

City of Brisbane

Agenda Report

DATE: Meeting of April 21, 2016

TO: Mayor & City Council

FROM: Clayton Holstine, City Manager

SUBJECT: Consultant Contract for Economic Development Services

RECOMMENDATION

Approve the First Amendment to the Contract with MB Consulting for Economic Development Services

BACKGROUND

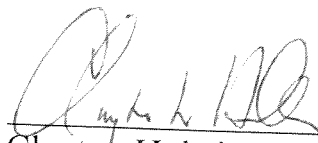
City Council approved a contract with MB Consulting on May 7th, 2015. Since that time Mitch Bull has acted as a contract Economic Development Director for the City of Brisbane. Mitch routinely meets with city staff and reports monthly to the Economic Development Subcommittee on his activities.

At the Council of April 21st Mitch will provide a summary of the status of business in Brisbane and his activities.

Attached, in addition to the contract, is a Scope of Work, which is the same as what was approved by City Council last year. The primary change in the contract is to change a 6 month length of the contract to a 60 day notice of termination by either party. The City Manager, staff, and the Council Economic Development Subcommittee recommend this contract with the change as noted above.

FINANCIAL IMPACT

This contract is budgeted. The outside annual cost of the contract is up to \$54,000 depending on the number of hours billed. For the past year (May, 2015 to date) MB consulting has billed 277 hours.


Clayton Holstine, City Manager

FIRST AMENDMENT TO CONTRACT FOR SERVICES

THIS FIRST AMENDMENT to a Contract for Services is made _____, 2016 between the City of Brisbane ("City") and MB Consulting ("Consultant").

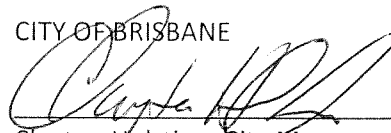
Recitals

- A. City and Consultant entered into a Contract for Services on May 7, 2015 ("the Contract") by which Consultant agreed to provide to City certain services to support economic development programs in the City and strengthen business related activities between the City and third parties
- B. The Contract had a one year term.
- C. Due to the continued need of these services by the City, City and Consultant now wish to extend the term of the Contract; the rate of payment and the number of hours per fiscal year will remain the same.

NOW, THEREFORE, in consideration of the mutual promises expressed herein, City and Consultant amend the Agreement as follows:

- 1. The Payment section of the Contract is amended to read as follows:
"PAYMENT. For Consultant's services, City shall compensate Consultant at a rate of \$90 per hour. Consultant shall provide no more than 600 hours of service in a fiscal year. City shall make payment to Consultant on a monthly basis upon the City's approval of Consultant's invoice detailing the services provided and the number of hours for which Consultant provided such services."
- 2. The Term section of the Contract is amended to read as follows:
"TERM. This Contract will remain in effect until terminated. Either party may terminate this Contract by providing the other party 60 days written notice."
- 3. Except as provided herein, the terms and conditions of the Contract are to continue in full force and effect.

CITY OF BRISBANE


Clayton Holstine, City Manager

Attest:

Sheri Spediacci, City Clerk

MB CONSULTING

Mitchell Bull


Michael Roush, City Attorney

MB Consulting

Economic Development Program for the City of Brisbane - "Scope of Work"

This "Scope of Work" and Development Program is being developed and presented in conjunction with work that is currently being conducted by Mitch Bull with the Brisbane Economic Development Subcommittee, and is intended to be a part-time consulting services program between Mitch Bull (MB Consulting) and the City of Brisbane, separate from and not involving resources connected with the Brisbane Chamber of Commerce.

The focus of Economic Development Programs is to support four main areas that significantly impact a city's business community. All Economic Development activities can be grouped under these areas, which consist of the following:

City / Business Marketing and Communications

Actively promote Brisbane as a premier business location with its' great climate, terrific proximity to San Francisco, Oakland, SFO, the Port of SF, and the highway and rail interfaces within the greater Bay Area. Highlight the quality schools; easy and excellent business interface with a smaller, more approachable city government and staff; our recreational amenities, open space and environmental core values; and our outstanding track record as a business hub for quality large and small companies.

