

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE,  
CALIFORNIA, APPROVING AN AGREEMENT WITH NORTH STAR ALLIANCES  
("NSA")**

WHEREAS, the cities of Commerce, Industry, Santa Fe Springs, and Vernon are each located in Los Angeles County and collectively represent a significant industrial and commercial corridor; and

WHEREAS, recognizing the shared economic and policy challenges facing these industrial and commercial sectors, the Cities have agreed to collaborate through a Memorandum of Understanding (MOU) and collectively refer to themselves as the Big 4; and

WHEREAS, the Big 4 sought the consulting services of Deodate LLC. and North Star Alliances to conduct Phase I activities and provide strategic storytelling to elevate the Big 4 region's visibility among developers, investors, policymakers, and partners; and

WHEREAS, the City of Commerce will now enter Phase II work with North Star Alliances, which focuses on activating the infrastructure established during Phase 1 through coordinated communications, business attraction initiatives, stakeholder engagement, strategic partnerships, city-specific economic development marketing, and ongoing program management; and

WHEREAS, NSA will deliver the following measurable economic development outcomes:

1. Communications & Brand Activation
2. Strategic Partnerships, Stakeholder Engagement & Industry Activation
3. Business Attraction & Opportunity Development
4. City Economic Development Marketing
5. Program Sustainability & Revenue Generation
6. Program Management & Reporting

WHEREAS, the term of this agreement will be through August 12, 2028, for a total of twenty-four months;

WHEREAS, the total compensation for this agreement shall not exceed \$120,000 during the twenty-four months; and

WHEREAS, NSA shall receive thirty percent (30%) of gross revenue generated from all new, renewal, recurring, and ongoing sponsorships, and strategic planning.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMMERCE DOES HEREBY RESOLVE, DECLARE AND DETERMINE AS FOLLOWS:

Section 1. The City Council of the City of Commerce hereby finds and declares that the foregoing recitals are true and correct, and incorporates them herein as findings and as a substantive part of this Resolution.

Section 2. The Agreement for Marketing Services Related to the Big 4 between the City of Commerce and North Star Aliances is hereby approved in a form

approved by the City Attorney. The Mayor is hereby authorized to execute the Agreement for and on behalf of the City.

Section 3. The City Council hereby approves a budget amendment recognizing \$120,000 in additional Card Club revenues and increasing the Community Development Department's appropriations by \$120,000 to fund the Agreement.

Section 4. The Mayor is authorized to execute this Resolution for and on behalf of the City of Commerce.

Section 5. The City Clerk shall certify to the adoption of this Resolution.

Section 6. This Resolution shall take full force and effect immediately upon adoption by the City Council.

PASSED, APPROVED, AND ADOPTED this 11<sup>th</sup> day of August 2026.

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Kevin Lainez, Mayor

ATTEST:

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Eduardo Sarmiento, City Clerk