City of Hesperia
STAFF REPORT

DATE: July 16, 2019

TO: Mayor and Council Members
Chair and Commissioners, Community Development Commission

FROM: Nils Bentsen, City Manager

BY: Rod Yahnke, Economic Development Manager
Jennifer M. Shove, Administrative Analyst

SUBJECT: Amendment of Professional Services Agreement with the Buxton Company

RECOMMENDED ACTION

It is recommended that City Council and Commissioners of the Hesperia Community Development Commission (HCDC), approve and authorize an amendment to Professional Services Agreement (PSA) 2018-19-013 with The Buxton Company (Buxton), thereby increasing the contract amount by $50,000 to $100,000, and extending the term through June 30, 2020.

BACKGROUND

Since contracting with Buxton in 2004, their intelligence has assisted the City to successfully recruit retailers and restaurants by analyzing the Hesperia market, its retail customer base, consumer spending patterns, lifestyle habits, and identifying those retailers that would be a good match for the City. A few examples of previous matches include Target, Walmart, Tractor Supply, Famous Footwear, and Golden Corral. Recently, their analysis also assisted in determining the medical needs of Hesperia which helped locate two medical facilities at the I-15 and Main Street area.

ISSUES/ANALYSIS

The retail landscape is drastically changing, and at a very fast pace. The contract extension will provide new and contemporary analyses based on credit card and mobile device data to determine the matches specifically for the next freeway-oriented retail development in Hesperia. The City entered into an Exclusive Negotiating Agreement (ENA) with a developer and Buxton's analysis of an outdoor recreation and experiential retail concept will help determine the appropriate retailers for this project.

FISCAL IMPACT

Funding for this contract is included in the Fiscal Year 2019-20 Budget.

ALTERNATIVE(S)

1. Provide alternative direction to staff

ATTACHMENT(S)

1. Buxton proposal