Goals:

Provide a "first stop" contact for Economic Development inquiries and responses to those who are interested in doing business within the City of Brisbane. Work with City Manager and staff to develop processes and resources, while serving as an economic development liaison for the city.

Continue to work with city staff and groups to further define the "message content" for promoting Brisbane to investors, commercial interests, recreational interests and developers. Brochure/flier

development / ads for regional and national business development publications.

Research and interact with regional and national business development resource groups and organizations. Promote Brisbane as a “highly valued business development product.”

Work with city staff to strengthen outreach efforts to targeted Bay Area groups (e.g. brokers; regional planners, etc.) Assist in developing economic development marketing strategies.

Work with staff and council on specialized projects such as murals, entryway beautification, decorative signage, etc.

Business Development and Retention

Actively recruiting and retaining businesses in all of our existing business sectors as well as new sectors that are identified as important by all of the stakeholders in this program. Focus on tax generating businesses, retail reinvestment on Visitacion Avenue; within Brisbane Village Shopping Center; along the Bayshore Corridor; and participating in outreach to new and existing businesses in the service sectors that fit well within the existing zoning uses for existing open space. Strive to convert vacancies to “newer, greener and best” uses when possible. Provide Outreach to existing businesses; targeting ones that are identified as major revenue producers as well as those that could benefit from additional partnership and communication opportunities with the city staff. The focus and opportunities here will differ within the different commercial/retails zones such as Visitacion Avenue, Sierra Point, Bayshore, or the Crocker Park/Quarry areas.

Goals:

Work with staff and resources to establish a true baseline of businesses within “business districts,” number of actual employees, and other business related parameters to get a better handle on the true business sector impact within Brisbane.

Discuss and work with city staff to evaluate the need/reward potential of incentives for Economic Development to both attracts businesses to Brisbane and to promote initial development (e.g. Sierra Point) or business expansion (throughout whole of city/districts).

Work with property owners, brokers, and potential customer groups to help determine the types of businesses, retail stores, restaurants or other businesses that are most wanted by the general populace (e.g. Pharmacy).

Assist city in outreach to Crocker Park property owners/managers to discuss adherence to approved “reforestation” of trees and plants that have been damaged or have been lost due to disease or neglect.

Work with Brisbane Chamber of Commerce to develop brochures/programs to stimulate customer traffic to the retail outlets within Brisbane. Promotion of current businesses.

Commercial and Residential Reinvestment – from both the Public and Private Sectors

Continue to promote and strengthen positive, ongoing relationships with businesses, property owners, commercial brokers, developers, Bay Area regional stakeholders as well as advocates for affordable housing solutions, and existing HOA’s and other community organizations.

Goals:

Establish baseline for interaction with Commercial Property owners

Reintroduce Commercial Broker outreach and roundtables

Look at possibilities for retail reinvestment (especially with possible rezoned mixed-use project (Bayshore Gateway)

Define actual and planned high-speed cable, fiber, or wireless infrastructure for the defined commercial areas within central Brisbane, Crocker Park and Sierra Point.

Coordination with Brisbane Village S/C for discussions on future zoning/development project(s).

Foundational Policy and Zoning Decisions

Actively work with the city staff, city council and stakeholders to continue the development of a sustainable safe, clean green and fiscally sound business and community environment that benefits all who live, work and visit Brisbane. Contribute as needed on commercial policy and outreach to the business community as well as the program stakeholder groups.

Goals:

Continue to work with Economic Development subcommittee and city staff to define, communicate and implement policy and zoning processes to encourage and create new opportunities for land use, reinvestment and moving properties to their “highest and best” uses.

Promote and initiate discussion with property owners and major tenants on environmentally acceptable green principles in business (e.g. Solar panels on large commercial buildings with expansive roof spaces; integrating “greener” products into use within buildings and restaurants)

Other Projects and Duties as assigned by City Staff

Other currently unforeseen duties and projects as assigned by City Manager and Staff