

RESOLUTION NO. 2025 -

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NATIONAL CITY, CALIFORNIA, AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH HINDERLITER, DE LLAMAS & ASSOCIATES IN THE AMOUNT OF \$50,000 TO CONDUCT A REVENUE MODERNIZATION STUDY OF THE CITY'S BUSINESS LICENSE PROGRAM.

WHEREAS, the City of National City ("City") engages outside consultants for specialized services, as needed, and previously entered into an agreement with Hinderliter, de Llamas & Associates ("HdL") for business tax and transient occupancy tax administration services; and

WHEREAS, the City seeks to strengthen long-term fiscal sustainability through modernization of revenue administration, benchmarking against peer jurisdictions, and improved customer service for local businesses, and is desirous of entering into a new agreement with HdL due to their specialized expertise in municipal revenue analysis, program evaluation, and policy benchmarking; and

WHEREAS, based on HdL's expertise and experience providing such specialized services, City staff recommends executing a new agreement with HdL, in the amount of \$50,000, to perform a comprehensive revenue modernization study of the City's business license program, including the review of classifications, processes, regional practices, and administrative scenarios.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF NATIONAL CITY, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1: That the City Council hereby authorizes the Mayor to execute an agreement with Hinderliter, de Llamas & Associates in the amount of \$50,000 to conduct a revenue modernization study of the City's business license program. The Agreement is attached to the Agenda Report as Exhibit A.

Section 2: That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

PASSED and ADOPTED this 2nd day of December, 2025.

Ron Morrison, Mayor

ATTEST:

Shelley Chapel, MMC, City Clerk

APPROVED AS TO FORM:

Barry J. Schultz, City Attorney