. KN020820 by and between the Agency and the Association shall remain in full force and effect.

PLACER COUNTY REDEVELOPMENT AGENCY

By: _____
Jim Boggan, Purchasing Manager

Date: _____

TAHOE CITY DOWNTOWN ASSOCIATION

By: 
Dave Wilderotter
Title: President

Date: 5/20/08

By: 
Maja Thaler
Title: Secretary

Date: 5/20/08

APPROVED AS TO FORM

Karin Schwab, Agency Counsel