

**Mayor**  
William Siegel  
**Mayor Pro Tem**  
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Ray Madrigal  
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**Office of the  
City Manager**

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## Staff Report

ITEM 4-2

**To:** Lemoore City Council  
**From:** Jeff Laws, City Manager  
**Date:** August 14, 2014  
**Subject:** Amended Memorandum of Understanding with  
The CrisCom Company

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### Discussion

It is no secret that the City of Lemoore would benefit greatly by having more retail outlets in Lemoore. Most retail stores generate sales tax revenue, and sales tax revenue accrues to the City's General Fund, which in turn pays for many City services and for the salaries of City employees. Aside from increasing taxes and fees, which no one wants, there are few other options available that would increase General Fund revenues as much as new or expanded retail development. Therefore, staff looked at how retail development could be spurred in Lemoore. The consensus was that the City should consider contracting with a firm that has the wherewithal to attract retail developers. Subsequently, staff met with Charles H. Jelloian, President and CEO of The CrisCom Company, to discuss the concept of how his business could assist Lemoore.

The CrisCom Company specializes in governmental affairs, business development, and public relations. The City of Lemoore currently has a contractual relationship with The CrisCom Company, which is to pursue infrastructure funding for the Lemoore Police Department and to work with members of the California Legislature, the Governor's office, and local elected officials to identify viable funding sources for the City.

The CrisCom Company also contracts with the the City of Corcoran. Staff spoke with Kindon Meiks, Corcoran's City Manager. He indicated that Mr. Jelloian was instrumental in obtaining a \$2,000,000 grant for their waste water treatment plant. Additionally, Corcoran has benefitted significantly over the years, which Mr. Meiks believes is primarily due to Mr. Jelloian's extensive contact list of business owners and developers.

Mr. Jelloian proposes amending his current Memorandum of Understanding with the City of Lemoore to include business attraction services. The services would include the following:

1. Promote Lemoore as a unique and desirable place to do business
2. Work with the City to facilitate economic development opportunities

3. Identify prospective developers for commercial projects in Lemoore
4. Arrange and participate in initial developer meetings and site visits in Lemoore
5. Share leads with the City of any potential development regardless of the type
6. Communicate with the City Manager and the Project Manager on a regular basis
7. Provide information, guidance, and solutions to City staff for commercial development
8. Become familiar with Lemoore's commercially zoned properties and other areas that may be suitable for development
9. Advise the City of networking opportunities with commercial developers
10. Advise the City of potential media, press release and other announcement opportunities aimed at marketing development projects

Attached is a Memorandum of Understanding from The CrisCom Company, which identifies both the Public Safety Infrastructure Funding and the Business Attraction Consultant services in the Scope of Work. The fee would remain the same for infrastructure funding. The fee for business attraction services is proposed at \$3,500 per month. The term of the agreement would be for one year commencing on September 1, 2014, and either party could terminate the agreement without cause at any time by providing a 30-day written notice.

In considering the proposal, staff has identified the following expertise a business attraction consultant should possess:

1. Experience in attracting businesses to smaller rural communities
2. Ability to articulate the assets of the community of Lemoore
3. Ability to work independently
4. Ability to effectively communicate with stakeholders (property owners, business owners, City officials and the public at large)
5. A working knowledge of commercial real estate transactions
6. Ability to identify outside funding sources/investors that may be available for private sector development

The consultant would be expected to market and promote Lemoore, arrange meetings and site visits with developers and business owners, advise staff regarding potential development projects and possible concerns, and advocate on the City's behalf. The goal would be to attract new commercial development to Lemoore with an emphasis on increasing the City's sales tax revenue, property tax revenue, and local job opportunities. However, any business or industry interested in developing in Lemoore should be considered if it has the potential to increase the number of new employment opportunities and/or provide additional services needed in our community.

Mr. Jelloian will be in attendance at Tuesday evening's Council meeting and will be prepared to discuss the terms of his proposed Memorandum of Understanding and address his expertise as it pertains to the qualities listed above that a business attraction consultant should possess. Carole E. Sarian, President-Public Affairs and Executive Assistant to Mr. Jelloian, will also be in attendance and can address your questions/concerns as well.

**Budget Impact**

Since the City already contracts with The CrisCom Company for Public Safety Infrastructure Funding, the additional impact to the General Fund for Business Attraction Consultant services would be \$3,500 per month (\$42,000 for the year).

**Recommendation**

In addition to the current services provided by The CrisCom Company for Public Safety Infrastructure Funding, Council should consider approving the attached Memorandum of Understanding, which adds Business Attraction Consultant services to the Scope of Work.



### SCOPE OF WORK

Public Safety Infrastructure Funding: The CrisCom Company will continue to assist the City of Lemoore in pursuing public safety infrastructure funding for the Lemoore Police Department. CrisCom will represent the City of Lemoore and work with members of the California Legislature, the Governor's office, and local elected officials to identify viable funding sources. CrisCom will pursue legislative and budgetary avenues for the funding, including the Governor's May revision.

