



## CITY OF COMMERCE AGENDA REPORT

**Item No.**

**TO:** Honorable City Council

**FROM:** Ernie Hernandez, City Manager

**SUBJECT:** Professional Services Agreements with Deodate and North Star Alliances for the Regional Multi-Jurisdictional Coalition (Big 4) to Promote Legislative Initiatives to Further Economic Development and Key Policy Objectives

**MEETING DATE:** January 13, 2026

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### **RECOMMENDATION:**

The City Council will consider:

1. Authorizing the City Manager to execute a Professional Service Agreement with North Star Alliances, in a form approved by the City Attorney, not to exceed \$56,000.00, to provide Phase 1 Internal/External Strategic Communication Services to the Regional Multi-Jurisdiction Coalition (Big 4)
2. Authorizing the City Manager to execute a Professional Services Agreement with Deodate not the exceed \$76,125.00 to provide Phase 1 Real Estate Strategic Services to the Regional Multi-jurisdictional Coalition (Big 4)

### **BACKGROUND AND DISCUSSION:**

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. Together, these jurisdictions employ approximately 500,000 workers in industries such as manufacturing, wholesale and distribution, transportation and logistics, and e-commerce. These activities contribute substantially to both local and state tax revenues. However, the cities often do not receive an adequate share of transportation, planning, and grant monies because the distribution formulas are based solely on population.

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).

This MOU would create a partnership that serves as a regional coalition to promote legislative initiatives to further promote economic development and support the unique key policy mandates of its member cities.

The Big 4 is not a separate legal entity and does not have the powers of a decision-making legislative body.

The MOU establishes a framework for regional cooperation without creating a separate legal entity. Key provisions include:

- Formation of a legislative affairs working group to promote unified regional priorities with state and federal legislators.
- Development of a joint legislative agenda on an annual basis.
- Monitoring state and federal legislation and grants targeting industrial and commercial zones.
- Preparation of a report highlighting the economic impact and investment needs of the region.
- Alignment with regional partners such as SCAG, Los Angeles County Economic Development Corporation, and local Chambers of Commerce.

## **ANALYSIS:**

The cities recognize the need to clearly articulate their economic value, where industrial cities often contribute more than they receive. As part of this effort, the Big 4 cities have agreed to commence by hiring a consulting team to assist in drafting an economic and real estate development strategy.

The consulting team will be jointly led by DEODATE and North Star Alliances (NSA). Together, DEODATE and NSA deliver a coordinated approach that combines technical expertise with strategic storytelling to elevate the Big 4 region's visibility among developers, investors, policymakers, and partners:

DEODATE will serve as the lead technical and real estate economic development consultant, providing data-driven analysis, portfolio strategy, and economic development recommendations that establish the backbone of this initiative.

NSA will serve as the project's lead project manager and communications partner, translating DEODATE's technical findings into clear, actionable messaging, marketing, branding, and stakeholder engagement. NSA will also support each City's ability to communicate its SB-1 funding needs and infrastructure pressures through concise, compelling advocacy materials.

This engagement is structured as a coordinated partnership between DEODATE and North Star Alliances (NSA). Phase 1 of the engagement is expected to take approximately 14 weeks.

<b>Firm</b>	<b>Role</b>	<b>Total</b>
<b>DEODATE</b>	Technical real estate and economic strategy	<b>\$58,082.50 - \$76,125/ city total</b>

**NSA** Lead project management, communications, narrative development, and collateral production **\$38,500 - \$56,000/ city total**

## **RELATIONSHIP TO STRATEGIC GOALS:**

This staff report relates to the strategic goal of Fiscal Sustainability, Guiding Principle 3: Implement a compensation philosophy that allows the City to proactively compete for and retain top-qualified personnel.

## **FISCAL IMPACT:**

The proposed agreements are expected to not exceed a combined total of \$132,125 for Phase 1 services. The final cost will depend on the scope and sequencing of work authorized by the Big 4 and is anticipated to range between \$96,582 and \$132,125. This range represents the City's portion of the anticipated contract costs.

Given the remaining portion of the fiscal year and the phased initiation of consultant services, sufficient funds are available within the FY 2025-26 adopted budget in the General Fund, and no additional appropriations are required. Any subsequent phases would be subject to a separate Council approval, and funds would need to be budgeted in future fiscal years.

## **ALTERNATIVES:**

1. Approve staff recommendation; and/or
2. Provide further direction to staff

Prepared by: Gisselle S. Delgado, Senior Management Analyst

Reviewed by: Alvaro Castellon, Director of Finance

Respectfully submitted: Ernie Hernandez, City Manager

Approved as to form: Noel Tapia, City Attorney