



# STAFF REPORT

## CITY of YORBA LINDA

ADMINISTRATION DEPARTMENT

**DATE:** JUNE 7, 2022

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL/  
SUCCESSOR AGENCY BOARD MEMBERS

**FROM:** PAMELA STOKER, ECONOMIC DEVELOPMENT MANAGER

**SUBJECT:** PROFESSIONAL SERVICES AGREEMENT WITH JONES LANG  
LASALLE, INC. TO PROVIDE RETAIL RECRUITMENT AND ATTRACTION  
SERVICES TO RETAIL CENTERS THROUGHOUT THE CITY

### **RECOMMENDATION**

It is recommended that the City Council approve the attached Professional Services Agreement with Jones Lang LaSalle, Inc. (aka, JLL) to assist the City in providing retail recruitment and attraction services to retail centers throughout the city.

### **BACKGROUND**

In November 2017, staff issued a Request for Proposals (RFP) in search of a professional retail recruitment service to support the City and its commercial property owners in filling retail vacancies within the community. As a result of the screening process, the firm of Jones Lang LaSalle Brokerage, Inc (JLL) was selected in March 2018 and the City Council approved an annual contract with the firm, which is now set to expire later this month.

Although the JLL team served the City well and sufficiently addressed the terms, conditions and duties outlined in their contract, the City Council believed it was prudent to issue a subsequent RFP upon expiration of their 4-year contract.

### **DISCUSSION**

In April 2022, staff released its second RFP for retail broker services and received four proposals from qualified real estate/brokerage firms. Each of the responses was examined by a team of City staff and all four were determined to be responsive and eligible candidates. The applicants were then interviewed by the two City Council representatives and three City staff members to determine the firm most qualified to provide retail retention and attraction across the city.

Proposals were received from the following firms: HdL EconSolutions, Carol Springstead & Associates, Jones Lang LaSalle, and Sperry Van Ness.

## **PROFESSIONAL SERVICES AGREEMENT WITH JLL, INC**

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As a result of the screening process, the firm of Jones Lang LaSalle, Inc (JLL) was again identified as the top candidate. The scope and cost of services among the proposals were fairly similar and each of the firms were well qualified to perform under the terms of a contract. However, JLL stood out among the interviewers as having a proven track record in Yorba Linda, including the ability to foster ongoing relationships with retail center owners and they offered the lowest annual cost for services while demonstrating the ability to attract quality and unique retailers into our local trade area.

The JLL team is comprised of knowledgeable real estate experts who have extensive experience in retail development, marketing, and strategic positioning. Staff intends to work closely with the professional firm to provide pertinent information and assist in identifying retail leakage, site opportunities, and community/neighborhood strengths. JLL has a strong presence at ICSC and will continue to serve as a partner and resource in driving retail interest to Yorba Linda.

Pursuant to the RFP, the Professional Services Agreement will be valid for two years, with renewable options up to three additional one-year terms. The contract will commence on July 1, 2022 and run through June 30, 2024. Should options be exercised and extensions granted, the maximum duration of the contract will be five years.

### **FISCAL IMPACT**

The JLL contract for services is \$5,000 per month, not to exceed \$60,000 annually. The two-year contract, plus 3 one-year options, results in a maximum 5-year contract and includes a total contract amount not to exceed \$300,000.

The City's Economic Development budget for FY 22/23 has included an allocation for retail brokerage services sufficient to cover the costs for the first year of the two-year contract. Future budget appropriations will be addressed during the course of the contract.

### **ALTERNATIVES**

The Council may choose not to approve the Professional Services Agreement and either 1) re-interview firms responding to the Request for Proposals or 2) provide further direction to staff regarding the terms and conditions of the contract.

### **ATTACHMENTS**

Professional Services Agreement between the City and Jones Lang LaSalle, Inc.