Business Attraction Consultant: The CrisCom Company will work with the City of Lemoore to facilitate economic development opportunities for the City and agree to the following scope of work:

- Promote Lemoore as a unique and desirable place to do business
- Work with the City to facilitate economic development opportunities
- Identify prospective developers for commercial projects in Lemoore
- Arrange and participate in initial developer meetings and site visits in Lemoore
- Share leads with the City of any potential development regardless of the type
- Communicate with the City Manager and the Project manager on a regular basis
- Provide information, guidance, and solutions to City staff for commercial development
- Become familiar with Lemoore's commercially zoned properties and other areas that may be suitable for development
- Advise the City of networking opportunities with commercial developers
- Advise the City of potential media, press release and other announcement opportunities aimed at marketing development projects

### COMPENSATION & COST

The CrisCom Company will agree that the fee for our services shall continue to be \$1,500 per month for the Public Safety Infrastructure Funding effort. The fee for Business Attraction Consultant shall be \$3,500 per month. The total fee for these services shall be \$5,000 per month. This fee shall be in advance of services to be rendered. All reimbursable expenses over \$50 shall be pre-approved by the City of Lemoore. CrisCom will not ask for reimbursement of ordinary business expenses, such as telephone, postage and delivery charges.

The CrisCom Company's Federal Tax I.D. Number is: 95-4628989

### TERM

This agreement will commence on September 1, 2014, for a period of one year, expiring August 31, 2015. Either party may terminate the relationship, with or without cause, on a 30 day written notice.



August 12, 2014

Mr. Jeff Laws, City Manager  
City of Lemoore  
711 W. Cinnamon Drive  
Lemoore, CA 93245

Dear Jeff:

I am writing to you as a follow up to the proposed memorandum of understanding our firm provided the City of Lemoore on July 14, 2014.

We are pleased and look forward to the Council meeting on August 19<sup>th</sup> to discuss this proposal. We deeply value our current relationship with the City and look forward to our continued efforts for the police department communication funding. In the meantime, I thought it would be prudent to provide you and the Council with a brief overview of The CrisCom Company and a sampling of our accomplishments and competencies across the board. I have enclosed a short two page overview for your perusal. This may be helpful with the development component of your report.

Once again Jeff, thank you for the confidence you have in our firm. I assure you we will work diligently on behalf of the City of Lemoore.

Sincerely,

Charles H. Jelloian  
President & Chief Executive Officer

cc: Judy Holwell, Project Manager – City of Lemoore  
Carole Sarian, President of Public Affairs – The CrisCom Company  
Jason Siegen, EVP & Chief Operating Officer – The CrisCom Company

# THE CRISCOM COMPANY

BUSINESS DEVELOPMENT • GOVERNMENTAL AFFAIRS • PUBLIC RELATIONS

Established in 1997, The CrisCom Company has proven its expertise by providing its clients with highly-effective governmental and public affairs consulting services. Throughout the United States, CrisCom helps our clients build strong foundations with government officials, the business community and the media.

Our mission is to provide our clients with highly ethical, innovative and dynamic strategies, which are effective in achieving their goals. The CrisCom Company adheres to the highest standards of accuracy and truth to those we represent and to the public.

Our client retention remains at the top of industry standards, and CrisCom enjoys an excellent reputation with both political parties at the federal, state and local levels. In 2006, The CrisCom Company was named the "Small Business of the Year" in California's 37th Assembly District.

CrisCom believes in supporting our communities, and is involved with numerous events and philanthropic endeavors, that continue benefitting organizations throughout the United States.



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[www.TheCrisComCompany.com](http://www.TheCrisComCompany.com)

# THE CRISCOM COMPANY

## Development Projects

CrisCom's development expertise is measured by the relationships and successes we have built over the years in this industry. Our vast network of developers, retailers, as well as commercial and industrial firms enables us to find the right fit for projects in Lemoore.

- Active participation in the International Council of Shopping Centers—the premier global trade association
- Develop and implement a strategic plan to promote client development sites and engage the appropriate developers and retailers
- Promote and market projects from the initial conceptual stages to the grand opening



THE  
**CRISCOM**  
COMPANY



## Federal Projects

Our successes in Washington, D.C. continue to have a tremendous impact on numerous communities in California. From securing appropriations to bolster a multi-jurisdictional gang and narcotics task force, to securing millions of dollars in grant funding. CrisCom's lobbying campaigns are tried and tested.

## Land Use Projects

We have enjoyed numerous successes in helping our clients avoid costly land use issues that arise over time. We continue to assist clients in their efforts to modify, secure, or work with planning departments across the country. We have had many successes with Caltrans and other state and regional transportation agencies.

## Municipal Contracting

Our successes at the municipal level have provided our clients with contracts in the hundreds of millions of dollars. Some successes include the procurement of several large scale management contracts, including the parking management contract at Los Angeles International Airport, parking enforcement equipment purchasing, and municipal waste hauling and recycling contracts, just to name a few.

## Public Relations

We pride ourselves in providing cutting edge public relations, community affairs and marketing campaigns employed by our clients nationwide.

## State Projects

CrisCom has enjoyed numerous successes at the state level. This includes securing millions of dollars in highly competitive grants, successfully guiding our client's interests through the state legislative and budget process, and building lasting relationships with the elected officials and staff.