



# STAFF REPORT

## CITY of YORBA LINDA

---

### ADMINISTRATION DEPARTMENT

**DATE:** MAY 20, 2025

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**FROM:** COLLEEN CALLAHAN, ECONOMIC DEVELOPMENT MANAGER

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

---

### **RECOMMENDATION**

It is recommended that the City Council direct the City Manager to sign a one-year extension to the Professional Services Agreement with Jones Lang LaSalle Brokerage, Inc. (JLL) to assist the City in providing retail recruitment and attraction services to retail centers throughout the city.

### **BACKGROUND**

In November 2017, staff issued an initial 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. It was the City's intent to work with a brokerage firm that could actively seek and attract highly desired commercial and restaurant tenants to our city's regional and neighborhood shopping centers.

With the expiration of the initial 4-year agreement, in April 2022, staff released a 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. As a result of the screening process, the firm of Jones Lang LaSalle, Inc. (JLL) was again identified as the top candidate. With that the City Council approved a two-year contract, plus 3 one-year options, resulting in a maximum 5-year contract. The first of the 3 one-year extension options was executed on May 21, 2024 with Amendment No. 1.

# **ONE-YEAR EXTENSION TO PROFESSIONAL SERVICES AGREEMENT WITH JONES LANG LASALLE BROKERAGE, INC. TO PROVIDE RETAIL RECRUITMENT AND ATTRACTION SERVICES TO RETAIL CENTERS THROUGHOUT THE CITY**

## **DISCUSSION**

The JLL team is comprised of knowledgeable real estate experts who have extensive experience in retail development, marketing, and strategic positioning. Staff will continue 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 the International Conference of Shopping Centers (ICSC) and will continue to serve as a partner and resource in driving retail interest to Yorba Linda.

As per the contract, JLL's representatives have and will continue to present informative quarterly updates to City staff and Council representatives with detailed information on their outreach efforts. Though we have an overall low vacancy rate, JLL will continue to strategize with staff and the City Council as to specific shopping center(s) of concern. The emphasis will be on finding the right tenant for the community, thus setting them up for long-term success. Therefore, staff would at this time recommend that the City Council extend the JLL contract for the second of three, additional one-year term (Amendment No. 2) in order to maintain the momentum and solidify certain business dealings.

## **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.

## **ALTERNATIVES**

The Council may choose not to approve the contract extension and either 1) terminate services or 2) suggest amendments to the contract extension by providing further direction to staff.

## **ATTACHMENTS**

1. Professional Services Agreement Amendment No. 2 between the City and Jones Lang LaSalle, Inc. (JLL)
-