



## **Staff Report**

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### RESOLUTION AUTHORIZING ISSUANCE OF A PURCHASE ORDER TO THE BELMONT CHAMBER OF COMMERCE IN THE AMOUNT OF \$12,855 FOR MAP PUBLICATION

Honorable Chair and Board Members:

#### **Summary**

Staff is recommending the Agency Board authorize the attached resolution issuing a purchase order to the Belmont Chamber of Commerce in an amount not to exceed \$12,855 for map publication. The funding source for this amount is recommended to be Redevelopment Agency funds consistent with the Agency goals of Belmont Redevelopment Agency economic development, redevelopment and business retention.

#### **Background**

The Belmont Chamber of Commerce plans to publish a City map, including a city-wide street map and advertising sponsorships from Belmont businesses.

The Chamber has approached the Agency Executive Director and Finance Director with an offer of Belmont Redevelopment Agency participation. This Agency participation in the amount of \$12,855 would include production of 1,000 two-sided maps. The Agency will have the entire “map” side to advertise RDA interests and activities.

#### **Discussion**

Should the Agency Board authorize this \$12,855 request, Agency staff will develop text for the advertising placeholders. Content could include things like:

- a) Messages from the Mayor/Agency Chair and Agency Executive Director
- b) Redevelopment Agency programs such as Façade Improvement
- c) Information about City and Agency departments as well as other local agencies
- d) Information on City Commissions
- e) Information on the City’s website
- f) Photo collage
- g) Tips on how to take advantage of the one stop permit center
- h) Important municipal/Agency phone numbers and email addresses
- i) Information on recent City ordinance changes relating to noise, administrative code enforcement, Recreational vehicle parking, etc.
- j) Information on planned economic development and redevelopment activities.



**REDEVELOPMENT AGENCY RESOLUTION NO.**

**RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF BELMONT  
AUTHORIZING ISSUANCE OF A PURCHASE ORDER TO THE BELMONT  
CHAMBER OF COMMERCE IN THE AMOUNT OF \$12,855 FOR MAP  
PUBLICATION**

**WHEREAS**, the Belmont Chamber of Commerce is publishing a City of Belmont map with advertising placeholders; and,

**WHEREAS**, the Belmont Chamber of Commerce is desirous of City of Belmont Redevelopment Agency participation in this business publication; and,

**WHEREAS**, the City and Agency will be afforded the opportunity to utilize the entire “map” side of the map for City/Agency promotion;

**NOW, THEREFORE, BE IT RESOLVED** that the Redevelopment Agency of the City of Belmont hereby authorizes the Executive Director to issue a purchase order to the Belmont Chamber of Commerce in the amount of \$12,855 for map publication.

\* \* \* \* \*

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the Redevelopment Agency of the City of Belmont at a regular meeting thereof held on August 12, 2008 by the following vote:

AYES, DIRECTORS: \_\_\_\_\_

NOES, DIRECTORS: \_\_\_\_\_

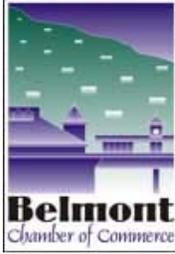
ABSTAIN, DIRECTORS: \_\_\_\_\_

ABSENT, DIRECTORS: \_\_\_\_\_

\_\_\_\_\_  
Secretary, Redevelopment Agency

APPROVED:

\_\_\_\_\_  
Chair, Redevelopment Agency



July 18, 2008

Proposal: City of Belmont Map

Scope of Work: Design and layout of City provided text and images on 'Map' side  
Account Management, Production and Printing

Size: Size of Map

Cost: Advertising placeholders Map Side

4ea 4 x 4	\$6,780
5ea 2 x 2	\$4,125
Subtotal	\$10,905

Front Cover 'City of Belmont'	\$1,950
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1000 maps	included	(retail value \$3.95)
Project Total	\$12,855	

Terms: 50% deposit, 50% upon delivery

Production Time: 4-6 weeks from approval of all artwork

Contact:

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Belmont Chamber of Commerce

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