



Agenda Item No. 4

To: Finance and Auditing Committee/Committee of the Whole
Meeting of August 9, 2007

From: Kellee Hopper, Marketing and Communications Director
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE CONTRACT EXTENSION TO COMPLETE PHASE I
SERVICES WITH BARTRAM SPONSORSHIP STRATEGIES, LLC,
RELATIVE TO CONTRACT 2007-D-2**

Recommendation

The Finance and Auditing Committee recommends that the Board of Directors authorize the General Manager to execute a contract amendment of Contract No. 2007-D-2, with Bartram Sponsorship Strategies, LLC, to extend Phase I services to complete additional work associated with exploration and development of a potential partnership program, with the understanding that requisite funds for this additional cost totaling \$48,000 are available in the District's FY 07/08 Operating Budget.

Summary

In November 2006, the Board entered into a six month contract with Bartram Sponsorship Strategies to explore and develop a proposed corporate partnership program for the District. For the past several months, the Partnership Advisory Committee has been working with staff and consultant to explore all facets of a potential corporate partnership program and to develop a potential program for consideration by the District's Governmental Affairs and Public Information Committee and the Board of Directors. During this period of investigation and development, the scope of work has expanded to include substantially more meetings than originally envisioned and to require more work with both District staff and outside agencies such as the National Park Service and the Golden Gate National Parks Conservancy.

In recognition of this expanded scope of work and the extended length of time needed to develop a final proposal with adequate review from the Advisory Committee, it is proposed that the original contract be amended to include up to four additional months of service (July through October) for a monthly cost of \$12,000 per month. In the month the Board of Directors takes action to either proceed with Phase II of the partnership program or to stop all work on this initiative, the \$12,000 amount will be prorated to the date of the Board's decision.

It is currently planned that the Advisory Committee's work will be presented to the Governmental Affairs and Public Information Committee at their August 24, 2007, meeting followed by Board consideration at their meeting on September 14, 2007.

Fiscal Impact

Approval of this contract extension would allow Bartram Sponsorship Strategies to be paid \$12,000 per month for work conducted in July 2007 and for August 2007 and part or all of September 2007. The maximum amount that would be paid under this contract extension would be a total of \$48,000 for a total of four full months. Funds for this contract extension are available in the FY 07/08 Operating Budget.